



HUB24 Private Invest

Innovation that delivers efficiency
for private wealth advisers.



A photograph of a person in a suit holding a tablet. The tablet screen displays two financial charts: a bar chart titled 'Delivering growth and value' showing 'Funds under administration' from 2018 to 2022, and a stacked bar chart showing 'Group 4-YR CAGR +42%' and 'Group Revenue +47%' from 2018 to 2022. The background is a blurred office environment.

Over 50% of advisers

who advise on and/
or administer non-
custody assets do so
manually.¹

Managing high-net-worth investment portfolios doesn't have to take so much of your time.

Meeting your clients' objectives may require a range of solutions – including alternative investments, bespoke strategies or assets not typically available on traditional investment platforms. This can often involve data quality management, spreadsheets, manual administration and paperwork.

Not anymore.

¹ Investment Trends 2025 Adviser Technology Needs Report: Industry Analysis



**44% of
advisers**
cited 'Building
efficiencies into the
business process' as
their top challenge.²

Innovation that delivers a **seamless experience.**

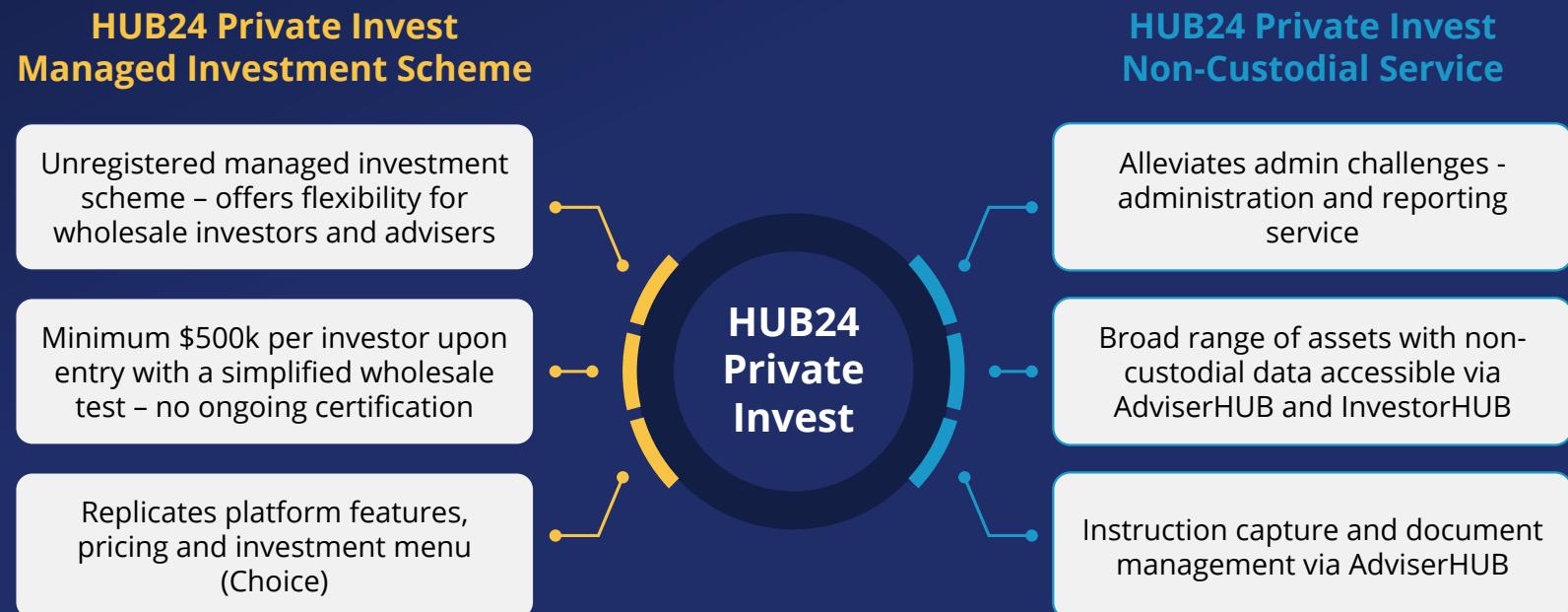
Private Invest delivers a seamless investment experience, so you can manage your clients' investments to suit their goals – whether they're focused on capital preservation, growth or legacy planning.

Empower your clients to access a wide range of investment opportunities and bring all of their assets together to view a **complete picture of their wealth** – and provide efficiencies for your business.

² Investment Trends 2025 Adviser Business Model Report: Industry Analysis

What is HUB24 Private Invest?

Private Invest is a premium integrated investment service designed exclusively for wholesale investors that offers **one central place** to manage your clients' investments.



Broad investment range offering more choice for your high-net-worth clients.

HUB24 Private Invest Managed Investment Scheme

Access a wide range of investments
on the HUB24 platform, including:

- Managed funds,
- Managed portfolios,
- Australian and international listed securities,
- Term deposits,
- Longevity products,
- Foreign currency,
- Unlisted domestic fixed income securities,
- Cash, and
- Other investments made available by HUB24.

HUB24 Private Invest Non-Custodial Service

There is a broad range of assets
that can be administered under the
Service, including:

- Privately arranged investment groups not formally registered,
- Investment products or schemes not available through the HUB24 Private Invest Managed Investment Scheme,
- Alternative investments,
- International listed securities not currently approved within the HUB24 Private Invest Managed Investment Scheme, and
- Other qualifying assets, subject to HUB24's approval upon request.

Alternative investments recorded the strongest allocation growth over the past year (now 11% up from 4%).³



Manage your clients' investments **your way**



20% of advised HNW clients

would switch advisers for preferential access to new investment products.⁴

Easy onboarding via a single combined online application that provides access to Private Invest investments.

Flexibility to access a wide breadth of investments to suit your clients' needs—directly or through the HUB24 platform.

Save time with less paperwork. Your clients can have wholesale status as long as their Private Invest account remains open with no need for repeated certification.

Efficiently transact, manage and administer all of your client's investments on a single integrated platform. Access key documents and provide investment instructions online.

Access comprehensive reporting and a holistic view of your clients' wealth with Engage. Tailor interactive reporting to your business and your clients' needs.

Include the whole family. With Private Invest, you can group a whole family's investments together in one place for convenience and efficiencies but also view assets separately for privacy purposes.

⁴ Investment Trends 2025 High Net Worth Investor Report.

Manage family wealth **together** for simplicity.

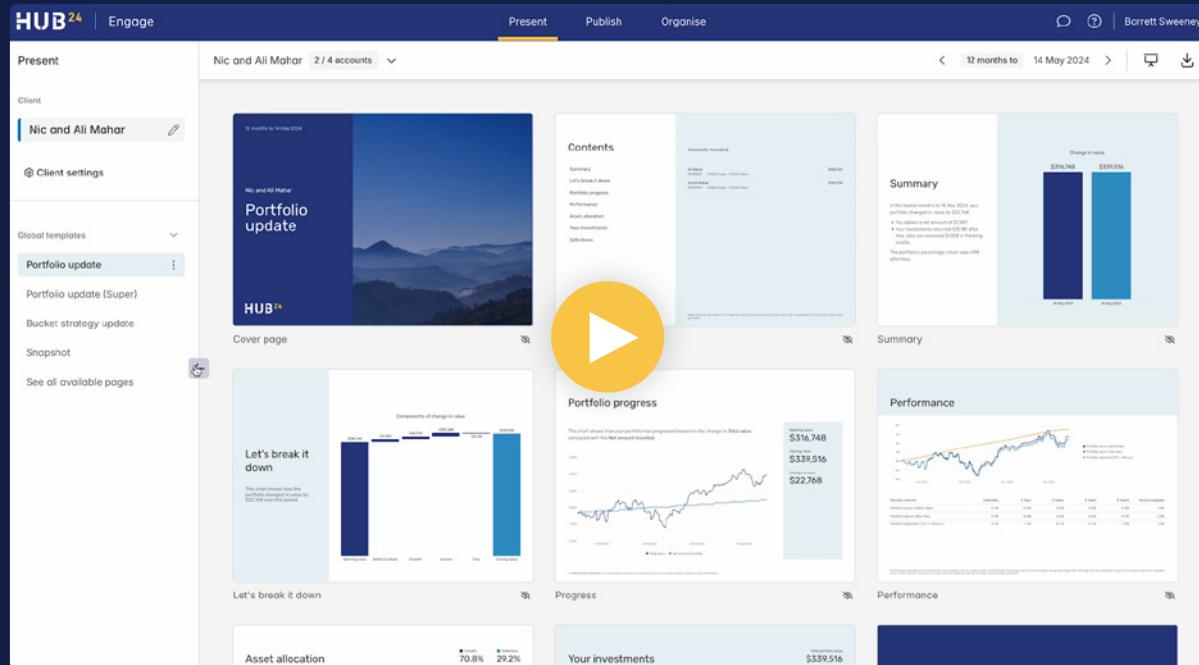
With Private Invest, you can group multiple accounts under a single-household structure, allowing for coordinated investment strategies and comprehensive reporting.

This feature is ideal for families looking to manage their wealth collectively. The comprehensive reporting for Private Invest also gives you the option to look at accounts separately to protect individual privacy, if preferred.



Explore how **Engage** can empower your HUB24 Private Invest clients

Create a complete view of your clients' wealth in one place with Engage, HUB24's new market-leading reporting capability.



Only 57% of advisers' time is spent on client-facing activities.⁵

Engage saves you time, bringing together your clients' Private Invest data (both custodial and non-custodial) along with information about their other investments (e.g. investment properties, jewellery, art, etc.).

⁵ Investment Trends 2025 Adviser Business Model Report.

Why choose HUB24?

HUB24 Limited is an ASX 100 listed company that leads the wealth industry as the best provider of integrated platform, technology and data solutions.

Our platform is recognised by financial advisers and the wealth industry as Australia's best platform and administers over \$100 billion. HUB24's platform functionality was also rated the highest for HNW advisers, providing access to a broad investment menu.^{6,7,8}



⁶ HUB24 was rated Best Platform Overall in the 2024 Investment Trends Platform Competitive Analysis and Benchmarking Report.

⁷ Includes Platform Funds Under Administration (FUA) as at 30 September 2025 - does not include FUA for Portfolio, Administration and Reporting Services (PARS).

⁸ Investment Trends 2024 Platform Competitive Analysis & Benchmarking Report. HUB24's platform functionality was rated the highest for HNW advisers (Slide 18).



For more information about HUB24 Private Invest

Speak to your local BDM | Visit hub24.com.au/private-invest



DISCLAIMER

This document is provided by HUB24 Custodial Services Ltd ABN 94 073 633 664, AFSL 239 122 (HUB24) and is current as at January 2026.

HUB24 Private Invest is comprised of:

- HUB24 Private Invest Managed Investment Scheme ("Scheme"), an unregistered managed investment scheme providing custodial services to wholesale clients; and
- HUB24 Private Invest Non-Custodial Service ("Non-Custodial Service"), an investment administration and reporting service.

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