

INDUSTRY RELEASE (EMBARGOED UNTIL 9 MARCH 2010)

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A NEW WORLD IN MASS SUPERANNUATION ADVICE

Toowards Pty Ltd, the web-development subsidiary of SuperRatings, has announced that its Within Super Advice solution is now ready for commercialisation and its first client is scheduled to go live within the next two months. After over 18 months of development, the web-based advice system is going through its final compliance and actuarial testing prior to its launch. The limited advice model seeks to provide a solution to meet ASIC's Regulatory Guide 200 (RG200) announced in 2009 and the hurdles faced by superannuation funds and others in providing cost effective limited advice to their membership on a mass scale.

Key Points surrounding the system are as follows:

- System already has commitments from two major funds covering over 1 million Australians
- Has the potential to reduce single issue advice costs by up to 80%
- Can be used by funds, dealer groups and financial planners
- The system can be linked to each fund's underlying administration platform, thus providing current data
- Pre-populated system resulting in automated Statement of Advice
- Covers single advice issues such as Investment Options; Contributions; Insurance and Retirement
- Adaptable to RG200 or Personal Advice
- Web-based and/or Call Centre based delivery

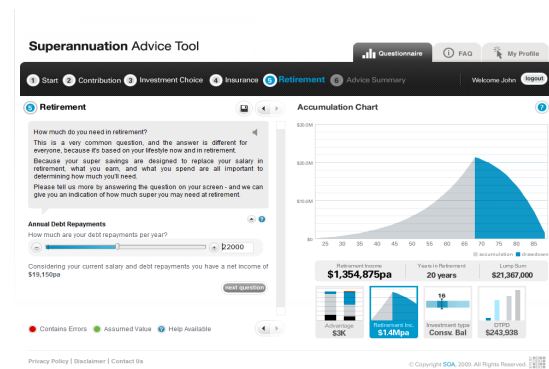
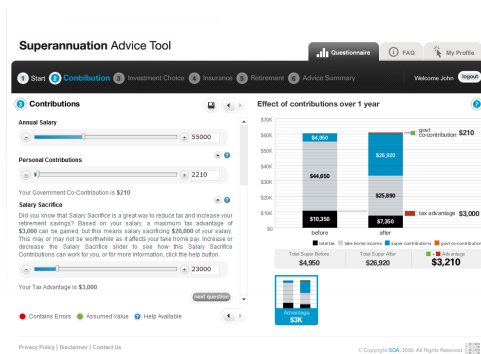
The Within Super Advice solution, named "SuperAdviser", already has commitments from two major Australian superannuation funds whose membership exceeds 1 million Australians. It is also expecting further commitments after a recent soft launch to parts of the industry.

Importantly, SuperAdviser can be directly linked to each fund's administration platform, allowing members to view current details as they work their way through single issue advice matters such as Investment Choice; Contribution Options; Adequacy of Insurance; and Retirement Benefits. The system, which is individually tailored for funds, can be configured for RG200, or the more traditional Personal Advice model with a resultant automated Statement of Advice.

Whilst catering to members directly, it also addresses call centre servicing with the appropriate scripting. Director of Toowards and the primary driver of the project, Graeme D'Costa said "with the majority of superannuation members in Australia looking for single issue advice, as opposed to full financial planning, we have spent considerable time in developing a system that can be used by anyone, whether it is a member, a call centre operator or a financial planner. SuperAdviser is simple to use and provides an immediate result to users".

Toowards believes that SuperAdviser has the ability to completely change the financial planning process relative to the way that it currently addresses single issue advice issues within superannuation. Australians are entitled to have their simple and common advice questions dealt with in an efficient manner, rather than the drawn out process currently adopted. The integration of the client data and the strong use of graphics within the system encourages people to complete the process, as opposed to many systems that require high levels of personal data.

D’Costa also said “going live is the culmination of well over 18 months of difficult and at times complex design work, which has involved a significant financial investment and the co-ordination of many areas of expertise. We are confident that this service will provide clients with a significant advantage in being able to advise and retain members in an extremely cost efficient manner. Our understanding is that the SuperAdviser system has the potential to reduce current limited advice costs by between 70% and 80%”.



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Simply go to our website www.toowards.com