



ASX Announcement

5 May 2011

Manager
Company Announcements Office
Australian Securities Exchange
Level 4, 20 Bridge Street
Sydney NSW 2000

Manager
Market Information Services Section
New Zealand Stock Exchange
Level 2, NZX Centre, 11 Cable Street
Wellington New Zealand

Announcement No: 30/11

AMP Limited (ASX/NZX: AMP)

Also for cross release to AMP Group Finance Services Limited (ASX: AQNHA; NZX: AQN010)


AMP Limited reports Q1 2011 cashflows and Assets under Management (AUM)

Please refer to attached Media Release



5 May 2011

AMP Limited
33 Alfred Street
Sydney NSW 2000 Australia

Public Affairs
Tel: 02 9257 6127
Email: media@amp.com.au
Website: AMP.com.au/media
 AMP_media

AMP Limited reports Q1 2011 cashflows and Assets under Management (AUM)

AMP Limited today reported cashflows AUM and for its AMP business and cashflows, AUM and in-force premiums for its AXA Asia Pacific Holdings Limited (AXA APH) Australian and New Zealand businesses for the first quarter ending 31 March 2011.

AMP merged with AXA APH's Australian and New Zealand businesses on 30 March 2011.

Effective on 30 March 2011, AXA APH sold its 50 per cent share in the AXA-AllianceBernstein joint venture, to AllianceBernstein LP. As such, AXA APH AUM disclosed as at 31 March 2011 excludes AllianceBernstein and represents AXA APH's AUM which will form part of the merged company. Cashflows (including comparatives) also exclude AllianceBernstein.

AMP Limited

AMP Financial Services (AFS) net cashflows for the quarter were \$42 million, down from \$236 million in the first quarter of 2010 as higher cash inflows were offset by higher cash outflows.

Excluding major internal product flows, AFS persistency was 90.9 per cent in the first quarter of 2011, down from 91.7 per cent. Persistency decreased as a result of higher external cash outflows.

Net cashflows for AMP's **retail superannuation and pension business** were \$123 million, up \$23 million on the first quarter of 2010. Cash inflows were 30 per cent higher and benefited from higher rollovers into AMP Flexible Super from new customers. Cash outflows increased by 31 per cent as a result of higher external outflows and higher AUM balances.

Net cashflows into the new **AMP Flexible Super** product were \$662 million in the first quarter of 2011. Fifty seven per cent of cash inflows were contributions to Superannuation accounts and 43 per cent of cash inflows were contributions to Retirement accounts. AMP Flexible Super – superannuation cash inflows include \$4 million of inflows relating to pre-retirement customers moving from AMP's closed retail superannuation product (AMP Flexible Lifetime – Super) to the core option in AMP Flexible Super – superannuation.

Corporate superannuation net cashflows were \$122 million, down \$68 million on the first quarter of 2010. Net cashflows fell as a result of higher cash inflows being more than offset by higher cash outflows. Cash inflows increased as a result of higher rollovers in, with employer contributions remaining resilient, however discretionary contributions remained subdued. Cash outflows increased by 26 per cent as a result of both higher internal and external outflows.

Net cashflows for **retail investments** was an outflow of \$33 million, down \$40 million on the first quarter of 2010. Retail investment net cashflows were impacted by low demand for investment products across the industry.

Net cash outflows for **external platforms** were \$35 million, down from a net cash inflow of \$40 million in the first quarter of 2010. External platforms net cashflows have been impacted by lower inflows into Asgard investment products and higher Asgard superannuation and pension outflows.

Australian mature net cash outflows increased \$48 million compared to the first quarter of 2010 as a result of lower inflows into the RSA product, which was closed in May 2010.

Net cashflows in AMP's **New Zealand** business fell \$14 million to \$32 million in the first quarter of 2011 as a result of higher outflows. Outflows increased due to higher redemptions on investment products. Kiwisaver net cashflows increased 3 per cent in NZ dollar terms.

Assets under Management (AUM)

AMP Financial Services **Contemporary Wealth Management (CWM) AUM** at 31 March 2011 was \$55.0 billion, up 6 per cent for the 12 months. CWM average AUM over the first quarter of 2011 was \$54.5 billion.

AMP Flexible Super AUM at 31 March 2011 was \$2.0 billion, with \$0.8 billion in superannuation accounts and \$1.2 billion in retirement accounts. The Choice option within Flexible Super accounts for 18 per cent of the customer base and 67 per cent of the total AUM.

AMP Capital Investors AUM at 31 March 2011 was \$99.8 billion, up 3 per cent for the 12 months. Average AUM over the first quarter of 2011 was \$98.8 billion.

AUM balances and related earnings are being impacted by the appreciation of the Australian dollar, particularly against the NZ dollar and the Japanese Yen.

AXA APH Limited

AXA Australian wealth management net cashflows for the quarter ending 31 March 2011 were an outflow of \$634 million. Lower net cashflows were a result of both lower cash inflows and higher cash outflows.

Platform net cashflows of \$84 million were down \$8 million on the first quarter of 2010. Cash inflows increased 9 per cent as a result of higher sales in the Multiport self-managed superannuation offering. Cash outflows increased 13 per cent due to higher outflows from the Summit and North platforms. Higher North outflows are a result of higher AUM following growth in the product.

Advice net cash outflows were \$184 million, down from a net cash inflow of \$35 million in the first quarter of 2010. Cash inflows, which decreased by 12 per cent, were impacted by continued low investor sentiment and a reduction in Genesys adviser numbers resulting in lower inflows to Solar, a badged wrap platform used by Genesys advisers. Cash outflows increased by 40 per cent, reflecting in part, one-off transfers from the Solar platform.

Investment primarily relates to asset management services by ipac and wholesale and retail unit trusts. Net cash outflows were \$523 million, up from \$473 million in the first quarter of 2010. Cash inflows fell 20 per cent due to lower wholesale inflows. Cash outflows improved 7 per cent as a result of lower wholesale customer redemptions.

Mature net cash outflows were \$164 million, down from an outflow of \$172 million in the first quarter of 2010. Net cashflows improved as a result of lower market volatility, which reduced both inflows and outflows into guaranteed savings products.

Total New Zealand wealth management net cashflows for the quarter ending 31 March 2011 were NZ\$34 million, down from NZ\$229 million in the first quarter of 2010.

New Zealand retail wealth management net cashflows fell as higher inflows, following the launch of new PIE funds and continued growth in KiwiSaver, were more than offset by higher outflows. Cash outflows were impacted by additional distributions paid to mortgage fund investors.

New Zealand wholesale wealth management, which comprises the AXA Global Investors business, had net cashflows of NZ\$28 million, down from NZ\$195 million in the first quarter of 2010. Wholesale wealth management cash inflows in 2010 benefited from AllianceBernstein relocating to Australia, leading to some New Zealand customers reallocating portfolios from AllianceBernstein to AXA Global Investors.

Assets under Management (AUM) and in-force premiums

Total funds under management, administration and advice **in Australia** decreased 5 per cent to \$30.1 billion for the 12 months.

Total funds under management, administration and advice **in New Zealand** increased 4 per cent to NZ\$5.6 billion for the 12 months.

Total **Australia financial protection** in-force premiums at 31 March 2011 increased 5 per cent to \$722 million from \$685 million at 31 March 2010.

Total **New Zealand financial protection** in-force premiums at 31 March 2011 increased 3 per cent to NZ\$189 million from NZ\$183 million at 31 March 2010.

Media enquiries	Investor enquiries
Amanda Wallace	Stuart Kingham
Tel: +61 2 9257 6168	Tel: +61 2 9257 5207
Mobile: +61 422 379 964	Mobile: +61 401 139 067
Jane Anderson	Howard Marks
Tel: +61 2 9257 9870	Tel: +61 2 9257 7109
Mobile: +61 402 967 791	Mobile: +61 402 438 019

AMP Financial Services Q1 11 - Cashflows

Cashflows by product (A\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11	Q1 10	% Q1/Q1	Q1 11	Q1 10	% Q1/Q1	Q1 11	Q1 10	% Q1/Q1
Retail superannuation ¹	1,103	850	29.8	1,048	819	(28.0)	55	31	77.4
Allocated pensions ²	500	383	30.5	432	314	(37.6)	68	69	(1.4)
Total retail superannuation and pensions	1,603	1,233	30.0	1,480	1,133	(30.6)	123	100	23.0
Retail investment	64	82	(22.0)	97	75	(29.3)	(33)	7	n/a
External platforms ³	325	375	(13.3)	360	335	(7.5)	(35)	40	n/a
Total retail	1,992	1,690	17.9	1,937	1,543	(25.5)	55	147	(62.6)
Corporate superannuation and pensions	728	671	8.5	606	481	(25.9)	122	190	(35.6)
Corporate superannuation mandate wins ⁴	-	-	n/a	-	-	n/a	-	-	n/a
Total Australian contemporary wealth management	2,720	2,361	15.2	2,543	2,024	(25.6)	177	337	(47.4)
Total Australian contemporary wealth protection	203	185	10.0	62	72	13.9	141	113	25.2
Total Australian contemporary	2,923	2,546	14.8	2,605	2,096	(24.3)	318	450	(29.3)
Australian mature	96	146	(34.2)	404	406	0.5	(308)	(260)	(18.5)
Total Australia	3,019	2,692	12.2	3,009	2,502	(20.2)	10	190	(94.7)
New Zealand	146	149	(2.0)	114	103	(10.7)	32	46	(30.4)
Total AFS cashflows	3,165	2,841	11.4	3,123	2,605	(19.9)	42	236	(82.2)
AMP Banking – mortgages	894	330	170.8	397	360	10.2	497	(30)	n/a
AMP Banking – deposits							55	(28)	n/a
Cashflows by distribution channel (A\$m)									
AMP Financial Planning	1,934	1,618	19.5	1,888	1,515	(24.6)	46	103	(55.3)
Hillross	371	388	(4.4)	390	356	(9.6)	(19)	32	n/a
Corporate Superannuation - direct sales force	361	359	0.6	264	205	(28.8)	97	154	(37.0)
Centrally managed clients and other	179	160	11.9	237	224	(5.8)	(58)	(64)	9.4
3rd party distributors	174	167	4.2	230	202	(13.9)	(56)	(35)	(60.0)
Total Australia	3,019	2,692	12.1	3,009	2,502	(20.3)	10	190	(94.7)
New Zealand	146	149	(2.0)	114	103	(10.7)	32	46	(30.4)
Total AFS cashflows	3,165	2,841	11.4	3,123	2,605	(19.9)	42	236	(82.2)
Australian contemporary wealth management cash inflows (A\$m)									
Member contributions	215	201	7.1						
Employer contributions	720	736	(2.1)						
Total contributions	935	937	(0.2)						
Transfers and rollovers in ⁵	1,713	1,273	34.6						
Other cash inflows	72	151	(52.6)						
Total	2,720	2,361	15.2						

AMP Financial Services and AMPCI Q1 11 - AUM

AUM (A\$b)	Q1 11	Q1 10	% Q1/Q1
Australian contemporary wealth management			
Closing AUM (including capital)	55.0	51.9	6.1
Average AUM (including capital)	54.5	51.2	6.3
AMPCI			
Closing AUM (including capital)	99.8	96.5	3.4
Average AUM (including capital)	98.8	95.0	4.0

1 Retail superannuation includes the product Flexible Lifetime - Super (FLS) and AMP Flexible Super - Superannuation, a component of which is small corporate superannuation schemes.

2 Allocated pensions/annuities includes AMP Flexible Super - Retirement.

3 Externally manufactured products that earn platform fees (superannuation, pensions and investments).

4 Cashflows from the transfer of accumulated member benefits as a result of SignatureSuper mandate wins.

5 Transfers and rollovers in include transfer of accumulated member balances into AMP from both internal (eg retail superannuation to allocated pensions/annuities) and external products.

AXA APH Q1 11 - Cashflows

Cashflows (A\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11	Q1 10	% Q1/Q1	Q1 11	Q1 10	% Q1/Q1	Q1 11	Q1 10	% Q1/Q1
Australian wealth management									
Platform	477	439	8.7	393	347	(13.3)	84	92	(8.7)
Advice	399	451	(11.5)	583	416	(40.1)	(184)	35	n/a
Investment	507	634	(20.0)	1,030	1,107	7.0	(523)	(473)	(10.6)
Subtotal	1,383	1,524	(9.3)	2,006	1,870	(7.3)	(623)	(346)	(80.1)
Inter-segment ¹	(458)	(456)	(0.4)	(447)	(405)	10.4	(11)	(51)	78.4
Total Australian wealth management	925	1,068	(13.4)	1,559	1,465	(6.4)	(634)	(397)	(59.7)
Mature									
Long term savings	141	232	(39.2)	277	375	26.1	(136)	(143)	4.9
Long term risk	9	9	-	37	38	2.6	(28)	(29)	3.4
Total Mature	150	241	(37.8)	314	413	24.0	(164)	(172)	4.7

Cashflows (NZ\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11	Q1 10	% Q1/Q1	Q1 11	Q1 10	% Q1/Q1	Q1 11	Q1 10	% Q1/Q1
New Zealand									
Retail wealth management	152	134	13.4	160	105	(52.4)	(8)	29	n/a
Wholesale wealth management	42	203	(79.3)	14	8	(75.0)	28	195	(85.6)
Inter-segment ¹	-	(1)	n/a	(14)	(6)	133.3	14	5	180.0
Total New Zealand wealth management	194	336	(42.3)	160	107	(49.5)	34	229	(85.2)

¹ Inter-segment flows are single flows that reoccur across the value chain and primarily relate to the elimination of cashflows in respect of asset management of retail funds and cross holdings.

AXA APH Q1 11 - AUM

AUM	Q1 11	Q1 10	% Q1/Q1
Australian wealth management - (A\$b)			
Platform	13.0	12.4	4.8
Advice	13.1	13.5	(3.0)
Investment	18.0	19.7	(8.6)
Subtotal	44.1	45.6	(3.3)
Inter-segment ¹	(14.0)	(13.9)	(0.7)
Total Australian wealth management	30.1	31.7	(5.0)
Mature - (A\$b)			
Long term savings	9.6	9.8	(2.0)
Long term risk	1.5	1.5	-
Total Mature	11.1	11.3	(1.8)
New Zealand - (NZ\$b)			
Retail wealth management	4.2	4.1	2.4
Wholesale wealth management	2.1	2.1	-
Inter-segment ¹	(0.7)	(0.7)	-
Total New Zealand	5.6	5.5	1.8

¹ Inter-segment flows are single flows that reoccur across the value chain and primarily relate to the elimination of cashflows in respect of asset management of retail funds and cross holdings.

AXA APH Q1 11 - In-force premiums

In-force premiums	Q1 11	Q1 10	% Q1/Q1
Australian financial protection - (A\$m)			
Individual	547	510	7.3
Group	175	175	-
Total Australian financial protection	722	685	5.4
New Zealand financial protection - (NZ\$m)			
Individual	151	146	3.4
Group	38	37	2.7
Total New Zealand financial protection	189	183	3.3

