



AUSTRALIAN FINANCIAL SERVICES GROUP LTD

MEDIA RELEASE

AFS Group Announces the Appointment of Regional Manager for Victoria and Tasmania

Friday June 29, 2012. Australian Financial Services Group Limited's (AFS Group) Acting CEO Phil Burke has announced the appointment of Danielle Nugent as the dealer group's Regional Manager for Victoria and Tasmania.

Commenting on the appointment, Phil Burke said Danielle is an outstanding industry professional with excellent financial services experience, insight and understanding of all aspects of the sector's value chain.

In welcoming Danielle Nugent, Phil Burke said, "This appointment will build on the depth of the AFS Group's planner facing infrastructure and resources.

"The business, marketing and client service activities of the dealer group's Victorian and Tasmanian practice principals and financial advisers will benefit immensely from Danielle's strategic coaching expertise."

Danielle has held many leadership and sales roles in capital and hybrid markets; product and platform; B2B and B2C sales and distribution, licensee services and SME business consulting.

Prior to joining AFS Group, Danielle was a Consulting Partner with The Strategic Thought Consultancy – an executive coaching organisation that assists SMEs to realise the potential of their businesses by addressing issues and implementing effective growth strategies.

This was preceded as AMP's Customer Value Head of Business Development for Vic / Tas., AMP Financial Planning Business Coach and a number of other senior management and key relationship roles with AMP, AXA, Prudential, Rothschild and Macquarie Bank.

Danielle is also a strong advocate of ongoing professional and personal development and has qualifications Neuro Linguistic Programming, Leadership & Coaching, sales, project management, financial planning, business

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development, business administration and operation, superannuation, negotiation and presentation skills.

“I am very pleased to join the AFS Group and contribute to a growing organisation that has the long term financial and operational success of its practices and advisers as its highest priority,” said Danielle Nugent.

“My goal will be to work alongside the dealer group’s Victorian and Tasmanian practices and advisers and assist them to implement and maintain effective operational business frameworks that support their individual growth and marketplace objectives.”

Phil Burke concluded, “The appointment of a high calibre industry professional as the AFS Group’s Regional Manager for Victoria and Tasmania reflects the dealer group’s commitment to providing advisers and practice managers with resources, services and personnel that are accessible and dedicated to assisting them to maximize their operational productivity and potential.”

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