



Investor Presentation

26 July 2010

Praemium (ASX:PPS) is pleased to provide a copy of the attached Investor Presentation which will be used by the Group CEO, Mr Arthur Naoumidis, to accompany presentations to investors and their advisers following the recent release of the Group's quarterly Appendix 4C.

About Praemium: Præmium Ltd (ASX:PPS) is one of Australia's leading suppliers of online financial portfolio administration and Separately Managed Account (SMA) technology, administering over AUD 38.9 billion* of assets. Præmium currently provides services to around 500* financial institutions and intermediaries, including some of Australia's largest financial institutions.

*As at 31 December 2009

Market Activity - Volume - Total Market

Type: View:

Security	Last	+/-	%	Volume	Value
MLS	0.092	0.018	24.324	149,631,017	
BRO	0.008	-0.001	-11.111	65,998,463	13,019,425
QAN	5.230	0.000	0.000	50,332,665	540,193
BLY	2.100	0.050	2.439	41,993,279	263,273,894
ZYL	0.073	-0.010	-13.699	37,071,714	
ETC	0.075	-0.016	-17.978	33,439,283	2,615,271
ICP	0.064	0.007	12.500	29,071,500	2,904,012
ILF	1.350	-0.010	-0.735	21,750,000	1,208,371
BHP	31.770	-0.160	-0.500	19,500,000	26,219,586
TLS	4.880	-0.050	-1.014	16,549,380	541,837,278
OSH	3.860	0.060	1.579	16,480,431	81,181,161
MPR	1.415	0.000	0.000	16,420,059	62,755,304
DRT	1.900	0.025	1.333	15,387,076	23,237,828
ING	3.050	-0.050	-1.613	15,331,132	29,026,215
	0.025	0.000	0.000		

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July 2010

Arthur Naoumidis
Group CEO

Business Performance

V-Wrap						
Quarter	Revenue	Receipts	Nbr Portfolios	FUA	SMA FUM	UK FOP ¹
Jun-09	\$2,170 K	\$4,796 K	41,296	\$31.6bn	\$329mn	£ 11.4mn
Sep-09	\$2,632 K	\$2,938 K	41,043	\$36.7bn	\$415mn	£ 17.5mn
Dec-09	\$2,642 K	\$2,272 K	42,596	\$38.9bn	\$460mn	£ 39.0mn
Mar-10	\$3,261 K	\$2,968 K	43,647	\$40.6bn	\$511mn	£ 80.7mn
Jun-10	\$3,413 K	\$2,821 K	44,167	\$39.7bn	\$497mn	£115.7mn

Note¹: FOP = Funds on Platform

- 09/10 FY revenue up 33% to \$11.9 Million(unaudited)
- 7% Growth in V-Wrap portfolio Numbers over FY
- 51% Growth in SMA FUM over FY
- UK FOP Growth continuing - 44% Growth in Q4

Key Financial Details

- ❑ EBITDA for half year to 31 December 2009 = (\$3.7million)
 - a 44% improvement from PCP
- ❑ Estimated EBITDA for 09/10 FY approx. (\$5 Million) – unaudited - PCP was (\$10.676m)
- ❑ All development costs are expensed
- ❑ Praemium has no debt
- ❑ Cash at end of June 2010 = \$5.6 million
 - Cash at 31/12/2009 was \$7.6 Million



Highlights

- ❑ 7% increase in portfolios
 - 44,167 portfolios with \$39.7 billion assets as at 30 June 2010
- ❑ Over 17,500 SMSFs – 4% of market
- ❑ E*TRADE deal - 'live' in July 2009:
 - Once a year Tax Reports for all E*TRADE active retail customers as part of a base fee
 - Daily standard V-Wrap service launched June 2010 to E*TRADE customers on subscription
- ❑ V-Wrap Equity Trading being deployed with E*Trade & Morgan Stanley Smith Barney



Outlook

- ❑ Improve Accountant Penetration
 - ❑ Continued Improvement of Super compliance interface
 - ❑ Additional portfolio services for smaller portfolios
 - ❑ Development of Accountant Investment Register
- ❑ SMARTwrap
 - ❑ Full managed fund wrap capability – launched July 10’.
 - ❑ Compelling proposition for clients – better functionality and cheaper than legacy wrap platforms
 - ❑ Increases financial planner addressable market for V-Wrap from 10% of planners to 100% of planners
 - ❑ Supports transition from commission to fee based advisers
 - ❑ Addressable market is \$400 Billion – we are targeting more than 2% in 2-3 years → \$8+ Billion
 - ❑ Already receiving strong enquiry rate from prospective clients.
 - ❑ Praemium earns approx. 8bps on SMARTwrap FUM

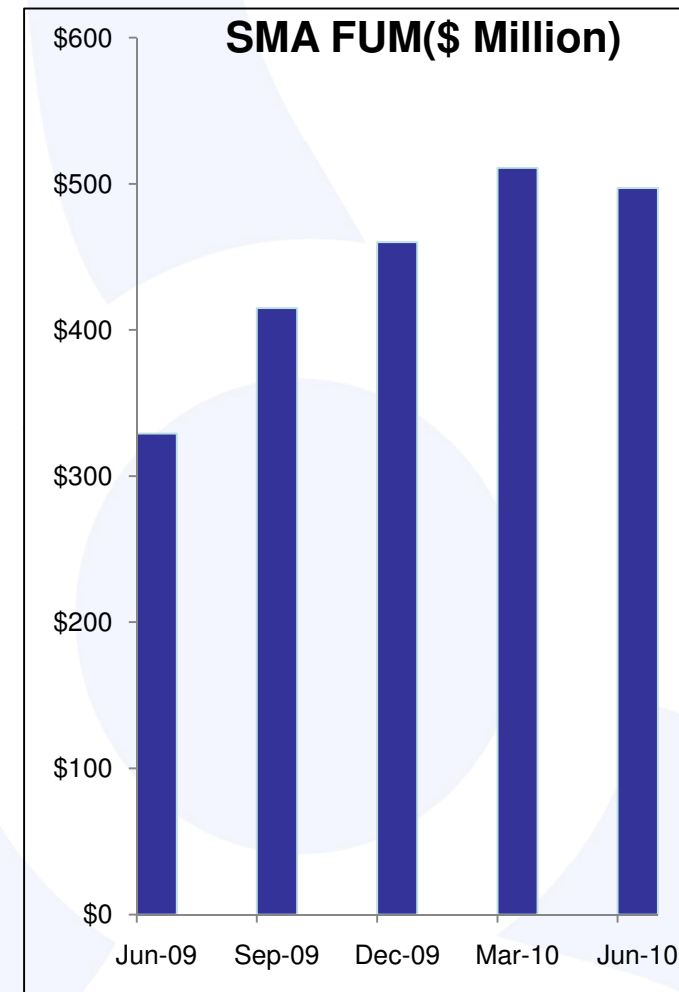


Highlights

- BlackRock Customised Portfolio Service:
 - 184 organisations now subscribed to this service

- FUM approx. \$500 million*
 - Flat lined during GFC
 - Started growing in April 2009

*As at 30 June 2010





Outlook

- ❑ SMA Will improve as market does
- ❑ Imminent deployment of “Model of Models”
 - ❑ Compelling value proposition for Financial Planners
 - ❑ Elimination of ongoing SOA
 - ❑ Reduction of business risk
 - ❑ Improved business value
 - ❑ Strong demand from current and prospective clients
- ❑ SMARTwrap to drive growth
 - Allows transition form old legacy wraps
 - One platform showing traditional managed fund and new SMA portfolios



United Kingdom - Highlights

- ❑ FUM of Praemium UK grew to £115.7 million over the period – 197% growth since December 2009
- ❑ Praemium UK clients have circa £3 billion 'under influence'
- ❑ Our two key offerings are well positioned within the UK regulatory environment
 - ❑ Commissions banned from end of 2012
 - ❑ Strong Fiduciary requirement - TCF
- ❑ Russell Investments selected Praemium SMA platform
 - ❑ Large global investment manager
 - ❑ Multi-jurisdictional deployment to global offshore Trust company
 - ❑ High net worth and very high net worth clients
 - ❑ Expected to start loading FUM this quarter



United Kingdom - Outlook

- ❑ Strong Growth in UK platform assets
 - ❑ Current size is approx. £90 Billion
 - ❑ Forecast to grow to £300+ Billion by end of 2012
 - ❑ Driven by ban of commissions
 - ❑ Praemium well placed to benefit from this

- ❑ Offshore Market is an additional driver
 - ❑ Russell Investments first offering in this space
 - ❑ A number of other negotiations in progress
 - ❑ This is a large market not well served by existing platforms
 - ❑ Praemium well positioned for growth in this market

Outlook Summary

- ❑ To continue with achieving strong growth in revenues from:
 - Further enhancing our service offerings in Australia
 - Seeking and supporting new operators (e.g. Powerwrap) to penetrate mainstream financial planner market
 - Increasing distribution and building FOP in the UK

- ❑ Maintaining tight control on costs

- ❑ To realise substantial revenue leverage from the scalability of our services, and from enhanced productivity in general

- ❑ We aim to become operating cash flow positive during 2HFY11.

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