Asgard Wealth Solutions

# Media Release

14 April 2008

## NEW MANAGERS AND STRUCTURE TO BOOST ASGARD SALES TEAM

Asgard Wealth Solutions has created a new national sales structure and appointed new managers to support the accelerated growth strategy of its businesses.

Matthew Englund has been appointed as Area Manager (Northern) for NSW and Queensland. Matthew was previously with Colonial First State as Head of Advice Solutions.

Adrian De Silva, previously Regional Manager for SA and NT, has been appointed Area Manager (Southern) for South Australia, Victoria, Tasmania and Western Australia.

Supporting De Silva will be two new Regional Managers:

Jen Purnell, the current Distribution Victorian Manager for the past seven years, will take over the Regional Manager role for a new Eastern Victoria Region.

Rod Jackson, previously National Manager for Sales Support, is now Regional Manager for the new Western Victoria and Tasmania Region.

The new Area and Regional structure reflects:

- a tailored client service to better match the wide range of adviser business needs
- specialisation of our business development roles supporting Asgard's adviser network
- a major focus on staff development
- regional rather than state boundaries
- an increase in staff to support advisers
- significant investment in Victoria/Tasmania as key opportunity areas for Asgard Wealth Solutions.

Wayne Wilson, General Manager Distribution said "The appointment of the two Area Managers – Matthew Englund and Adrian De Silva – is part of our ongoing program to further improve the quality of service we provide to advisers."

On the two internal appointments for the newly created Victorian and Tasmanian regions, he added "Collectively, both Jen and Rod have close to 30 years service with Asgard, and will assist Adrian in his expanded role."

"With recent enhancements to AdviserNETgain, our integrated financial planning and practice management technology, and the launch and rollout of Business Torque, the new Practice Development Framework, we are making sure that our key managers have the right depth of knowledge and level of experience."

"This new management team will play a leading role delivering our gearing in super solution to advisers to help them develop strategies for clients who face a gap in their current projected retirement income and what they will need to live on, and those clients who wish to boost their retirement savings," he said.

For more information contact:
Michael Charlton
0419 938 346