

# Managed Accounts Holdings Limited

Investor Presentation  
December 2014



# About MGP

- Founded in 2004, Board and management with significant experience in managed accounts and financial services
- Unconflicted specialist managed account provider to leading dealer groups, advisory firms and investment managers
- Exposure to the growing SMSF market through SMSF specialist advisors
- Financially sound, profitable and no operational cash requirement, first dividend paid in November 2014
- ASX listed (ASX: MGP) in June 2014, exceeded key prospectus forecasts in 2014, on track to deliver 2015 forecast

# MGP Business Model

- Integrated solution across SMSF, non-Super and Retail Super across asset types (cash, term deposits, bonds, equities and funds) and asset classes
- No one size fits all; managed account solution is customised for each dealer group, advisory firm or investment manager to meet specific requirements including branding, fee flexibility and portfolio design
- Outsourced back end software via NASDAQ listed SS&C complemented with own IP to reduce unnecessary development cost; outsourced custody via HSBC for brand
- Integrated approach; maximise client retention

# Changing Market Dynamics

- 2014 SMSF market in AUS = \$557bn *(Source: FSC - USB State of the Industry Report June 2014)*
- Progressive rise in SG contributions to 12%
- MDA regulatory requirements – potential increased Net Tangible Asset (NTA) requirement of up to \$5m placed on ~190 AFSL's with MDA licensing by ASIC, removal of Limited MDA arrangements
- Record inflows into listed investments (27% of new client monies growing to 33% by 2017) *(Source: Investment Trends March 2014 Planner SMA Report)*
- Institutionally aligned advisers now branching out and attaining own AFSL
- Change to financial planning practice valuation models from recurring income to EBITDA

# MGP Value Proposition to its Dealer Group and Advisory Firm Clients

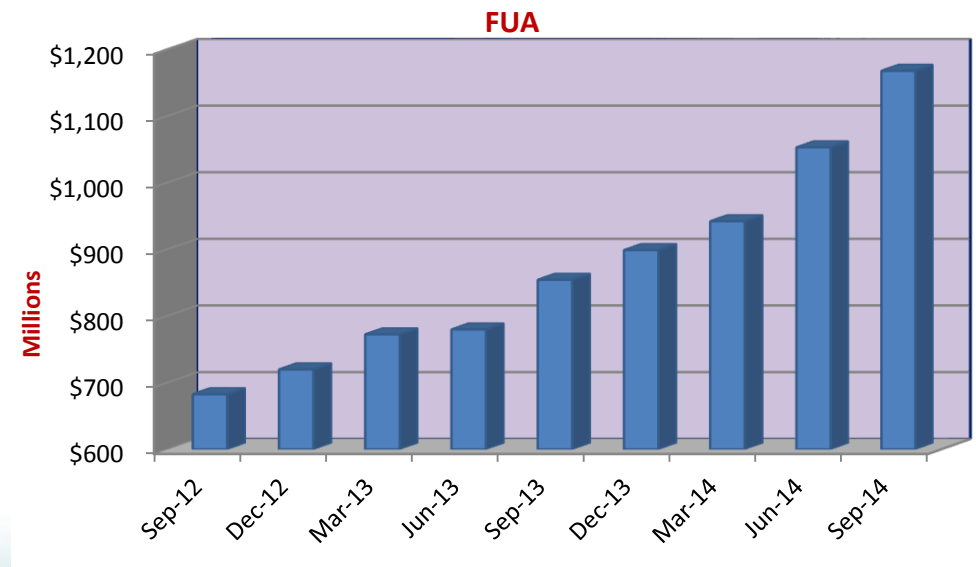
- Provides a total business solution across risk, compliance, efficiency and practice value
  - significant reduction in advice risk
  - significant reduction in administration and compliance burdens
  - refocuses resources on better servicing, retaining existing clients and business development
  - enables Principals to scale up their businesses and expand by acquisition
  - significantly increases EBITDA and capital value of the business

# MGP Value Proposition to its Investment Management Clients

- Provides an efficient in demand capability to access the growing SMSF market
- net outflows from managed funds sector except for international highlighting move to direct investments
- management of similar portfolios to those run through funds
- outsourced administration, RE requirement and no unit pricing provides lower cost to market and ongoing costs of delivery
- manager responsibility for client rebalancing and execution through brokers of manager's choosing
- institutional approach to retail

# FUA Growth Supporting Changing Market Dynamics

- Total FUA \$1.25 billion as at 31 November 2014, June 2015 forecast of \$1.56 billion (50% increase on June 2014 FUA)
- New advisory firms using MDA Service with total advised FUM of over \$1 billion
- Record net inflows of \$107 million for Q1 FY15
- On track to deliver 317% increase in NPBT to \$1.067 million
- Average FUA for MDA Service ~ \$750,000



# MGP Peer Comparison

- Independent administration providers with managed account capability (HUB24, OneVue, Linear, Mason Stevens, Powerwrap)
- Wrap providers rolling out managed account functionality (Macquarie, MLC, BT)
- Technology providers providing managed account capability (Praemium)
- Considerations; technology cost, profitable FUA vs FUA, conflicted models competing against clients, legacy solutions



# MGP Positioning

- FY15 FUA target on track with prospectus forecasts including new B2B client signings
- Product initiatives under management of recently recruited executive to extend MGP capabilities and offering suite
- Proposed MDA legislative change provides potential for increased inflows into MGP to avert NTA which MGP already has in place
- Existing B2B client acquisition strategies already seeing additional inflows into MGP
- Continued growth in independent planner market and listed investment advice provides potential for growth in MDAs

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