



ASX Company Announcement
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MyPlanner Dealer Group selects MGP to deliver Managed Account Service

Independently owned dealer group MyPlanner Australia Pty Ltd (MyPlanner) has selected Managed Accounts Holdings Limited (ASX: MGP) to provide its Managed Discretionary Account (MDA) Service to its 120 advisers.

The initiative has been designed to boost the efficiency and productivity of member firms, lower the cost of providing advice and provide an alternative to expensive institutionally owned wrap platforms.

MyPlanner's decision to partner with MGP was made following a review process which involved three providers. "The MGP offer was the one that resonated the most with our advisers and was operationally excellent and easy to navigate," said Philippa Sheehan, Managing Director of MyPlanner.

The press release from MyPlanner is attached.

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About Managed Accounts Holdings Limited

Managed Accounts Holdings Limited is listed on the Australian Securities Exchange (ASX: MGP) and is a financial services company established in 2004. Its focus as a specialist managed account provider allows it to create, operate and administer customised next generation managed discretionary account solutions for a growing number of Australia's leading financial advisers, Australian Financial Services Licensees and fund managers using best-of-breed globally sourced technology and custody. For further information, please visit: www.managedaccounts.com.au



MEDIA RELEASE

MyPlanner unveils new model portfolio

March 09, 2015: One of Australia's fastest growing independently-owned dealer groups, MyPlanner has launched an innovative model portfolio solution to lift practice efficiency, lower costs and curb the group's reliance on expensive institutionally-owned wrap platforms and managed funds.

The My Managed Portfolio (MMP) Managed Account Service, which is a Managed Discretionary Account (MDA) solution, was unveiled on Friday at the MyPlanner professional development day in Brisbane.

MyPlanner managing director, Philippa Sheehan said the decision to build the managed account service was driven by the group's 120 planners.

"There are many different products and platforms on our approved product and service list, and the MMP Managed Account Service is an alternative for advisers who believe the cost of platforms and managed funds is too high and not worth it," she said.

"Many of our advisers say it's increasingly hard to justify the cost of investing in funds and administering portfolios via a wrap platform. Other advisers who are using direct share models have found that administering changes within those portfolios tedious as their client bases expand."

MyPlanner partnered with specialist MDA operator, Managed Accounts Holdings Limited (ASX: MGP) to develop the bespoke service. MGP is responsible for the overall operation, administration and compliance of the MMP Managed Account Service.

The implementation process involved establishing an eight-person investment committee and constructing 23 managed portfolios including 5 managed fund-only portfolios to cater for advisers who still wish to provide clients with managed fund exposure solely. The portfolios are managed by four professional investment managers: Joseph Palmer & Sons, DFS Portfolio Solutions, Endeavor Asset Management and Beulah Capital.

According to Sheehan, who joined MyPlanner in November from IOOF-owned My Adviser, there's a need for a well-resourced mid-tier boutique licensee with no institutional product ties and the flexibility to develop solutions and functionality that advisers need without getting slowed down by internal politics.

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“A managed discretionary account solution is a good fit for many financial planners. Some of our planners don’t have the time, experience or desire to build portfolios, and licensees don’t want the risk and compliance headache associated with inexperienced advisers trying to manage portfolios. Clients, however, want a more direct, transparent, flexible and transparent service. With the right structure and procedures in place, licensees and advisers can offer a tailored solution which is designed and managed to meet their clients’ personal needs and objectives,” she said.

“This process has demonstrated that we don’t need to solely rely on big brand fund managers because there are many boutique Australian-based managers who can construct and manage robust investment portfolios focused on client outcomes.”

David Heather, chief executive of Managed Accounts Holdings Limited said: “We are pleased to have been selected by MyPlanner to develop and operate the MMP Managed Account Service that can support any MyPlanner practice business model and client value proposition.”

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About MyPlanner

Based on the Gold Coast, MyPlanner Australia is an independently-owned, client centric dealer group with over 120 financial advisers nationally.

MyPlanner’s prime function is to be the focal point for leading financial planners who want to build and run a quality business based on the highest levels of professionalism and service.