



Praemium signs Prime Financial Group Ltd

4 December 2007

ASX-listed Australian portfolio administration provider, Praemium Limited (ASX:PPS), has been selected by diversified financial services & advisory group, ASX-listed Prime Financial Group Ltd (ASX:PFG), with funds under advice of over \$3 billion, as its preferred direct equities administration platform.

Prime operates across financial advice, funds management, corporate advisory and finance, and currently has investments in 44 financial services & advisory businesses nationally, combining more than 200 staff and 31 financial advisers.

Group Managing Director, Mr Arthur Naoumidis, said Praemium already provides services to seven Prime member firms and was pleased its relationship would now be further strengthened.

'We are delighted to be chosen as preferred direct equities administration platform for Prime. As one of the new-wave financial service & advisory groups, this selection solidifies our position as the platform of choice for direct equities administration. We look forward to working with and assisting Prime members', he said.

Prime's Managing Director & CEO, Mr Simon Madder, said, 'We are pleased to further consolidate our relationship with Praemium. The Praemium platform will provide enhanced reporting capabilities for clients and support Prime's direct equities advisory service which was recently launched to financial services & accounting firm clients across the group. We look forward to continuing to deliver further value added services and grow our integrated financial advice model for clients'.

About Praemium: Praemium supplies online portfolio administration services (V-Wrap), market data (p-Desktop) and Separately Managed Account (SMA) technology to wealth managers, financial planners, accountants, stockbrokers and SMSF administrators. V-Wrap currently administers in excess of \$27bn.

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