



**Professional Investment Services**

ABN 11 074 608 558 | Australian Financial Services Licence Number 234951

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## ***Media Statement***

### **PIS rolls out colourful marketing campaign**

AUSTRALIA'S largest financial advisory group Professional Investment Services is set for a fresh new look after launching a major marketing campaign.

The company will roll out the campaign, the Many Colours of Professional Investment Services, to all aspects of its global operation.

It is designed to give the company's traditional logo more of a heartbeat and appeal to a wider audience.

Chief Executive Officer Robbie Bennetts, who initiated with the campaign, said the new concept was adaptable to all aspects of the Group's operations.

"It will be used to highlight our extensive range of services, product offerings, the large number of different regions we operate in and of course the diverse backgrounds and skills of our team," he said.

"We will be able to use the campaign in the many ways we touch people's lives through our wealth creation, risk management, insurance, accounting, superannuation and lending operations and also our international reach through our operations in seven countries across the globe.

"It can be adapted when we talk of the talented staff within the various PIS operations along with the advisers and accountants that are affiliated with us.

Mr Bennetts said that the new campaign would add a fresh aspect to the PIS brand.

"The Many Colours of PIS campaign will help highlight the diversity of all aspects of our operations under a holistic approach of the Group.

"It will appeal not just to our existing customer base but to a younger demographic who are thinking about making their first investment decisions as they plan to start saving for retirement."

PIS was formed in 1996 and now has more than 1500 advisers Australia-wide and more than 1000 overseas.

It has operations in seven countries spanning the globe, and has more than \$24 billion funds under management.