

Praemium launches Smartfunds in UAE

25 June 2018, Melbourne: Praemium is pleased to advise that it has launched its Smartfund range of funds into the United Arab Emirates (UAE) market, following regulatory approval by the Securities and Commodities Authority.

The launch comprises a range of three Smartfunds (Growth, Balanced and Cautious) and two Smartfund 80% Protected funds (Growth and Balanced). These risk-graded funds are run by Praemium's in-house Smart Investment Management (Smart^{im}) team. The Smartfund 80% Protected range offers the potential growth returns of global multi-asset strategies with the benefit of 80% capital protection, the protection component being provided by Morgan Stanley.

The funds will be made available in the UAE market with one of the largest banks in the region acting as the Local Promoter. Mashreq Bank has over 50 years' experience in banking and financial services; is listed on the Dubai Financial Market; has 44 branches in the Emirates; and has a strong retail presence in other countries in the region including Egypt, Qatar, Kuwait and Bahrain. All five registered Smartfunds will be on Mashreq's panel for distribution by advisers within their Private and Premier banking channels.

Praemium has also moved its Dubai office to the Dubai International Financial Centre (DIFC) free-trade zone, regulated by the Dubai Financial Services Authority (DFSA) for the purpose of promoting, arranging and marketing the activities of all the entities in the Praemium Group.

Praemium CEO Michael Ohanessian commented, "The launch of our Smartfund range and our relocation to the DIFC enforces our ongoing commitment to the region. This is a significant step forward in the Gulf State markets, as we are one of the very first retail platforms to be established within the DIFC."

About Praemium (ASX: PPS): 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 475,000 investor accounts covering approximately \$100 billion in funds globally, and currently provides services to approximately 800 financial institutions and intermediaries, including some of the world's largest financial institutions.

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