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## **Praemium / Blackrock SMA climbs to A\$200 million in funds under management**

Praemium Limited (ASX:PPS) is pleased to announce that the value of the total funds managed utilising its proprietary Separately Managed Account (SMA) platform has achieved a new benchmark of A\$200 million – doubling the value of funds under management in a month.

Praemium provides its SMA technology exclusively to Blackrock Investment Managers Limited, which offers SMA structured as a managed investment scheme both to its own clients, as the Blackrock Customised Portfolio Service, and under white label arrangements. Currently 56 investment models are available across 30 separate SMA product disclosure statements, including those issued under branding agreements with Citigroup, Merrill Lynch, Tolhurst Noall and Australian Financial Services.

Praemium's Managing Director, Arthur Naoumidis, said: "We are very pleased the SMA has reached its second hundred million so quickly after the first, announced on June 18<sup>th</sup>. It demonstrates an increasing acceptance of SMAs by financial advisers on behalf of their clients and continues to show that the Praemium / Blackrock SMA is leading the way in this sector."

### **About Praemium:**

Praemium launched its proprietary online portfolio administration service ("V-Wrap") to the Australian market and secured its first clients early in 2002. V-Wrap is now enjoying considerable success: within 4 years the value of investments administered by V-Wrap in Australia has grown from AUD\$100m to in excess of AUD\$20b. Praemium's V-Wrap clients include some of Australia's largest financial service providers and global financial organisations.

An innovative approach to product design combined with the strength of the underlying technology has also enabled Praemium to develop its Separately Managed Account offering which is used exclusively in Australia by Blackrock Investment Managers (Australia) Limited (previously Merrill Lynch).

Praemium recently launched Praemium Desktop – a blend of market data (with live data streaming options) and advanced portfolio functionality that can be distributed by V-Wrap clients under their own brand.

### **For further information contact:**

Warren Gibson  
National Sales and Marketing Manager  
Tel: (03) 8622 1204  
Email: [warren.gibson@praemium.com.au](mailto:warren.gibson@praemium.com.au)  
Mobile 0412 171 606  
[www.praemium.com.au](http://www.praemium.com.au)