



Media Release – 8 August 2025

MLC Expand launches Essential+ investment menu, elevating adviser choice and client value

MLC Expand has announced the launch of its new Essential+ investment menu, a significant enhancement to its low-cost super, retirement and investment wrap platform, Expand Essential.

The new menu introduces access to term deposits and exchange traded funds (ETFs) from some of Australia's most respected providers, offering financial advisers and their clients greater flexibility and choice. It also makes MLC Expand the only provider to offer ETFs on their low-cost wrap platform.

The Essential+ menu complements the existing suite of MLC managed funds and SMA model portfolios already available on Expand Essential, reinforcing the platform's commitment to delivering simplified, high-quality investment solutions tailored to clients with simple financial needs.

The new investment options include term deposits from ANZ and NAB, and ETFs from Betashares, iShares by BlackRock and Vanguard. These additions provide advisers with access to a broader range of asset classes and investment styles, enabling more tailored portfolio construction and diversification.

Liz McCarthy, CEO of MLC Expand, said: "We have co-created Essential+ with our adviser network, and we're proud to deliver a solution that enhances choice without compromising on cost or simplicity. It reflects our ongoing commitment to listening to and partnering with advisers, and their back-office support teams, to continue evolving MLC Expand to help them meet the needs of their clients.

"We know that ETFs are growing at a record rate in Australia, and the addition of ETFs within Expand Essential+ is a unique offering in market and meets this adviser and customer demand.

"The new Expand Essential+ investment menu builds on the simplicity and value of Expand Essential by partnering with leading providers to offer access to term deposits and ETFs, to deliver better outcomes for clients and give advisers more flexibility to tailor investment strategies.

"By partnering with leading investment providers, including Betashares, iShares by BlackRock and Vanguard, coupled with our existing suite of investment solutions from MLC Asset Management, we're giving financial advisers the tools to deliver better outcomes for their clients, whether they're looking for stability through term deposits or growth via ETFs."

Expand Essential on MLC Expand is one of the most competitively priced platforms in the market following a fee reduction in June 2025.

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About Insignia Financial Ltd

With origins dating back to 1846, today Insignia Financial is a leading Australian wealth manager. Insignia Financial provides financial advice, superannuation, wrap platforms and asset management services to members, financial advisers and corporate employers.

Further information about Insignia Financial can be found at www.insigniafinancial.com.au

About MLC Expand

With more than \$90b in FUMA and +370k customers, MLC Expand, part of Insignia Financial, is the super and retirement platform for a new era in advice. MLC Expand's proprietary technology stack, which is enhanced with AI and robotics, coupled with our speed to market and AdviserFirst customer service philosophy makes MLC Expand one of the most contemporary wrap platforms in market. Find out more at myexpand.com.au