



Praemium launches managed funds trading functionality for V-Wrap

7 September 2009

Praemium (ASX:PPS) is pleased to announce that it has commenced offering managed fund trading functionality as a component of V-Wrap.

This managed fund trading facility is being deployed by Powerwrap Ltd and will be made available to Praemium's wider client base. Powerwrap launches its full service Praemium powered investment administration platform, a managed investment scheme (MIS) known as the Powerwrap Investment Account (PIA) incorporating custodial holdings for managed funds and non-custodial holdings of direct equities and cash within a single consolidated account. As announced previously, Powerwrap will also deploy Praemium's proprietary separately managed accounts (SMA) platform as a component of the PIA.

A copy of a joint press release to be issued this morning by Praemium and Powerwrap is attached for the information of the market.

About Praemium: Praemium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering over AUD 31.6 billion* of assets. Praemium currently provides services to over 490* financial institutions and intermediaries, including some of Australia's largest financial institutions.

*As at 30 June 2009

Media Release: Melbourne, 7 September 2009

Powerwrap launches operations

Investment Administration provider, Powerwrap, commences operations today.

As a full service investment administration platform, the Powerwrap Investment Account - a managed investment scheme (MIS) operating on Praemium's proprietary portfolio administration platform, V-Wrap - provides custodial holdings for managed funds, and non-custodial holdings of direct equities and Cash within a single consolidated account.

The structure is designed to support efficient portfolio management:

- Custodial holdings of managed funds provides transactional efficiencies through pooling, without limiting flexibility or investor entitlements;
- Direct held equities give investors ultimate flexibility in corporate actions decisions relating to their portfolio;
- An integrated external cash facility offers superior transaction functionality, pricing and transparency as compared to the typical pooled cash arrangements offered by master trust and wrap providers; and
- Tax optimisation operates at the consolidated account level and leverages V-Wrap's superior tax management capabilities.

Commenting on Powerwrap's operational launch, Chief Executive Officer, Andrew Varlamos said:

"Powerwrap has developed a solution that allows financial planners to work more efficiently with accounting practices, through the use of modern investment administration and tax management functionality that is not available from the traditional wrap account and master trust providers.

"Our solution provides greater choice, transparency and control over investments, enabling financial planners to develop closer, more strategic relationships with their clients. Accountant-strength tax management functionality means that advisers have the tools to deliver superior after-tax returns."

Praemium Group CEO, Arthur Naoumidis, commented on the signing of the agreement with Powerwrap:

"This is the first deployment of managed funds trading functionality using V-Wrap. Our partnership with Powerwrap is about more than just providing access to our technology. Our existing V-Wrap client base has expressed the wish to access and consolidate managed investments utilising our technology

infrastructure, and the Powerwrap service is a direct response to that request. Our strategic partnership with Powerwrap will see us working together to continually enhance functionality and service delivery to meet market needs”.

Media Enquiries

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About Powerwrap

Powerwrap Limited is a privately owned and non-aligned provider of investment administration technology to financial planning practices and dealer groups.

Powerwrap operates a technology partnership with Praemium Limited that offers the group access to market leading investment administration and tax management technology supporting both managed investments, direct securities and separately managed accounts.

About Praemium

Praemium supplies its proprietary online portfolio administration services (V-Wrap), market data (p-Desktop) and Separately Managed Account (SMA) technology to wealth managers, financial planners, accountants, stockbrokers and SMSF administrators. V-Wrap currently administers in excess of \$31 billion.