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## HUB24 Platform recognised in latest awards

HUB24 (ASX: HUB) has once again leapt ahead of traditional platform providers, to rank in the top three platforms in the market for overall functionality in the 2014 Investment Trends Platform Benchmarking report.<sup>1</sup> As evidence of its ability to innovate and grow at the same time, HUB24 is now in third place in the most recent results having jumped from fifth in 2013 and from seventh place in 2012.

Over the same period, HUB24 has grown from \$384 million in funds under administration at 30 June 2012 to \$1.4 billion today. HUB24 also has the sixth highest annual net inflows for wrap providers and the highest net inflow growth rate across master trusts, wraps and platforms according to data from Plan for Life's quarterly Platform Wrap Market Report released in December 2014.

Managing Director, Andrew Alcock believes much of HUB24's rapid progress is due to delivering superior technology and responding to the needs of clients. In this dynamic market, HUB24's ownership of proprietary technology allows the company to both respond to change and lead with new developments.

According to the 2014 report, HUB24 is recognised as having one of the highest number of SMA investment portfolios on an Australian platform. This combined with the broad range of investment, insurance and term deposit choices puts HUB24 ahead of most major platforms in this category and importantly provides clients with transparency and independent choice.

Also recognised this year is the company's non-custody reporting functionality. This new development is expected to be attractive to stockbroking licensees and their clients who value holding their own assets while still receiving the benefits of a wrap platform.

HUB24's progressive climb achieved recognition when the company received the Most New Developments Award in the December 2012 Investment Trends Platform Report reflecting significant improvements in functionality. In the latest results HUB24 was awarded the 'Best Tablet/Smartphone Access' with the company's investment, super and pension platform now fully compatible and accessible across many popular mobile devices.

Mr Alcock is confident HUB24 will continue to build momentum, innovate and improve its position and presence in the market. "Our business has been growing very quickly and based on current trends, we're rapidly heading towards \$2 billion of funds under administration and beyond. These latest results from Investment Trends, and our steady rise to the top three underpins a healthy balance of continuing growth and investment."

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<sup>1</sup> Investment Trends December 2014 Platform Benchmarking Report, based on extensive analyst reviews of 22 platforms across 466 functional points

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## More about the Investment Platform Benchmarking Report

The Investment Trends 2014 Platform Benchmarking Report evaluates the functionality offered to financial planners by leading investment platforms in Australia, based on a face-to-face research and audit methodology. A total of 22 platforms from 12 platform owners, representing more than \$350 billion held on retail platforms, were reviewed by Investment Trends analysts over the period September to December 2014. The analysis was focused on the features and functions of platforms as they apply to all users, and each platform is assessed in over 460 criteria across 6 different categories in the areas of Product, Transaction, Decision Support, Reporting, Access and Integration.

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### About HUB24

HUB24 is a financial services company listed on the Australian Stock Exchange (ASX: HUB). The business is focussed on the delivery of the HUB24 platform, which supports the achievement of superior superannuation and investment outcomes for investors. HUB24 is a next-generation service with state-of-the-art portfolio management, transaction and reporting solutions for licensees, financial advisers, accountants, stockbrokers and institutions. HUB24 is not aligned to any major bank, manager or institution. HUB24 is an independent organisation with award winning technology and a growing number of respected and high profile financial services companies as its customers.

For further information, please visit: [www.HUB24.com.au](http://www.HUB24.com.au)

### About Paragem

HUB24's wholly owned subsidiary, Paragem, is a boutique licensee comprising 20 high-value fees based practices across Australia who advise on more than \$2.5 billion in client assets. Paragem has been built through rigorous adherence to licensing of pre-existing firms with the highest level of compliance, asset and revenue performance. The business has grown rapidly in recent years due to its focus on a clear value proposition around advice quality and consumer outcomes.

Paragem has developed a clearly differentiated and open architecture position in relation to supplier relationships, ensuring their firms have access to the most advanced technology and product solutions possible. The business will continue to grow through focus on culturally aligned businesses that promote the highest possible level of advice and financial outcome. The management team enjoy a high profile in consumer and adviser advocacy through regular engagement with government and industry bodies.

For further information, please visit: <http://www.paragem.com.au/>

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