



MEDIA RELEASE

Five More Dealer Groups Select HUB24 Portfolio Administration Service

Wednesday December 1, 2010. HUB24 today announced that five more boutique dealer groups have selected HUB24 as the preferred Portfolio Service provider for their planners. The dealer groups are all well respected industry participants known for their dedication to client service dedication and include Gamma Wealth Management Ltd, Q1 Wealth, HNW Planning, Harts Financial Group and Roxburgh Securities.

“The versatility and benefits HUB24 provides for planners to address portfolio management needs is attracting increasing dealer group interest and clients in growing numbers as the reputation of the online administration system grows when compared to older and technologically constrained traditional platforms,” said Darren Pettiona Managing Director of HUB24 and newly installed Chief Executive Officer of HUB24 parent, Investorfirst Limited (ASX: INQ).

Gamma Wealth Management Ltd, Q1 Wealth, HNW Planning, Harts Financial Group and Roxburgh Securities represent in excess of \$650M in assets and HUB24 will assist the dealer groups’ financial planners to deliver a more efficient and client focussed service offering.

The system has been built to provide the necessary functionality to manage and operate a Managed Discretionary Account (MDA), whether in the form of a Separately Managed Account (SMA) or an Individually Managed Account (IMA). It is also easily adapted to operate a more traditional wrap platform or any collection of investments structured along similar lines, regardless of its tax structure.

“HUB24 is a comprehensive platform offering with implementation tools and a non-unitised manager offering not available to other platforms. Furthermore, it also the first platform to release an Apple approved iPhone application for both the adviser and their clients,” added Darren Pettiona.

Brett Evans, Head of Gamma Wealth Management said “The HUB24 platform will enable our advisers to manage their client's portfolios in a manner that is in accordance with the desired investment mandate, whilst at the same time providing operational and time efficiencies that can be utilised by advisers to provide higher levels of service and client support.”

Robert Dunn, who recently joined HNW Planning where he introduced the Managed Account approach to investing clients, believes “Offering a Managed Account to clients is a no-brainer as it is a win-win situation as clients benefit from lower costs and more tax efficient ways to invest.”

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“The advisor in turn benefits through improvements in administrative efficiencies that result in freeing up valuable internal resources that can be utilised more effectively to increase productivity and client service activities.”

Robert Dunn also confirmed HUB24 was selected following a rigorous assessment of other platforms which were eliminated as HUB24 easily ‘ticked all the boxes’ for efficiency and ease of decision making capabilities.

Darren Pettiona concluded, “The recent merging of HUB24 with the ASX listed Investorfirst Group represents an exciting time for the combined group. Not only does HUB24 offer advisers and their clients a technologically superior and more efficient investment platform, but now as part of the ASX listed Investorfirst Group (ASX: INQ), clients can be assured of substantial financial strength and operating integrity. Importantly, many of the Board and executive of Investorfirst have strong financial services experience and a strong track record.

“We have come a long way over the past three and half years, but now with capital, an operating ASX stock broker and a burgeoning independent research offering, the Group’s investment platforms can only be enhanced. We will be able to control execution and the clearing of securities that are crucial to the long term success of our non-unitised manager strategy. HUB24 is the only non institutional company to control a broker as well as its own platform’s intellectual property.”



ENDS

Issued by HUB24 Pty Ltd – wholly owned by Investorfirst Limited (ASX: INQ).

Notes to the Editor: About HUB24 Pty Ltd

Following shareholder approval, HUB24 was acquired by Investorfirst Limited, an ASX listed, independent Australian based and owned stock broking, research and corporate advisory company that offers a range of financial services to personal investors as well as institutional and corporate clients.

HUB24 Pty Ltd was founded in July 2007 by Ian Litster, Darren Pettiona and Suwandi Tan. The company was established with the main objective of designing and building an efficient, reliable and cost effective administration platform for Managed Discretionary Accounts (MDA's) and similar services.

Using the experience of the company's principals in the provision of IT solutions for the financial services industry, together with its employees' skills and expertise in the manufacturing of IT systems using the latest technologies, HUB24 has built a web-based single-system solution addressing the needs of the management of investment portfolios, including compliance, administration and other supporting functions.

The resulting system not only provides the necessary functionality to administer an MDA, but can also be used to carry out management and administration of any collection of investments, regardless of their underlying tax structure.

HUB24 has also added the necessary functionality to support managers, trustees and administrators of Self-Managed Superannuation Funds (SMSF's) in their compliance with their regulatory obligations, so the system can also be used to fully administer a SMSF.

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