



Investorfirst Ltd

ABN 87 124 891 685

ASX Release

Release Number: 01 – 06 – 11

Release Date: 09 – 06 – 11

HUB24 Launches Investor Directed Portfolio Service (IDPS)

Thursday, 9 June, 2011. Further to the 20 May 2011 ASX announcement, the **HUB24 Investment Service (HUB24)**, an advanced trading and reporting system enabling clients to benefit from cost effective execution and management of trades whilst retaining full beneficial ownership of securities for improved tax efficiency has moved to an Investor Directed Portfolio Service (IDPS). Such a move positively positions the service in an optimal legal structure as well as aligning the business to the recently announced Future of Financial Advice (FOFA) reforms.

Commenting on the ASIC approved repositioning of HUB24 IDPS, INQ and HUB24 CEO Mr Darren Pettiona said “We are pleased to announce this approval for the variation to the AFSL which enables HUB24 to provide an optimal investment service for the client by ensuring a higher level of disclosure and one that carries less regulatory risk.”

The benefits of operating under an IDPS structure include:

- An improved disclosure regime allowing for stronger client protection.
- An investment service that caters more to client’s needs.
- Flexibility allowing clients to retain discretion on how their investments are managed.
- Established business processes with adviser groups who are familiar with IDPS platforms.
- No requirement for an investment program, thus removing the obligation for annual reviews.

HUB24 has full fee transparency and is not designed to accept shelf space remuneration from portfolio managers. It is ideally positioned for ‘scaled advice’ and has the ability to enable financial advisers, brokers or accountants to provide advice in response to an individual’s singular need should it be required for investment, superannuation or insurance protection cover.

ENDS

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



Investorfirst Ltd

www.investorfirst.com.au

T 02 8274 6000
F 02 9247 6428

Level 45 Governor Phillip Tower
1 Farrer Place, Sydney NSW 2000

PO BOX R251
Royal Exchange NSW 1225



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For further information please contact:

<p>Otto Buttula Executive Chairman Investorfirst Ltd Phone: +61 2 8274 6000</p>	<p>Darren Pettiona Chief Executive Office Investorfirst Ltd Phone: +61 2 8274 6000</p>
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