



Media Release

HUB24 becomes the platform of choice for 4 new clients

Thursday, 16 February, 2012. Investorfirst Limited (ASX: INQ) announced today that four new clients representing a total FUM (funds under management) of over half a billion dollars, have selected HUB24 as the investment platform of choice for their advisers.

- DFS Portfolio Solutions
- Equiti Private Wealth
- Oxbrey Financial Group
- Mandalay Wealth Management.

This affirms HUB24's continued and ongoing investment in proprietary technology and product development. Darren Pettiona, Investorfirst's Chief Executive Officer, also confirmed that the next major release for the platform, targeted for May this year, will represent a 'generational leap' and will see the most significant enhancements to the platform since its commercialisation in late 2010. These include:

- more flexible model portfolio and direct equity trading capabilities
- an enhanced user interface – which is more intuitive and flexible
- direct fixed interest capability – which offers greater liquidity, diversification and lower cost
- Exchange Traded Options within Separately Managed Accounts

These come on top of enhancements to cater for retail superannuation, insurance and more efficient SMSF (self-managed super funds) administration.

Commenting on HUB24's new account success, Pettiona said it was particularly pleasing that a rapidly growing number of dealer groups have recognised and acknowledged HUB24's marketplace and technological advantage.

Head of DFS Portfolio Solutions, Stephen Romic said, "HUB24 will enable us to achieve greater efficiencies in managing our Model Portfolios and the scope of services, which we plan to extend to the IFA market."

Reflecting on the key factors that underpinned the decision of the above four dealer groups to select HUB24, the principals confirmed it was –

1. HUB24's capacity to enable dealer groups to evolve as product manufacturer, and
2. The platform's competitive pricing structure that delivers lower administrative costs for advisers, and capacity to improve business operational efficiency.

Pettiona said, "We're very excited about establishing a market leadership position within the independent platform space and continuing to innovate to support our advisers. HUB24 has gone through a total evolution since its launch. We will have the flexibility to support new types of assets and create further efficiencies for advisers. We'll be announcing more account wins in the very near future," said Pettiona.





About HUB24

HUB24 is a wholly owned subsidiary of Investorfirst Ltd (ASX: INQ). The investment and superannuation platform offers a flexible transaction and reporting solution to suit all types of investors across a range of tax structures and offers access to a broad range of investments and features. The platform is administered on proprietary software that has been purpose built by an in-house development team with a very strong track record of delivering market leading software solutions in the financial services industry. It is designed to maximise administration flexibility and efficiency. The HUB24 platform now offers 31 portfolio managers with 68 SMA (separately managed accounts) portfolios – the largest menu of SMA portfolios offered on any platform in Australia. This is in addition to more than 800 wholesale managed funds, 500 listed securities and 49 exchange traded funds on the platform.

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Issued by HUB24 Pty Ltd, a wholly owned subsidiary of Investorfirst Limited (ASX: INQ).



Investorfirst Ltd

Darren Pettiona

Chief Executive Office
Investorfirst Ltd
+61 2 8274 6000

Jason Entwistle

Deputy Chairman
Investorfirst Ltd
+61 2 8274 6000

