

Media Release

Sentry Group partners with Intiger to provide future proofing solutions for advice practices

Monday September 19, 2016. Sentry Group has announced an exclusive joint venture arrangement with Intiger Asset Management Pty Ltd a wholly owned subsidiary of Intiger Group Limited, an ASX listed company specialising in software development and offshore processing platform solutions dedicated to reducing the back office and operational costs within the Australian financial planning industry.

Under the HOA and stage 1 of the arrangement, Intiger will provide a framework for the development and delivery of a centralised back office administration and para planning solution.

Commenting further on the announcement, Sentry Group CEO and Chairman Murray Hills said, it was an exciting opportunity to provide bespoke solutions to the national licensee's adviser network. "We are constantly seeking advances in technology and process solutions for our advisers that they can utilise to improve operational efficiency, productivity, profitably and the provision of the very highest standards of compliant financial advice and client service".

"Advice practices and licensees must transform their operational models to reflect the post FoFA LIF era that requires consumer / client best interests are firmly at the centre of everything they do.

"With significant margin pressures being experience throughout the industry I'm confident our advisers will benefit immensely from the Intiger offering which will *future proof* their businesses by significantly bolstering their back office operational frameworks and in doing so enhance their positions as professional client focussed advice practitioners".

An additional benefit for Sentry is that national licensee will have exclusivity in the marketplace as Intiger's 'preferred Licensee' in the non-aligned independent sector during the period of the HOA.

Headquartered in Perth, Intiger was established by Mark Fisher an experienced executive specialising in large scale global change programs, offshore processing and cost reduction strategies.

The organisation has developed and launched proprietary software platform LiLLY', which digitises and automates core components of the financial planning process, including the production of automated SoAs.

In conjunction with 'LiLLY', Intiger's online practice management system 'KLIP' tracks key performance indicators of a financial planning practice and delivers oversight and control to both licensors and financial planning practices nationally.

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Commenting on the HOA with Sentry, Intiger Chairman Mark Rantall said:

“Intiger is excited at the prospect of working with Sentry to develop efficiencies, management data and cost savings to Sentry practices. Sentry is a large dealer group and this enables Intiger to demonstrate how we can industrialise back office efficiencies to enable financial advisers to deliver advice in a more efficient and cost effective way to more Australians”.

Sentry Group Executive Director and Head of Business Solutions David Newman said the first deliverable will be the establishment of a para planning service which will be priced competitively and designed to dovetail seamlessly into the operational frameworks of advisers. “This will be followed by a pilot program with a number of key practices to develop and fine tune the back office administration processes.

“Most importantly, all these new processes and work flows will be integrated into the overarching IRESS customised technology solution that was developed specifically for Sentry and branded SENTRAK (a copy of the June 14, 2016 announcement is attached).

David Newman expects the pilot program will be completed by early New Year with roll out to the entire Sentry adviser network to begin thereafter.

Murray Hills concluded, “Over the next few years, many advisers and licensees will exit the advice sector unable or unwilling to adapt as the era of professionalism gains momentum. In this environment, the advice practice that will benefit the most will be characterised by non-institutional alignment utilising modern processes, technology and resources to ensure positive client engagement and service outcomes.

“I am confident Sentry’s compelling marketplace offer together with Intiger’s technology and operational offering will play a key role in future proofing the businesses of Sentry advisers as they capitalise on opportunities brought about in response to evolving consumer expectations and demographic, legislative and economic changes”.

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