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For immediate release

AdviceFirst enters into MOU with Roost Mortgage Brokers

AdviceFirst has today announced that it is entering into a Memorandum of Understanding to manage Roost Mortgage Brokers on behalf of AMP.

The announcement follows the recent acquisition by AdviceFirst of the Wellington based insurance broker, Wells Everett Wynn – a brokerage focusing on General and Life Insurance.

Mark Ennis, Chief Executive Officer, of AdviceFirst says: “As a result of this change AdviceFirst can now provide New Zealanders with greater expertise in mortgages and offer customers access to home loan deals in a way that hasn’t been possible previously.

“Today’s announcement offers additional product solutions to our customers and an expanded nationwide network of advisers with specialist expertise. Over the next few months we will be working through a transition plan to combine the best of both businesses and will be communicating with further details during that period,” continues Ennis.

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

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 reputable 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 150 years

Roost Mortgage Brokers

- Roost is a network of highly motivated and well-trained brokers who know the mortgage-lending business inside out and are committed to finding the best possible home loan deal for customers
- Roost Mortgage Brokers was founded in 2007 and has 10 brokers based across New Zealand from Northland to Otago
- Roost operates a structure where brokers own their own businesses
- Roost is 100% owned by AMP