

MEDIA RELEASE

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GENESYS ANNOUNCES SIGNIFICANT INVESTMENT IN RURAL VICTORIAN FIRM MURRAY VALLEY FINANCIAL PLANNING

Genesys Wealth Advisers has taken an equity position in well respected and long standing practice Murray Valley Financial Planning (previously known as Mid Murray Financial Planning) located in Swan Hill Victoria.

"This investment forms part of our (and our parent company AXA's) ongoing commitment to growing a network of long term sustainable financial planning businesses." said Greg Kirk, Chief Executive of the Genesys Group. "It is also an example of our equity model successfully applying to smaller regionally based practices."

Genesys Equity Model

Our Genesys Equity Model (GEM) involves taking an equity interest (usually 30-40%) in select practices. This 'minority' interest provides practice owners with access to capital whilst still maintaining control of their business.

This transaction brings our total equity investment to over \$21 million through 15 investments in 13 member firms.

"Our focus is to enter into mutually profitable partnerships with our firms." said Greg Kirk, Chief Executive of the Genesys Group. "We are very pleased with our investment in Murray Valley Financial Planning and excited about the number of investment opportunities we have in the pipeline."

Murray Valley Financial Planning

Through their association with large rural accounting practice Poole & Associates Pty Ltd, Murray Valley Financial Planning has been providing high quality financial planning services to the Mallee district since 1999.

The capital from the Genesys Group will allow a succession plan to be implemented, growth opportunities to be explored, as well as providing an opportunity for the firm's major referral source (Poole & Associates Pty Ltd) to take an equity stake in the business.

Joe Cadzow, Principal of Murray Valley Financial Planning, has been with the Genesys Group for over 16 years. During that time he has built three prosperous businesses with the group.

"It has been a great thing for our business. The extra capital has allowed my previous business partner Murray Ray to retire and a young talented member of our business, Brendan McKenzie, to buy into the partnership without being 'mortgaged to the hilt'." said Joe Cadzow, Principal of Murray Valley Financial Planning.

"It has also provided an opportunity for another young member of our business, Vanessa Hartge, to take a small stake in the practice with a view to gradually becoming my successor over the next 3 to 5 years.

We are a very busy practice as we cover a fairly large geographical area. Having a strong succession plan in place will help us to provide continuity of service for our clients. It's also going to provide some additional funds to grow our business by adding another paraplanner to our team.

I've been in the Genesys Group for over 16 years. Building up a successful business is very hard work and it is fantastic to get this type of support from our Licensee."

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For more information:

Lynette Haines, Communications Manager 0411 706 527.

Note to editors:

Genesys Wealth Advisers has around 360 advisers in 139 practices around Australia.