

**Media Release**

**3 May 2010**

## **Genesys launches Discovery**

**Genesys Wealth Advisers (Genesys) today announced the launch of the highly successful Discovery program for its national network of member firms.**

The aim of the Discovery program is to enhance the quality of advice provided to clients by matching clients and advisers.

Genesys will acquire clients and match them to employed advisers that have a structured path to equity, within Member Firms. The advisers' success is underpinned by the level of quality advice they provide.

Steven Davison, Head of Acquisitions and Succession, for AXA's Financial Advice Network (FAN) said, "The ultimate objective of Discovery is to ensure the client's needs are being met. If we get the perfect match, the flow on effect will assist Genesys member firms to grow and increase their profitability."

The Discovery program was initially launched by AXA in 2003 and has been one of its most celebrated initiatives, adding 310 advisers to its financial advice network and delivering \$3.7 billion of AXA's wealth management sales and \$25.8 million of its risk sales.

Mr Davison added, "The profile of a typical Discovery adviser is 39 years of age, highly experienced but with limited opportunity to purchase equity in a business. Discovery provides the next generation of great advisers the assistance they need to become a business owner."

The Discovery program has been very attractive for AXA's FAN practices' because it provides a structured program that allows them to recruit advisers to assist with their growth and succession or provide them with access to capital to re-invest in their business.

John Saint, Chief Executive Officer of the Genesys Group said, "Discovery will assist our member firms attract and retain advisers by providing a clear and structured path to equity.

There will be times when a client no longer fits a member firms client value proposition. Discovery opens up many opportunities for our member firms to improve their productivity, develop a deeper relationship with their client base and attract new advisers to their firms by becoming an employer of choice."

The Discovery program is currently being rolled out to the Genesys network.

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For further information please contact:

**Jodie Levitski**  
Communications Manager  
Genesys Group  
Tel: +61 2 8876 3492  
Mob: 0417112671