

MEDIA RELEASE

14 July 2008

GENESYS INCREASES STAKE IN FIRMS TO FUND GROWTH AND SUCCESSION

Genesys Wealth Advisers has undertaken another investment in one of its key member firms, continuing with its stated strategy of investing in practices to fund growth and succession.

The most recent transaction, completed in early July, involves Genesys taking a significant equity position in Maitland-based firm TIME Partners. TIME is one of Genesys' premium firms, servicing the Hunter Valley.

The investment by Genesys allows the firm's principals to explore further acquisitions in the region. It has also created a foundation for advisers currently employed in the business to build equity in the practice over time.

Greg Kirk, Chief Executive of Genesys Group, said the group's model was unique in the industry in that it allowed firms access to capital while continuing to control their own destiny.

"Our value proposition is to partner in firms to grow our mutual profitability. What better way to fund growth or succession than to invest in our firms in such a way that gives them access to capital without giving up control?"

"I'm not aware of any financial advice network licensee with a similar M&A model. Our model allows the practice to access capital without ceding business control to the licensee."

"We've developed this model to allow us to provide capital without removing the member firm principal's entrepreneurial drive. We want to encourage growth and share in it."

"The firms that we have invested in over the years have become amongst our fastest growing and most profitable, which benefits Genesys and the adviser alike."

"We are actively looking for new opportunities, both within Genesys and externally and are currently working on a number of potential transactions around Australia."

- ENDS -

For More information contact: Genesys Communications team, 1800 066 577

Note to editors:

Genesys Wealth Advisers has a network of around 370 advisers in 150 practices around Australia. It provides financial services to around 100,000 Australians and advises on more than \$12 billion of investments, and risk insurance premiums totalling more than \$100 million per year. The group is wholly owned by AXA Asia Pacific Holdings.