



AUSTRALIAN FINANCIAL SERVICES GROUP LTD

MEDIA RELEASE

AFS Group Announces Industry & World Leading Mobile Adviser Communication Platform

Monday February 20, 2012. Australian Financial Services Group Limited's (AFS Group) advisers have been overwhelming in their praise for the dealer group's industry leading Smartphone and associated technological solution. The exciting new initiative will significantly enhance both the adviser / dealer group B2B and adviser / client B2C communication, information exchange and relationship.

'Mi AFS' the adviser B2B version of the platform is Australia's first mobile financial adviser resource. It will provide cut through information services between the dealer group and adviser delivering access to resources designed to increase client communication interaction.

'Mi AFS' will go live next week at the conclusion of the final PD day event in Sydney. The B2C version, ***'Mi Adviser'*** that will connect the AFS Group adviser to his / her client will go live in May.

'Mi Adviser' has been developed to enhance and reinforce the adviser / client relationship with retail focused information and services including access to client portfolios and balances in real time.

In addition, clients will have access to exclusive resources and be able to receive video push messages from their adviser. Client forums and social media integration are further features in an extensive suite of services.

Commenting on the initiative that is a both a world and industry first, AFS Group CEO and Managing Director Peter Daly said the mobile resource was developed as an end-to-end integrated communication and information platform that can be accessed on both Smartphones and tablets by the adviser and shortly by the adviser's client.

The features, technology and accessibility of information of this ground breaking initiative is currently being launched in each state during the AFS Group start of year PD Days.

“By embracing cutting edge technologies and leveraging financial information and knowledge, AFS Group has responded to both changing consumer behaviour and FoFA requirements with a comprehensive solution that will significantly enhance relationships and productivity,” said Peter Daly.

“At each briefing, our advisers confirmed they were keen to ‘ring in the changes’ and the benefits to their practices and clients.”

Utilising advances in technology and mobile media expertise, Peter Daly confirmed the dealer group has achieved its three key objectives –

1. To build and enhance relationships
2. Deliver relevance
3. Create competitive advantage

“AFS Group’s reputation has been built on our *Adviser Owned Adviser Driven* slogan, institutional independence and commitment to delivering significant value to our adviser network that is reflected in their higher productivity, profitability and personal success.”

“By applying the very latest leading edge technology, AFS Group has delivered an exclusive benefit to the dealer group’s advisers that leverages the diverse volumes of financial information and makes this content readily available and accessible,” concluded Peter Daly

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