



ASX Announcement

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Manager Manager
Company Announcements Office
Australian Securities Exchange
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Sydney NSW 2000

Market Information Services Section
New Zealand Stock Exchange
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Wellington New Zealand

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AMP Limited (ASX/NZX: AMP)
(also for release to AMP Group Finance Services Limited (ASX: AQNHA & NZX: AQN010))

Part One: Appendix 4D

Part Two: AMP delivers A\$455 million underlying profit for first half of 2011
AMP 2011 interim dividend information
AMP Financial Summary 1H11

Part Three: AMP Financial Services Cashflows Q1 and Q2 2011

Part Four: Investor Presentation

Part Five: Investor Report

Part Six: Directors' Report & Financial Report

Part Two

AMP Financial Services Q1 and Q2 2011 cashflows

Cashflows by product (A\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11	Q2 11	1H 11	Q1 11	Q2 11	1H 11	Q1 11	Q2 11	1H 11
Retail superannuation ¹	1,103	1,521	2,624	1,048	1,282	2,330	55	239	294
Allocated pensions ²	500	607	1,107	432	487	919	68	120	188
Total retail superannuation and pensions	1,603	2,128	3,731	1,480	1,769	3,249	123	359	482
Retail investment	64	65	129	97	92	189	(33)	(27)	(60)
External platforms ³	325	451	776	360	533	893	(35)	(82)	(117)
Total retail	1,992	2,644	4,636	1,937	2,394	4,331	55	250	305
Corporate superannuation and pensions	728	837	1,565	606	647	1,253	122	190	312
Corporate superannuation mandate wins ⁴	-	104	104	-	-	-	-	104	104
Total Australian contemporary wealth management	2,720	3,585	6,305	2,543	3,041	5,584	177	544	721
Total Australian contemporary wealth protection	203	206	409	62	79	141	141	127	268
Total Australian contemporary Australian mature	2,923	3,791	6,714	2,605	3,120	5,725	318	671	989
Total Australia	3,019	3,934	6,953	3,009	3,572	6,581	10	362	372
New Zealand	146	157	303	114	104	218	32	53	85
Total AFS cashflows	3,165	4,091	7,256	3,123	3,676	6,799	42	415	457

AMP Banking – mortgages							497	379	876
AMP Banking – deposits							55	706	761

Cashflows by distribution channel (A\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11	Q2 11	1H 11	Q1 11	Q2 11	1H 11	Q1 11	Q2 11	1H 11
AMP Financial Planning	1,934	2,464	4,398	1,888	2,198	4,086	46	266	312
Hillross	371	511	882	390	563	953	(19)	(52)	(71)
Corporate Superannuation - direct sales force	361	465	826	264	282	546	97	183	280
Centrally managed clients and other	179	227	406	237	272	509	(58)	(45)	(103)
AXA Australia ⁵	23	20	43	26	18	45	(3)	1	(2)
3rd party distributors	151	247	398	204	239	442	(53)	8	(44)
Total Australia	3,019	3,934	6,953	3,009	3,572	6,581	10	362	372
New Zealand	146	157	303	114	104	218	32	53	85
Total AFS cashflows	3,165	4,091	7,256	3,123	3,676	6,799	42	415	457

Australian contemporary wealth management cash inflows (A\$m)

Member contributions	215	407	622
Employer contributions	720	906	1,626
Total contributions	935	1,313	2,248
Transfers and rollovers in ⁶	1,713	2,139	3,852
Other cash inflows	72	133	205
Total	2,720	3,585	6,305

AMP Financial Services and AMPCI AUM

AUM (A\$b)	Q1 11	Q2 11
Australian contemporary wealth management		
Closing AUM (including capital)	55.0	54.6
Average AUM (including capital)	54.5	54.9
AMPCI		
Closing AUM (including capital)	99.8	97.7
Average AUM (including capital)	98.8	99.2

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. AXA Australia aligned and owned licencees. Comparatives were previously disclosed in 3rd party distributors.

6. 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 - Q1 and Q2 2011 cashflows

Cashflows (A\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11 ¹	Q2 11	1H 11	Q1 11 ¹	Q2 11	1H 11	Q1 11 ¹	Q2 11	1H 11
Australian wealth management ²									
Platform	477	623	1,100	393	495	888	84	128	212
Advice	404	515	919	591	782	1,373	(187)	(267)	(454)
Investment	44	75	119	234	333	567	(190)	(258)	(448)
Total Australian wealth management	925	1,213	2,138	1,218	1,610	2,828	(293)	(397)	(690)
Mature									
Long term savings	141	187	328	277	296	573	(136)	(109)	(245)
Long term risk	9	9	18	37	40	77	(28)	(31)	(59)
Total Mature	150	196	346	314	336	650	(164)	(140)	(304)
Total Australia	1,075	1,409	2,484	1,532	1,946	3,478	(457)	(537)	(994)

Cashflows (NZ\$m)	Cash inflows			Cash outflows			Net cashflows		
	Q1 11	Q2 11	1H 11	Q1 11	Q2 11	1H 11	Q1 11	Q2 11	1H 11
New Zealand ²									
Retail wealth management	152	133	285	146	124	270	6	9	15
Wholesale wealth management	42	50	92	14	53	67	28	(3)	25
Total New Zealand (NZ\$m)	194	183	377	160	177	337	34	6	40
Total New Zealand (A\$m)	146	139	285	120	135	255	26	4	30
Total AXA cashflows (A\$m)	1,221	1,548	2,769	1,652	2,081	3,733	(431)	(533)	(964)

AXA AUM

AUM	Closing AUM		Average AUM	
	Q1 11 ¹	Q2 11	Q1 11 ¹	Q2 11
Australian wealth management - (A\$b) ²				
Platform	13.0	12.8	13.0	13.0
Advice	13.1	12.6	13.2	12.9
Investment	3.6	3.5	3.8	3.6
Total Australian wealth management	29.7	28.9	30.0	29.5
Mature - (A\$b)				
Long term savings	9.6	9.5	9.6	9.6
Long term risk	1.5	1.5	1.5	1.5
Total Mature	11.1	11.0	11.1	11.1
Total Australia	40.8	39.9	41.1	40.6
New Zealand - (NZ\$b) ²				
Retail wealth management	3.5	3.7	3.7	3.7
Wholesale wealth management	2.1	2.1	2.1	2.1
Total New Zealand (NZ\$b)	5.6	5.8	5.8	5.8
Total New Zealand (A\$b)	4.1	4.5	4.4	4.5
Total AXA AUM (A\$b)	44.9	44.4	45.5	45.1

1. AXA Australian wealth management Q1 11 cashflow and AUM disclosures have been restated to exclude ipac wholesale (international).

2. Effective 30 March 2011, AXA APH sold its 50% share in the AXA-AllianceBernstein joint venture to AllianceBernstein LP. Cashflow and AUM disclosures exclude AllianceBernstein.