

# Divisional updates

## Financial Advice and Distribution\*

	2011/ 2012	2010/ 2011	Change on prior year (%)
Revenue (\$'m)	143.5	129.0	11%
UNPAT pre amortisation (\$'m)	12.5	7.8	61%
Average FUA (\$'b)	24.4	18.6	31.2%

\* The 2011/12 result incorporates 9 months of DKN Financial Group

### About the division

Financial Advice and distribution is represented by well known brands Bridges Financial Services, Wealth Managers, Ord Minnett Stockbrokers and Consultum Financial Advisers. In 2012, Lonsdale Financial Group joined this division courtesy of IOOF's acquisition of DKN.

More than 990 advisers and associated stockbrokers provide advice to retail and institutional clients on retirement planning, wealth accumulation and investment strategies.

### Activities

- The addition of Lonsdale Financial, courtesy of IOOF's acquisition of DKN in late 2011 increased the number of aligned advisers and influenced the total funds and profitability for this segment.
- Bridges Financial Services partnered with industry fund Health Industry Plan (HIP) to provide its 23,000 members with financial advice.
- During the financial year, Consultum Financial Advisers increased their total number of advisers.

## Platform Administration

	2011/ 2012	2010/ 2011	Change on prior year (%)
Revenue (\$'m)	323.5	352.9	-8%
UNPAT pre amortisation (\$'m)	59.6	76.9	-23%
Average FUA (\$'b)	23.4	24.3	-3%

### About the division

IOOF's platforms allow clients, employers and advisers to manage a wide range of superannuation and investment options, including managed funds and direct shares. Our flagship platforms include Pursuit, Spectrum Super and The Portfolio Service.

### Activities

- IOOF's two low cost offerings Pursuit Focus and The Portfolio Service Essentials have experienced impressive growth during the period.
- IOOF's platform market share in March 2012 (latest available data) was 5.6 per cent – compared to 4.9 per cent last year.