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For immediate release

AdviceFirst acquires Goldridge Wealth Management

AdviceFirst has today announced that it has acquired the business assets of Goldridge Wealth Management, one of New Zealand's leading wealth management groups. The sale of the business is effective immediately.

This follows the announcement on 27 May that AdviceFirst entered into a Memorandum of Understanding to manage Roost Mortgage Brokers on behalf of AMP.

Mark Ennis, Chief Executive Officer, of AdviceFirst says: "The acquisition of Goldridge Wealth Management is a great addition to the AdviceFirst 'family' of businesses, and bolsters the team to more than 100 across the country. As a business we've always been focused on growth and today's announcement is a further continuation of that direction.

"With the added benefit of the Goldridge advisers joining our team, we see a huge value in being able to provide additional wealth management advice to our customers. The acquisition of the Goldridge business strengthens our capabilities in this space and means we can provide more New Zealanders with a full financial services proposition," continues Ennis.

"The next few months will see us focus on a transition to combine the best of both businesses and will be communicating with further details during that period," concludes Ennis.

Since being founded in 2008, AdviceFirst has acquired 18 organisations making it the largest financial advice business of its type in New Zealand.

ENDS

For further information please contact Dee Crooks, 09 337 7281 or 027 886 2119

Notes to Editors

AdviceFirst

- AdviceFirst is a successful firm of Financial Advisers who believe New Zealanders deserve quality financial advice to help them stay on track through life
- Formed by four leading financial advice firms in 2008, AdviceFirst has become the largest financial advice business of its type in New Zealand, with branches in Auckland, Wellington, Canterbury, Otago, Waikato, Manawatu and Kapiti
- AdviceFirst focuses on financial planning advice, insurances of all types, KiwiSaver, investments and mortgages
- AdviceFirst's cornerstone shareholder is AMP, who have operated in NZ for over 160 years

Goldridge Wealth Management

- Goldridge is a 100% privately owned New Zealand financial services and investment planning company

- It was established in 2000 as a joint venture between experienced financial advisers and Tower
- In 2003 the financial advisers, management and external directors bought out Tower's interest, making Goldridge totally non-aligned to any fund manager or bank.
- Goldridge has in excess of \$200 million of funds under advice.