



AUSTRALIAN FINANCIAL SERVICES GROUP LTD

MEDIA RELEASE

AFS Group Announces Appointment of Internal Xplan Site Administrator

Tuesday March 27, 2012. Australian Financial Services Group Limited's (AFS Group) CEO and Managing Director Peter Daly today announced the appointment of Ms Mary Delzoppo as the national dealer group's Xplan Site Administrator.

The appointment is a reflection of AFS Group's further investment in Xplan integrated services customised for the dealer group's advisers and practices.

In welcoming Mary Delzoppo to AFS Group's Head Office team, Peter Daly confirmed that the role of Xplan Site Administrator was a newly created position and would provide a central in-house resource and point of contact for all the dealer group's advisers and practice principals.

Mary has an extensive financial services background and experience and prior to joining AFS Group, she worked for Guild Financial Services as the organisation's Financial Support Consultant responsible for managing the Xplan database and providing support to the group's financial planners and paraplanners nationally. Before joining Guild Financial Services, Mary had been employed by boutique financial planning firm, Alkimia Financial and ANZ Mortgage Solutions.

Commenting on the newly created position within the dealer group Peter Daly said the AFS Group's Xplan Site Administrator was a pivotal role within the dealer group and Mary would be responsible for the management and execution of all Xplan technical queries and ongoing adviser support.

Most importantly, it was a further demonstration of AFS Group's commitment to its adviser network by providing services and support that will enhance the operational efficiency of their business practices.

Mary's key priority will be to take responsibility for the AFS Xplan Integrated Solution, a customised Xplan service specifically created for AFS. The AFS Xplan Integrated solution has been developed to support the AFS practices with client segmentation, service offering and pricing.

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The AFS Group Xplan Integrated Solution allows advisers to utilise threads to drive marketing activity and streamline back office processes. The solution provides SOA templates, modelling tools, reporting, workflow process, portfolio management, debt modelling, research, super switching and centralised data feeds.

In addition to ensuring the dealer group's centralised Xplan site continues to operate smoothly and all user requests are addressed and resolved in a timely manner, Mary will also assist with the provision of training to AFS Group's staff to ensure that they are aware of new developments in the powerful CRM solution.

Peter Daly said today's appointment announcement is another key component of AFS Group's strategy of providing the dealer group's advisers with services that will directly assist them to improve practice productivity and maximise the potential of their client service activities.

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Media Enquiries:

Mr. Joe Perri
Joe Perri & Associates Pty Ltd
Telephone/Fax: +61 3 9324 0362
Mobile: +61 412 112 545
Email: jperri@joeperri.com.au