

**ASX Release: 18<sup>th</sup> June 2007**

## **Praemium / BlackRock SMA continues to build momentum – A\$100 million in funds under management**

Praemium Limited (ASX:PPS) is pleased to announce that value of the total funds managed utilising its proprietary Separately Managed Account (SMA) platform has recently achieved a benchmark of A\$100million.

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 different investment models are available across 30 separate SMA product disclosure statements, including those issued under branding agreements with Citigroup, Merrill Lynch, Tolhurst and AFS.

Praemium's Managing Director, Arthur Naoumidis, said: "We are very pleased to be able to demonstrate that the SMA is achieving acceptance as an alternative to conventional managed funds by releasing confirmation that it has commenced achieving this level of traction. Whilst it's early days yet, we believe that this shows that the Praemium / BlackRock SMA is the fastest growing SMA available to Australian investors"

Maurice O'Shannassy, BlackRock Investment Managers Ltd Managing Director said: "We are pleased with the acceptance of the BlackRock SMA offering. Flows are increasing in line with our expectations for the product at this stage of its development".

### **About Praemium:**

Præmium 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 3 years, the value of investments administered by V-Wrap in Australia has grown from AUD100m to in excess of AUD20bn. Præmium'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 Præmium to develop its Separately Managed Account offering which is used exclusively in Australia by BlackRock Investment Managers (Australia) Limited (previously Merrill Lynch). This product has been received well by the market, winning the Rainmaker Marketing Excellence Awards 2006 "Best Innovation of the Year 2006".

Praemium has also recently launched Praemium Desktop – an internet application that delivers V-Wrap functionality coupled with market data (including an option for real time market data) and may be distributed by V-Wrap clients under their own branding and livery.

**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)