

# Financial Standard

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## TECHNOLOGY

### **Prime selects Praemium**

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Prime Financial Group has selected Praemium Limited as its direct equities administration platform.

Praemium provides online portfolio administration service through its V-Wrap, p-Desktop and Separately Managed Account (SMA) technology to a range of financial planners, stockbrokers and accountants.

Simon Madder, managing director and chief executive at Prime Financial Group, said the Praemium platform would enhance the reporting capabilities for client and support the group's direct equities advisory service.

Arthur Naoumidis, managing director at Praemium, said they already provided services to seven Prime member firms and looked forward to developing the relationship.

"As one of the new wave financial services and advisory groups this selection solidifies our position as the platform of choice for direct equities administration," he said.

Prime Financial Group has invested in 44 financial services and advisory businesses across Australia.

*Michael Hobbs*

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