

March 2010

Vivid Financial
Imagine. Create. Grow.



Level 7, 146 Arthur Street
North Sydney
NSW 2060 Australia
P: +61 2 8920 3666
F: +61 2 8920 3400
www.vividfinancial.com.au

Welcome to our Corporate Profile and Financial Services Guide.

Vivid Financial is a company of dedicated financial professionals committed to helping our clients build their wealth. We believe in assisting you create the life you have imagined and/or maintaining the life you have created by growing and protecting your wealth.

This profile is a guide to who we are, what we do, how we like to do it along with how we are remunerated. You will discover what is different about Vivid Financial and what is important to us.

We aim to build strong relationships with all our clients based on honest communication, strong ethical standards and a determination to help build your wealth.

Individuality is at the core of how we work. Each client is treated uniquely due to the varied nature of their circumstances. All investments are also treated individually - we do not work with off-the-shelf managed funds.

Vivid Financial is a Corporate Authorised Representative number: 317 682 of Australian Financial Services Limited. The Financial Services Guide has been written in accordance with Australian Securities and Investment Commission (ASIC) regulations. Part One (version 3.0) of this FSG has been prepared by Australian Financial Services Limited.

One notable driver of everyone at Vivid Financial is our restless energy for helping clients seek new investment opportunities. It is this energy that makes work exciting for us and, we hope, ensures each client senses our dedication to their well being.

We look forward to welcoming you as a client to Vivid Financial.

Yours sincerely,

The Team at Vivid Financial

A bright history

Vivid Financial began when our managing director, Peter Conacher commenced in the industry in 1989 and by the early 90's, formed a financial services managing agency under the name Investasurance Group Pty Ltd.

In 1997, Investasurance Group Pty Ltd became a founding shareholder in Australian Financial Services (AFS), a national dealer group of financial advice firms that now has over 100 practices throughout Australia. The company operated under the name Australian Financial Services North Sydney (AFS North Sydney).

In 2007, AFS North Sydney changed its name to Vivid Financial to more aptly reflect the passion and commitment we feel for building and maintaining our clients' wealth. Today, Vivid Financial works with around 130 core clients, representing approximately 175 million in Funds Under Management.

Commitment**A belief in honest, strong and beneficial relationships****High ethical standards**

Vivid Financial is owned by its three partners, Peter Conacher, Santi Burrige and Kristi Conacher and as such, is not tied to any financial institution. We have built our business on delivering first class advice to our clients and ensuring our interests are aligned with yours.

Developing new clients

Our client base has expanded principally through referrals from existing clients and like-minded professional firms (such as accountants and solicitors) who value our approach and appreciate our results. Our clients fall into two main groups:

- working professionals and small business owners seeking advice on investments, tax, superannuation and insurance;
- retirees who have accumulated their wealth and want to structure income streams tax effectively while continuing to grow their assets.

Over the last five years we have worked with many clients who have moved to Australia from the UK and assisted them with the complex issues around UK pension funds and transferring assets to their new country.

Forging deep relationships

We believe in forging strong and long term relationships with our clients. As a client you will have one key adviser within Vivid Financial, as well as support from the dedicated Client Service Team who will be familiar with your circumstances and can respond to any queries you have straight away. Any query relating to financial advice will be answered by your adviser.

We understand that listening to our clients intently, identifying what is unique about their circumstances and their objectives, and then building our advice around those objectives, is the cornerstone of a successful relationship.

We believe in regular contact with all our clients to discuss progress, review their strategy, present new opportunities and realise new ideas to further enhance their wealth.

Building a community

We believe in and enjoy the rewards of playing an active role in our community. As such we have been a Platinum Sponsor of the Kids for Life program since 2006. Kids for Life is devoted to raising awareness of sick and under privileged children, helping Australian charities extend the best care to enrich and brighten the lives of these children and their families, and raise funds to find cures for childhood disease.

For information about Kids for Life go to www.kidsforlife.com.au

Active management

Individuality

Attention to the unique aspects of each client and each investment

All our clients are unique individuals. Hence it is only fitting that the advice we give and the portfolios we help create reflect this. Individuality is fundamental to the way we run our business. Sophisticated investors require a more personal approach with their investments and that is provided with our **Individually Managed Accounts (IMA) Managed Discretionary Account (MDA)** service.

An IMA is an investment and risk management facility in which investors are able to hold and to trade a wide range of listed equity (including IPO and placements), with the assistance of qualified and experienced professionals.

We do not rely on off-the-shelf managed funds but deliver sound strategic advice to clients who wish to control their investments and participate in investment decisions.

Through IMA's we can offer a wider investment universe, not just the restricted offerings from managed funds. As a Vivid Financial client you can access an increasingly broad range of investment opportunities within a tailored portfolio that can be specifically engineered to meet your goals and individual tax objectives.

Before IMA services can be offered, you must first enter into a **Managed Discretionary Account** agreement which details the full scope of authorised services and terms upon which we will provide the IMA/MDA service to you. By opening an IMA facility, you authorise Vivid Financial to enter into and to negotiate for the following services on your behalf:

- Trading in a range of securities including derivatives
- Custody
- Exercising any rights under corporate actions.

It allows us to make investment decisions on your behalf based upon a pre-agreed investment program, developed in accordance with your specific objectives and your tolerance for risk. The service is based upon seven sector-specific portfolios dynamically managed by the Vivid Financial Investment Committee.

Discretionary trading of your portfolio can potentially enhance investment returns as we are able to expedite trading by making investment decisions in efficient timeframes, but always within previously agreed parameters. Utilising this service will ensure that you will not miss quality opportunities due to delays in communication.

At Vivid Financial we do not simply recommend managed funds to our clients in the hope they will follow the market. Few clients are happy to follow the returns of the overall market.

We conduct research into the companies held in the portfolio, the income they will produce and the tax consequences of that income.

We are constantly searching the markets for investments that seek to make positive returns regardless of market conditions. These alternative investments offer a broad range of opportunities including hedge funds, structured products and private equity investments.

All potential investments are researched thoroughly both in house and in consultation with independent research houses before being submitted to our Investment Committee for approval. The Vivid Financial Investment Committee is comprised of two senior staff members and two external representatives with high levels of experience and objectivity.

Opportunistic Investing

We believe in taking advantage of individual investment opportunities. Through our relationship with financial institutions we are often able to access investment opportunities before the general market.

These include Initial Public Offerings (IPO), Capital Raisings and Institutional Allocations. Depending on a client's objectives and circumstances we may recommend taking advantage of these opportunities as they arise.

As important as taking advantage of the right opportunities is discarding the wrong ones. We review each opportunity thoroughly with additional independent expertise to ensure the fundamentals of each opportunity are sound.

Energy

A dedication to enhancing our clients' lives

The team at Vivid Financial is dedicated to helping our clients build and protect their wealth. We have a restless energy for delivering imaginative solutions to enhance all our clients' financial positions.

For over 19 years we have been providing investment solutions, always retaining the rigour and creative thinking which has secured the long term loyalty of so many clients.

Compliance

Our advisers are bound by the AFS Practitioner's Code of Conduct as well as by the Financial Planning Association's Code of Ethics. Through ongoing training and professional development we keep up to date with all the latest compliance measures. Our practice is also audited by the AFS Head of Compliance twice annually. This ensures our office meets the standards imposed by AFS and that we also meet our legal obligations.

Vivid Financial also records and monitors all incoming and outgoing phone calls for compliance and training purposes. All client meetings are also recorded both in house and off site.

The Key Team at Vivid Financial

Peter Conacher

Managing Director - Partner

Peter is a Director of Australian Financial Services Limited and has been advising clients on their financial planning needs for over 19 years. This experience allows him to provide objectivity in his advice, as he has been part of many clients' financial success. Peter holds a Diploma in Financial Planning.

Peter is a practitioner member of the Financial Planning Association (FPA) and a member of the Association of Financial Advisers (AFA). He is also a member of the Australian Institute of Company Directors (AICD).

Santi Burridge

Senior Investment Manager & Partner

Santi has been in the financial planning industry for over 8 years since completing his Bachelor of Commerce (majoring in Finance and Economics) from Griffith University in Brisbane. He also holds a Diploma in Financial Planning from Deakin University.

As the Senior Investment Manager, Santi focuses on ensuring you receive comprehensive financial planning and independent advice. He has an intimate knowledge of UK and Australian investment and taxation issues.

Kristi Conacher

General Manager & Partner

Kristi's primary role is to ensure and oversee the smooth running of the business in all facets and day to day operations of the business. Prior to joining Vivid Financial in April 2004, Kristi gained 10 years experience spanning public relations, sponsorship, marketing, corporate communications, and human resources in both Sydney and London.

Mark Nagle

Head of Wealth Management

Mark arrived in Australia in November 2000 after a successful career in finance in the UK. He has significant experience in providing holistic financial advice to clients. Prior to joining Vivid Financial, Mark was employed by a multi-disciplined financial services company in Sydney where he was responsible for building a successful business including a vibrant financial planning division. Mark oversees a team of three and holds a Diploma of Financial Planning through Deakin University.

Jon Reilly*Trading & Compliance Manager*

Jon joined Vivid Financial in May 2003 after two years working in the Financial Services division of a large Chartered Accountancy practice in Sydney. Prior to this Jon began his financial planning career spending two years with another AFS practice in Queensland after five years working in general insurance. Jon has completed a Diploma of Financial Planning from Deakin University and the Financial Planning Certificate for the United Kingdom.

Benjamin Pike*Adviser*

Benjamin joined Vivid Financial in January 2007 after moving to Sydney from Wollongong where he was a financial planner. Benjamin has been in the financial services industry for over six years. He holds a Bachelor of Commerce majoring in Financial Planning and is currently undertaking studies to become a Certified Financial Planner (CFP).

Marnie Harris*Adviser Support*

Marnie joined Vivid Financial in May 2007 with an extensive history in Client Services and Practice management. Her initial role at Vivid Financial was with the Client Services Team but she harbored a passion for advising. Marnie transitioned into a para-planning role in September 2008 and now supports our advisers on a day to day basis, she has an Advanced Diploma in Financial Services and is an Authorised Representative of Australian Financial Services.

Danielle Scales*Client Services Manager*

Danielle joined Vivid Financial in March 2005. Her primary role is to ensure that all the daily Client Service enquiries are responded to in a professional and timely manner and that the Clients investment recommendations are implemented and proactively monitored. Danielle is currently studying towards her Bachelor of Business Administration. She is also a Justice of the Peace.

Remuneration

Clear fees that encourage success

It is an important part of our service to offer a transparent fee structure that offers value and encourages superior performance.

It is always our intention that every client relationship will be a long term one. For this reason we will outline with you in our first meeting who we are, what we do and how we are remunerated. From our point of view we need to gain a thorough understanding of your circumstances and, more importantly, your dreams and aspirations for yourself and your family. This meeting is an opportunity to get to know each other before we agree to work together to ensure there is a positive synergy. There is no charge for this first meeting.

Initial Advice Preparation

The work covered in the initial preparation of advice includes developing the strategies, preparing the recommendations and the basis on which it is given along with information about all fees and costs that may be associated with the implementation and ongoing management of your portfolio(s). The fee for this document will vary from 0 to 18K depending on your individual circumstances and the complexity of advice required however this will be agreed with you prior to any advice being developed.

Please note that the Initial Advice Preparation Fee is not limited to the preparation of advice on your original investment and you may be charged for additional advice as and if your circumstances change. Again this fee will be agreed with you prior to the preparation of the plan.

Implementation / Contribution Fees

If you adopt the investment recommendations, an implementation fee (1.1% to 3.30% inc. GST) may apply to your initial investment capital and any lump sums that are added to your portfolio(s).

Investment Management / Ongoing Fees

The fees to manage your portfolio(s) will vary depending on your risk profile and the size of your portfolio. Once this is known a detailed fee schedule or breakdown of costs will be disclosed and agreed with you at the outset.

Where we are managing multiple portfolios on your behalf we are able to aggregate the combined Funds Under Management (FUM) to calculate your Investment Management Fee. Fees are deducted from the Client's account after each calendar month or in the case of transaction fees, as they are incurred.

Our ongoing fee structure is designed for significantly sized portfolios and outlined below:

<i>Investment Program</i>	<i>Management Fee*</i>
VF#1 Portfolio	1.10% pa
VF#2 Portfolio	1.65% pa
VF#3 Portfolio	2.20% pa
VF#3 Plus Portfolio	2.20% pa
VF#4 Portfolio	2.75% pa
VF#4 Plus Portfolio	2.75% pa
Custom (Wholesale Clients only)	1.65 to 2.75% pa
Trading	2.75% pa

*All figures above are inclusive of GST.

As an ongoing Client of Vivid Financial you can expect to receive:

- **Expert financial strategies:** we work with you to ensure your planning across a range of areas is optimised including tax planning, superannuation, risk management, debt management and estate planning.
- **Ongoing advice and support:** your initial plan is only the first step. We will work closely with you to ensure your strategies reflect your needs and goals, not just now but as they change over time.
- **Co-operation with other professional advisers:** we work in conjunction with your other advisers, such as your accountants or lawyers, or we can recommend ones for you to use. It's important that for areas such as tax and estate planning you receive a well co-ordinated approach.
- **Investment management:** we provide active account management to pursue absolute positive net returns over agreed benchmarks.

Performance based fee

Before implementing your strategy, we agree performance benchmarks that need to be reached. We then share in 22% (inclusive of GST) of any gains above the agreed benchmark.

This fee structure ensures our interests are aligned with yours. Where we have been able to generate excess income and growth, you benefit from strong returns and we are also rewarded. Should the performance of your fund not reach the agreed benchmark, this shortfall will be recovered prior to us earning any performance bonus in the following quarter.

Brokerage

The amount of any brokerage is fully disclosed to you in your written Statement of Advice.

Insurance

We receive brokerage on all recommended life and disability insurance products. We also receive an ongoing renewal/service commission. These are not an additional cost to you, but are included within the quoted premiums. You would not receive any reduction in premium by going direct to the life insurer as premiums are provided at standard rates and are not discounted.

Agribusiness

Due to the nature of these investments and the time involved in researching, selecting and negotiating allocations, we receive up to 15% commission / marketing allowance on these types of investments.

All Vivid Financial staff are salaried employees and receive no commissions however they may receive performance related bonuses.

Reporting

Our market leading online portfolio service is updated every 24 hours, providing all information you require on your investments with Vivid Financial.

We also provide an end of financial year tax report and an end of calendar year performance report. At any time these reports can also be downloaded from our website.

Corporate Authorised Representative Disclosure Statement

Vivid Financial Pty Ltd
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 North Sydney NSW 2060
 P: +61 2 8920 3666 F: +61 2 8920 3400

Vivid Financial Pty Ltd is a Corporate Authorised Representative
 Number: 317 682 of Australian Financial Services Limited AFSL 297239

Our advisers are authorised to provide both general and specific advice in the following product and advice areas.

Advisers	Peter Conacher	Santi Burridge	Mark Nagle	Jon Reilly	Benjamin Pike	Marnie Maloney
Authorised Rep. No	264797	264999	304916	265000	298628	337864
Services						
Full Financial Planning	●	●	●	●	●	X
MDA	●	●	●	●	●	X
Investment Advice	●	●	●	●	●	X
Pre & Post Retirement Planning	●	●	●	●	●	X
Social Security Planning	●	●	●	●	●	●
Salary Packaging	●	●	●	●	●	●
Self Managed Superannuation Funds	●	●	X	●	●	●
Wealth protection	●	●	●	●	●	●
Products						
Portfolio Reviews	●	●	●	●	●	●
Managed Funds	●	●	●	●	●	●
Personal Superannuation	●	●	●	●	●	●
Corporate Superannuation	●	●	●	●	●	X
Direct Shares	●	●	●	●	●	X
Tax Effective Products	●	●	●	●	●	●
Life, Disability & Trauma Insurance	●	●	●	●	●	●

Disclosure of Interests & Associations and Relationships

Peter Conacher and Santi Burridge

Peter Conacher and Santi Burridge advise that they, or entities which are associated with them, hold shares in Australian Financial Services (AFS), which may at some time pay a dividend.

AFS Group Limited, the parent company of AFS, as the shareholder of Strategy Portfolio Services Limited, may pay a dividend to its shareholders as it may be entitled, from time to time, to receive allowances or other payments from that company including profit distributions. The value of the benefit attaching to the share holdings are unable to be quantified at this point in time, however any dividends paid from Strategy Portfolio Ltd will be made from company funds and will not be at any further cost to the client.

From time to time various product suppliers, including Strategic Business Partners, may provide incentives or gifts of a minor nature. AFS is committed to making full disclosure and where these are known and capable of being disclosed they will be included in the Statement of Advice.

Vivid Financial has referral fee arrangements with:

- Stanley & Williamson Accountants of 1st Floor, 34 Burton Street, Kirribilli NSW 2061.
- Next Financial of Level 15, 167 Macquarie Street Sydney, NSW 2000.
- Premier Superannuation Services of Level 7, 146 Arthur Street, North Sydney 2060. Peter Conacher and Santi Burridge advise that they or entities which are associated with them hold shares in Premier Superannuation Services, which may at some time pay a dividend.
- Lesingham Financial Services of Level, 7 146 Arthur Street, North Sydney 2060. Peter Conacher, Santi Burridge and Kristi Conacher advise that they or entities which are associated with them hold shares in Lesingham Financial Services, which may at some time pay a dividend.

Client Testimonials

'Vivid have consistently provided us with quality and timely investment advice for our superannuation and wealth creation goals. The service is personalised, attentive and focussed on delivering to our particular needs.

They have even provided a safe investment plan for our children. We trust them with our life savings.'

Colin & Eliza Haycroft

'Vivid Financial has been the perfect partner in our retirement. We have enjoyed a very good income combined with a steady increase in the value of our portfolio. This has been achieved with a conservative approach towards our investments with which we feel comfortable. Santi is always available for any queries we may have and we are able to keep up with the day to day position of our investments via the website. We would recommend Vivid Financial to anyone requiring a worry free retirement.'

Margaret and Charles Jenkins

'Not only is every team member at Vivid Financial incredibly knowledgeable, their customer service is by far the best I have ever experienced from a service organisation. From the reception staff through to the senior management, I am always made to feel very valued - which is rare to see in this day and age.

Vivid have provided my husband and I with expert advice, while also opening our eyes to so many investment opportunities we may not have otherwise considered. Their online reporting structure ensures that we can track our portfolios regularly and with their guidance and advice, be proactive to market shifts.

I very much enjoy working with the team at Vivid and look forward to a long and mutually beneficial relationship. My only regret is that we did not begin partnering with Vivid many years ago.'

Ginita & Justin Taylor

'My reasons for partnering with the Vivid team relate to my desire to become more involved with the selection of my investment options; to better understand the benefits and risks associated with these options; and to receive a much improved quality of service and advice. I wanted a relationship built on trust and one with someone who demonstrated a culture of constant improvement to the benefit of their clients. Through Santi and Mark, and the rest of the Vivid team, I believe I have found what I'm looking for. Whilst our partnership to-date has been relatively short, I have been impressed with their service; attention to detail; and guidance, through what are testing times. I look forward with confidence to a long and prosperous partnership with the Vivid team.'

Ron Myers

'We arrived in Australia from the UK and spent some time searching for the right Financial Advisor for us. We stumbled across Vivid on the Net and their win-win approach to both pension fund management and personal Investment was what initially attracted us to them. In short they were different from the rest. The friendly attitude of everyone in the organisation coupled with their professional approach made us feel comfortable. We not only achieved our financial goals but have found new friends along the way.'

Paul & Jill Howells