



EXPAND

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Expand platform doubles SMA offer

Expand, one of Australia’s largest wrap platforms, has doubled its SMA offer as it continues its growth trajectory.

- Five new investment managers, BlackRock, DNR Capital, Elston, Lonsec and Zenith, have been added to the Expand Extra menu.
- Managed accounts offered by Insignia Financial now exceeds \$9 billion in FUM.
- This enhancement comes shortly after the successful migration of over 94,000 client accounts holding \$38.6 billion funds under administration (FUA) from MLC Wrap, MLC Navigator, and associated offers to its Expand platform in April 2024.

Expand, one of Australia’s largest and most contemporary wrap platforms, has doubled its Separately Managed Accounts (SMAs) offering as advisers continue to seek access to SMAs to enhance their advice offering and achieve better outcomes for clients.

Insignia Financial’s managed accounts solution now exceeds \$9 billion, around 50% growth for the year, with majority FUM on its Expand platform.

Recently, five new leading investment managers, BlackRock, DNR Capital, Elston, Lonsec and Zenith, were made available on the Expand Extra menu to complement existing managers – MLC Asset Management, Antares, Ausbil, JBWere, Pental, Perennial and Zurich. Expand Extra now offers a total of 12 investment managers and 64 SMAs providing both multi-asset and single sector options. Expand Extra also offers over 500 managed funds, listed shares, a range of other investment options on a competitive platform.

Expand’s core wrap offer, Expand Essential, now also includes MLC Managed Accounts, managed by MLC Asset Management, giving clients a competitive way to access SQM Research’s highest rated managed accounts with low administration fees of 0.10% pa and a low account fee of \$90 pa.

Insignia Financial General Manager Wrap Solutions and Product Integration, Cable Rickard, said, “These additional SMAs from leading investment managers complement Expand’s existing managed account capability and provide more investment choice and flexibility for licensees, advisers and clients.

“The expanded SMA menu allows advisers and licensee groups to efficiently provide, high quality investment solutions for clients.”

Since its launch in 2019, Expand now has over \$75 billion in total FUA and a total of 210,000 clients.

Mr Rickard said, “The continued growth of Expand’s offering, driven by our proprietary technology, demonstrates our commitment to providing ongoing enhancements to both our platform and products to deliver investment solutions with greater efficiencies, lower cost and better outcomes.”

This enhancement comes after Insignia Financial successfully completed the largest single wrap migration in the Australian platform industry in April, which saw over 94,000 client accounts worth \$38.6 billion migrated from MLC Wrap, MLC Navigator, and associated offers, to Expand.

Mr Rickard added, “Expand offers advisers and licensees a simpler, faster, and easy to use intuitive platform, bolstered by continuous technological developments, competitive pricing, simultaneous buy and sell trades, and the ability to save on brokerage with volume-based share trades.

In addition, Expand also caters for the growing interest in custom SMAs enabling licensees to build and house their own SMAs on the platform. “We currently have 5 licensees who have built their own SMA models, providing an investment solution customised for their clients, giving access to the efficiencies and scale provided by Expand”.

“SMAs save advisers approximately 20 hours per week¹, allowing them to manage their time more efficiently,” Mr Rickard said.

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About Insignia Financial Ltd

Tracing our origins back to 1846, today the Insignia Financial Group (meaning Insignia Financial Limited and its related bodies corporate) is a leading Australian wealth manager. Our services cover a wide range of financial needs, including:

- **Superannuation, pension and investment platforms** – as one of the largest superannuation and pension providers in Australia, we offer a number of award-winning investment solutions, used by many of Australia’s largest employers and financial advisers.
- **Asset management** – we provide access to a broad suite of investment capabilities across a range of multi-asset and single asset classes.
- **Financial advice** – our advisers offer coaching, guidance and advice based on clients’ needs.

MLC and Expand are brands of Insignia Financial.

Further information can be found at insigniafinancial.com.au.

About Expand

Expand is our contemporary award-winning super, pension and investment platform. Featuring two highly rated wrap solutions, Expand covers all client needs with high-quality investment options and integrated insurance cover from leading providers. Purpose built by Insignia Financial and inspired by financial advisers, the Expand platform is designed to make it easier for advisers to service their clients and meet client goals. Find out more at myexpand.com.au.

This information has been prepared by IOOF Investment Management Limited ABN 53 006 695 021 AFSL No. 230524 (IIML) and Navigator Australia Limited ABN 45 006 302 987, AFSL No. 236466

¹ Investment Trends, January 2023 Managed Funds Report

(NAL). Expand Essential Super, Expand Essential Pension, Expand Extra Super and Expand Extra Pension are issued by IIML and Expand Essential Investment and Expand Extra Investment are issued by the Service Operator NAL.

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