

## Prime time for Praemium

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ASX-listed Praemium has been selected by Prime Financial Group as its preferred direct equities administration platform.

The Australian portfolio administration provider, which already provides services to seven Prime member firms, is pleased to have again been chosen by Prime, according to Praemium group managing director Arthur Naoumidis.

"As one of the new-wave financial service and 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," Naoumidis said.

ASX-listed Prime, which has more than \$3 billion in funds under advice, operates across financial advice, funds management, corporate advisory and finance, and has investments in 44 financial services and advisory businesses nationally.

Prime managing director and chief Simon Madder said the organisation is pleased to further consolidate its 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 and accounting firm clients across the group. We look forward to continuing to deliver further value added services and growing our integrated financial advice model for clients," Madder said.