

**Media Release**

**28 October 2010**

## **Genesys successfully completes stage 1 of equity offer**

**Genesys Wealth Advisers (Genesys) has completed stage 1 of its member firm participation plan, issuing 79% of its member firm groups with shares in Genesys Group.**

On 12 July 2010, Genesys launched a new equity arrangement to its member firms as part of its strategy to more closely align its adviser network. Member firms were offered the opportunity to invest in Genesys via a loan funded share plan.

Mr John Saint, Chief Executive Officer of Genesys Group said, "Throughout 2010 we've been heavily focused on delivering benefits to our member firms that will directly improve their revenue, profitability and growth.

The successful completion of stage 1 of the member firm participation plan represents a significant milestone for the Group and demonstrates member firms confidence in our future growth prospects."

A significant number of member firms have shown interest in holding additional shares in Genesys via a deferred consideration arrangement eg, equity swap. These shares will be issued as part of stage 2 of the member firm participation plan due to be completed by the end of the year.

Mr Saint said, "Since 2005 Genesys has undergone a major transformation process that has seen it adapt to meet the challenges of the dynamic and ever changing financial services landscape.

We are now a more profitable, sustainable and growth oriented business that has developed a dynamic co-operative culture. We are committed to building and maintaining a strong partnership philosophy and the plan offers member firms the opportunity to share in the growth and development of the Genesys business."

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