



Professional Investment Services
ABN 11 074 608 558 | AFSL 234951



Tuesday, 8 June 2010

Media Statement

CUA and Professional Investment Holdings Limited relationship to offer a real banking alternative

CUA and Professional Investment Holdings Limited (PIH) have entered into a business relationship to distribute CUA banking products and services through the PIH network of accountants and financial advisers.

CUA is Australia's largest customer-owned financial institution and PIH is Australia's leading independently-owned network of accountants and financial advisers. Combined, PIH and CUA have a customer-base of more than one million Australians.

The relationship will offer Australians a range of competitive banking products and services that present a real alternative to the major financial institutions.

The first stage of the relationship is underway to test acceptance of CUA products among the PIH network and their clients. CUA and PIH anticipate a more extensive national roll-out later in the year.

PIH CEO, Robbie Bennetts said, "We approached CUA because their customer-owned model complements the independent ownership of PIH. We are both offering a real alternative to the big financial institutions that dominate Australian banking and wealth management."

CUA Group General Manager – Strategy and Marketing, Andrew Hadley said, "We are promoting competition by providing Australians with greater choice of banking products and services through their PIH accountant or financial adviser. In doing so, we will further diversify the sources of funding for CUA."

-ends-

For further information:

Professional Investment Holdings Ltd

Anna Gardiner

+61 (0) 7 5668 1099

+61 (0) 422 667 391

AnnaG@profinvest.com.au

CUA

Meredith Hemsley

+61 (0) 2 9286 0261

+61 (0) 413 171 771

mhemsley@magnus.net.au



Professional Investment Services
ABN 11 074 608 558 | AFSL 234951



About PIH

PIH currently has a national network of 1417 financial advisers and 1400 accountants. Since inception, PIH has grown rapidly in a competitive market. As at 8 June 2010, funds under administration (FUA) are in excess of \$18 billion, insurance premium in-force at \$202 million and loans under administration (LUA) at \$4 billion. The Group also attracts revenue from 168 AFSL holders that utilise dealer group services and the Group has interests in funds management companies, offshore financial planning groups and a number of administration platforms in Australia.

PIH is the parent group of Professional Investment Services (PIS) who is Australia's leading independently-owned network of financial advisers and accountants.

About CUA

Australia's largest customer-owned financial institution, CUA is emerging as a competitive force in Australian banking. CUA provides banking services to more than 400,000 Australians across the country. CUA is 100 per cent owned by its customers, not shareholders with profits reinvested back in to the business. In an independent CHOICE survey, CUA is ranked first in customer service in banking. CUA is committed to changing the lives of its customers, their families and their communities for the better. For more information, please see: www.cua.com.au