



**Investorfirst Ltd**

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**HUB24 Media Release**

**13 New, Non-Unitised Fund Portfolio's added by Fund Managers and Independent Research Houses to HUB24's Portfolio Administration Service**

Investorfirst Limited (ASX: INQ) attaches the following Media Release as distributed to media sources today.

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## MEDIA RELEASE

# 13 New, Non-Unitised Fund Portfolio's added by Fund Managers and Independent Research Houses to HUB24's Portfolio Administration Service

**Tuesday, January 18, 2011.** HUB24, a wholly owned subsidiary of ASX listed stockbroker and wealth management utility, Investorfirst Limited (ASX: INQ), is today pleased to formally announce the addition of 13 new, non-unitised portfolios to its broad and rapidly growing menu of non-unitised portfolios. The new offerings are from both well respected traditional fund managers as well as two of Australia's leading, independent research houses.

The seven new portfolio providers and the funds offered, include:

**Aviva Investors Australia Ltd**

- Dividend Builder
- Core Opportunities

**Millinium Capital Managers Ltd**

- Millinium Dividend Income Portfolio

**Prime Value Asset Management Ltd**

- Prime Value Growth Portfolio
- Prime Value Imputation Portfolio

**Clime Asset Management Pty Ltd**

- Clime Concentrated Australian Equities Portfolio

**Lonsec Limited**

- Lonsec Australian Equity Core Portfolio
- Lonsec Australian Equity Income Portfolio

**Morningstar Australasia Pty Ltd**

- Morningstar Australian Equities Growth Portfolio
- Morningstar Australian Equities Income Portfolio
- Morningstar Australian Equities Balanced Portfolio

**Armytage Pty Ltd**

- Enhanced Leaders Fund
- Strategic Opportunities Fund

Commenting on these new offerings, Chief Executive Officer of Investorfirst, Mr Darren Pettiona, said "The HUB24 platform now offers 25 portfolio managers, with 54 non-unitised funds, making it the most extensive non-unitised fund provider in the Australian marketplace. In addition, we expect to add more branded portfolio managers throughout the first half of this calendar year.

"A further unique characteristic of HUB24's product offering menu, is that it now comprises all of Australia's leading, independent research providers in a portfolio manufacturing capacity, including Lonsec, Morningstar, Standard & Poors and van Eyk."

Supporting HUB24's broad-based platform offering, is its unique, proprietary technology and the strong industry experience of its' team, which has enabled it to overcome many

traditional obstacles restricting fund manager / portfolio provider participation. More importantly, its scalability ensures the platform can continue to grow and service the needs of all of its' stakeholders, with continued innovation planned.

This has proven a clear benefit to end investors, with many of the independent financial advisers utilising HUB24, being empowered to not only respond to newly heightened client demand for more customised and open investment guidance, but also deliver a fully integrated investment process that makes the adviser's practice more efficient and comprehensive.

At the same time the end investor is receiving "best-of-breed", tax advantaged, direct portfolio exposures, managed by an array of investment professionals.

Mr Pettiona added that "We strongly believe that non-unitised portfolios will be the future of how Australians invest in domestic assets, particularly equities and fixed interest, and any financial adviser who does not embrace professionally constructed, non-unitised portfolios will be doing a disservice to their clients, in addition to possibly jeopardising their fiduciary duties."

This paradigm shift is supported by early adopters such as the long established and leading national dealer group Matrix Planning Solutions (Matrix).

Matrix Managing Director, Mr Rick Di Cristoforo said, "HUB24 promotes a more efficient and transparent platform option for our advisers and we'd like to see more professional portfolio managers providing, lower cost, tax advantaged, non-unitised options to benefit our investors in the future."

HUB24's Mr Pettiona is confident that there will be a shift in the balance of power to funds management groups supporting non-unitised options, and he believes it could even be as dramatic as the growth experienced by wholesale managers versus retail managers throughout the 90s.

Mr Pettiona concluded, "Portfolio managers who resist this future demand and worldwide industry trend, may find themselves marginalised in what is expected to be a rapidly evolving marketplace. The future of the non-unitised sector within the Australian financial services industry is definitely on the rise and HUB24's significant, ongoing investment in efficient technology solutions will ensure that it continues to attract the support of fund managers and dealer groups alike. We expect strong growth to occur in our business throughout 2011-12."

**ENDS**

Issued by HUB24 Pty Ltd – 100% wholly owned by Investorfirst Limited (ASX: INQ).

## Notes to the Editor: About HUB24 Pty Ltd and Investorfirst Ltd

### About HUB24

HUB24 is a fully owned subsidiary of ASX listed, Investorfirst Limited (ASX: INQ), an independent, Australian based and owned, stock broking (institutional, wholesale and retail) and corporate advisory firm that offers a range of wealth management services, including research and advising and dealing on behalf of personal, institutional and corporate participants.

The HUB24 Portfolio Service is an advanced, web-based, trading and reporting system that enables clients to benefit from cost effective executions and management of trades whilst retaining the full beneficial ownership of securities for improved tax efficiency. Comprising a single-system solution, the platform supports all of the diverse functions involved in the management of investment portfolios, including compliance, administration and other supporting functions. Essentially, it acts as a 24-hour accessible HUB between the Investor, their Adviser, the Model Manager recommending the Model Portfolio, the Stockbroker performing the trades, and the Sub-Custodians who provide the custodial and depository services in respect of the Portfolio Service. This system can be used for managing and administering Managed Discretionary Accounts (MDA's), such as Separately Managed Accounts (SMA's) and Individually Managed Accounts (IMA's). The resulting system not only provides the necessary functionality to administer an MDA, but can also be used to carry out management and administration of any collection of investments, regardless of their underlying tax structure. In addition, HUB24 comprises the necessary functionality to support managers, trustees and administrators of Self-Managed Superannuation Funds (SMSF's).

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