



## North Investment Partners cofounder joins Praemium

**8 November 2013, Melbourne:** Praemium (ASX: PPS) today announces the appointment of Rebecca Murphy as Head of Investment Solutions based in the London office.

A core aspect of the Praemium platform is the ability for adviser and investment managers to build tailored model portfolio solutions for their clients. A key driver of this appointment is the increasing demand from international wealth managers for additional investment services to complement the administration and execution functions that Praemium already provides.

Rebecca cofounded North Investment Partners in 2005 where she created the Wealth Solutions Service, a discretionary portfolio service based on Praemium's Separately Managed Account (SMA) technology. An expert in the business development of multi-asset investment solutions, Rebecca brings 18 years of experience from firms such as Henderson Global Investors and Rothschild Asset Management. Her appointment follows the recent recruitment of fund managers Ari Towli and Nick Stanhope, also from North Investment Partners, to the Praemium team.

Rebecca will report directly to CEO Michael Ohanessian and will work alongside Jon Farmer, formally Institutional Business Development Manager, who has been promoted to the position of Head of Platform Distribution.

CEO Michael Ohanessian commented, "Rebecca brings a wealth of experience in developing innovative investment solutions that can support the growth of adviser businesses, while at the same time delivering the right investment outcomes for investors. She joins us at an exciting time and we are delighted that someone with her expertise will help us build this new strategic area of our business."

Rebecca Murphy commented, "I have always worked in partnership with adviser businesses to create differentiated investment services that balance the needs and expectations of their clients with those of their businesses and the requirements of the regulators. Working with Praemium will allow me to offer a seamless proposition that incorporates innovative investment with a proven administration and execution capability at a competitive price. Praemium has a clear strategy to deliver these services to clients across a variety of different distribution channels and markets."

**About Praemium:** Praemium is a global leader in the provision of investment administration, Separately Managed Account (SMA) and financial planning technology platforms. Praemium administers in excess of 300,000 investor accounts covering approximately \$80 billion in funds globally, and currently provides services to approximately 700 financial institutions and intermediaries, including some of the world's largest financial institutions.

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