

## MEDIA RELEASE

### **PIS leads financial services export charge in China**

#### ***Chinese embrace financial advice***

**Beijing & Gold Coast, 13<sup>th</sup> November 2007** – Professional Investment Services (PIS) representatives reported unprecedented interest in its services from Chinese investors at the Beijing FINEXPO event that ran 8<sup>th</sup> to 11<sup>th</sup> November.

Staff from the PIS subsidiary in China, called locally Bo Jin, were on hand at the exhibition to take enquiries from Chinese investors looking to leverage its global financial services expertise.

With 12,000 people at the event each day, Robbie Bennetts Group CEO, said the team was booked solid for the four days of the exhibition. “It was an exhausting but exhilarating four days in Beijing” said Bennetts. “The Bo Jin team took over 200 expressions of interest for financial adviser assistance in the first morning alone. Over the four days the figure reached 20,000.”

Through Bo Jin, PIS is building a significant strategic interest in a large and growing market. The aim of PIS’ attendance at the exhibition was to help inform a growing Chinese middle class on the role and objectives of financial planning and present the opportunities for wealth development and risk management.

Mr Bennetts believes that the exhibition more than vindicates the company’s strategy. “PIS has been planning and building financial adviser capability rapidly in China since we entered the market in April this year. It is likely that we will accelerate the number of financial advisers in China to over a hundred by Christmas, based on the response.”

#### **About Bo Jin**

Professional Investment Services was the first foreign wealth management company to expand into China, officially opening Bo Jin in Beijing’s central business district in April 2007. Previously, only China’s state-run bank offered a wealth management service.

Nambour-based accounting firm Johnson Ranson and Lugje, which is part of the PIS financial planning network, holds an equity position in Bo Jin and assists with its day to day operations having already eight years experience of working in China.

#### **About Professional Investment Services**

Professional Investment Services, an Australian Financial Services Licence holder, has one of the largest networks of accountants, financial advisers, lenders and life insurance brokers in Australia.

Professional Investment Services offers a broad range of financial and business development services that are backed by our ongoing support and expertise. Our size, skills and success enable us to offer first class, personal services in financial planning,

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wealth creation and wealth preservation strategies, while at the same time assuring that we are a progressive company in the ever-evolving financial services profession.

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