



news release

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AXA first out of the blocks with a winning SMSF offer

Early results from AXA's recently launched SMSF offer – AXcess self-managed super – are in and the feedback is impressive.

Launched in February with a national roadshow and series of comprehensive workshops, AXcess has quickly established itself as a key service for financial advisers wanting to tap into the growing SMSF market.

More than 500 advisers attended the launch and training sessions and the response has been enthusiastic.

Mr. Paul Lim, from Prime Link Financial Solutions says, "AXcess is a great offer. In the first week alone, I submitted three applications and am in the process of lodging several more. The way I see it, SMSFs are a significant growth industry for advisers. With an administrative service like AXcess, I can now deliver the full range of SMSF services to clients simply and efficiently.

"Clients love the flexibility and control, particularly when it comes to investments. AXcess combines all of the traditional SMSF benefits, along with comprehensive daily cashflow management, compliance checks and the choice of broker, as well as a dedicated client and adviser website. Best of all, it is very cost-competitive."

Mr. Andrew Barnett, AXA's Head of Superannuation and Retirement Incomes, explains, "We're delighted that advisers are pleased with the offer.

"With AXcess self-managed super we set out to remove the headaches typically associated with SMSFs. We focused on reducing the paperwork, administration and compliance issues to free up advisers to do what they do best – provide quality financial advice. The growing SMSF market presents a tremendous opportunity for advisers."

Independent research confirms the growth in SMSFs. A recent Investment Trends report (February 2006) on 'SMSF Trends' found that SMSF assets are set to grow at around 18 per cent per annum over the next three years. In addition, 34 per cent of the advice industry's revenue is expected to derive from SMSFs by 2009.

Any wonder advisers have been keen to embrace AXcess self-managed super and get the SMSF ball rolling.

Mr. Michael Williams, Managing Director John Hopkins Financial Services, is another early adopter, "Using AXcess allows us to take all of the benefits

of an SMSF – flexibility of investments, on-line reporting, compliance tracking – and deliver an A-grade SMSF service.”

So, too, is Mr. Alan Littley, Director Pinnacle Partners, “It’s great AXA have finally delivered a solution for the growing self-managed superannuation market ... [providing] flexibility, ease of management and comprehensive reporting, not just for us but for clients as well.”

Mr. Barnett, from AXA, concludes, “In the latter part of 2005 we road-tested AXcess with a group of SMSF accredited advisers. The feedback and input from this group was invaluable, and assisted in creating an optimal service for both advisers and clients. Now that we’re in full swing, we’re proud to be setting the benchmark for the industry. So far the results and feedback have been very positive and we’re looking forward to future excellence in this exciting category.”

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