



Professional Investment Holdings Ltd

Level 14, Corporate Centre
Cnr Bundall Road
And Slatyer Avenue
BUNDALL QLD 4217

PH: (07) 5574 0244
FAX: (07) 5574 0180

29 April 2010

NOTIFICATION

This Notification is prepared pursuant to section 675(1) of the
Corporations Act.

The following slides were presented to attendees at an informal
Queensland shareholder function held on Brisbane on 28 April
2010.

Signed

Lisa Sawyer

Lisa Sawyer
Company secretary

HEAD OFFICE
Corporate Centre One
Cnr Bundall Road &
Slatyer Avenue
BUNDALL QLD 4217

PH: (07) 5574 0244
FAX: (07) 5574 0180
EMAIL: info@proinvest.com.au
<http://www.proinvest.com.au>

Professional Investment
Holdings Ltd
A.B.N. 63 074 949 429

Group Update

Grahame Evans
Group MD

Robbie Bennetts
Group CEO



Professional Investment Services is Australia's leading independently-owned network of financial advisers and accountants.

Professional
Investment
Services





Strategy Summary



Objectives for the Next Three Years

- To be a well diversified financial services provider
- To be the leading provider servicing all aspects of the IFA space “dealer of choice”
- Effective owner of the non-leading-bank space
- To become an advice business with strong compliance rather than a compliance business with advice
- To create a can do culture by encouraging solution orientation
- Be in a listed environment
- Move our revenue model to increase profit from non-advice related activities



Key Strategies



- Grow revenue
- Manage relationships
- Maintain licences
- Streamline the business structure
- Recruitment of non executive directors
- Provision of resources, time and effort to deliver on products



Key Strategies



- Engage and drive staff
- Have the right staff, advisers and accountants on the train
- Work with PR group and media to change the current perception of the Group
- Continuing to build the financial plan to achieve liquidity through listing
- Complete a detailed operational plan to support strategy



Executive Changes



- Robbie to remain as CEO and concentrate more on the Group's growth
- Grahame to run the business strategy and direction
- Appoint a CEO for PIS for focus and control and continued development of our GGMs for the company's long-term succession



Professional
Investment
Services

'Big Rocks'

2010 key messages for the Group

**Streamline
Business
Structure**

**Maintain
Licences**

**Manage
Relationships**

**Grow
Revenue**



Professional
Investment
Services

'Big Rocks'
Grow Revenue

Grow Revenue

Robbie Bennetts
Group CEO



Group Initiatives



- Insurance – One of Australia's leading distributors
- ALCo – Award winning wholesale aggregator
- AAP – 168 AFSL holders – over 1,000 advisers



Group Initiatives



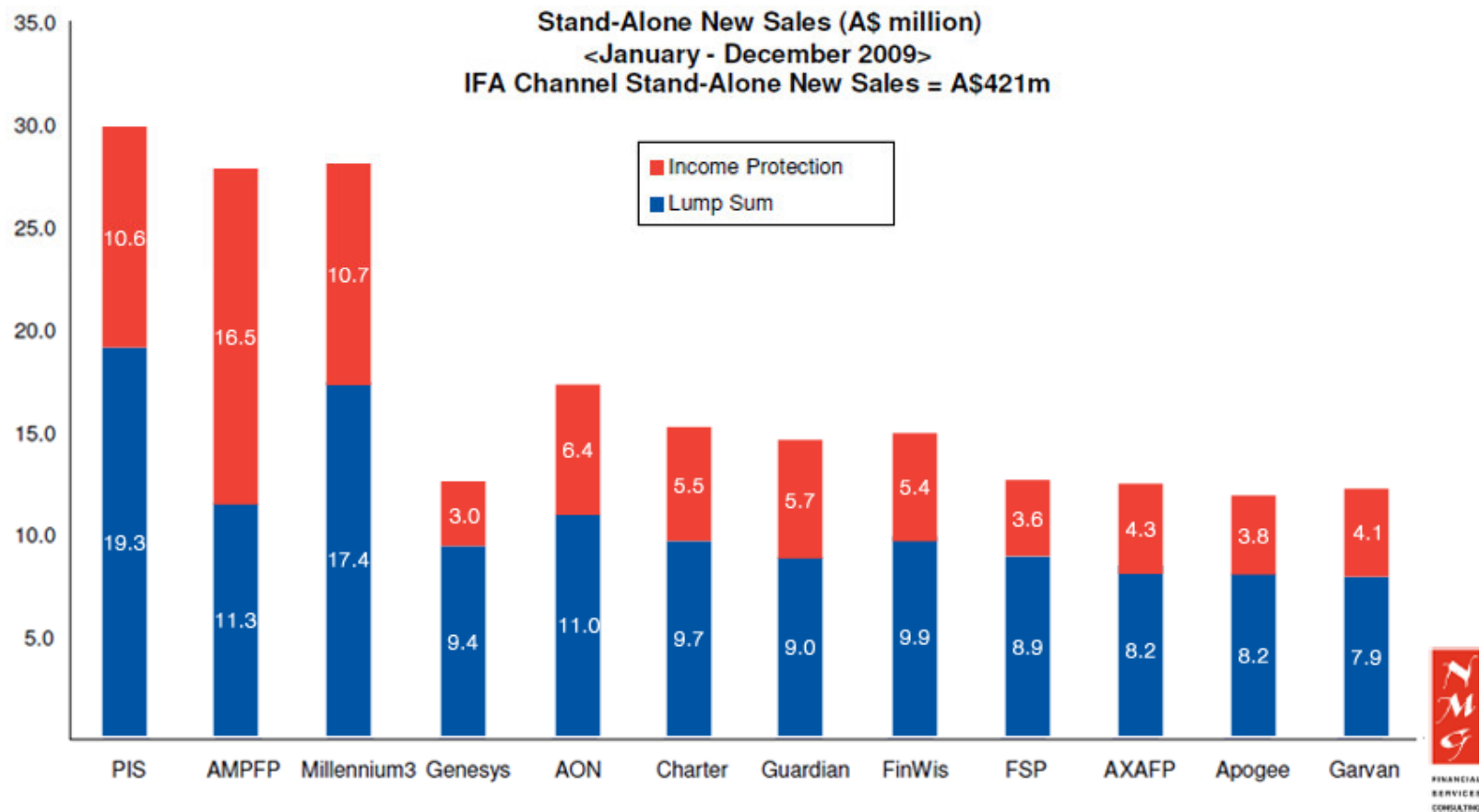
- All Star FUM from \$44 M to \$154 M 2009
- Ventura FUM from \$555 M to \$675 M 2009
- Mentor FUM from \$886 M to \$997 M 2009
- IX FUM from \$349 M to \$458 M 2009
- Blueprint insurance in excess of \$45 M premium

NMG Report January – December 2009



RISK DISTRIBUTION MONITOR

2.2 IFA Channel New Sales by Licensee (Rolling 12 months)

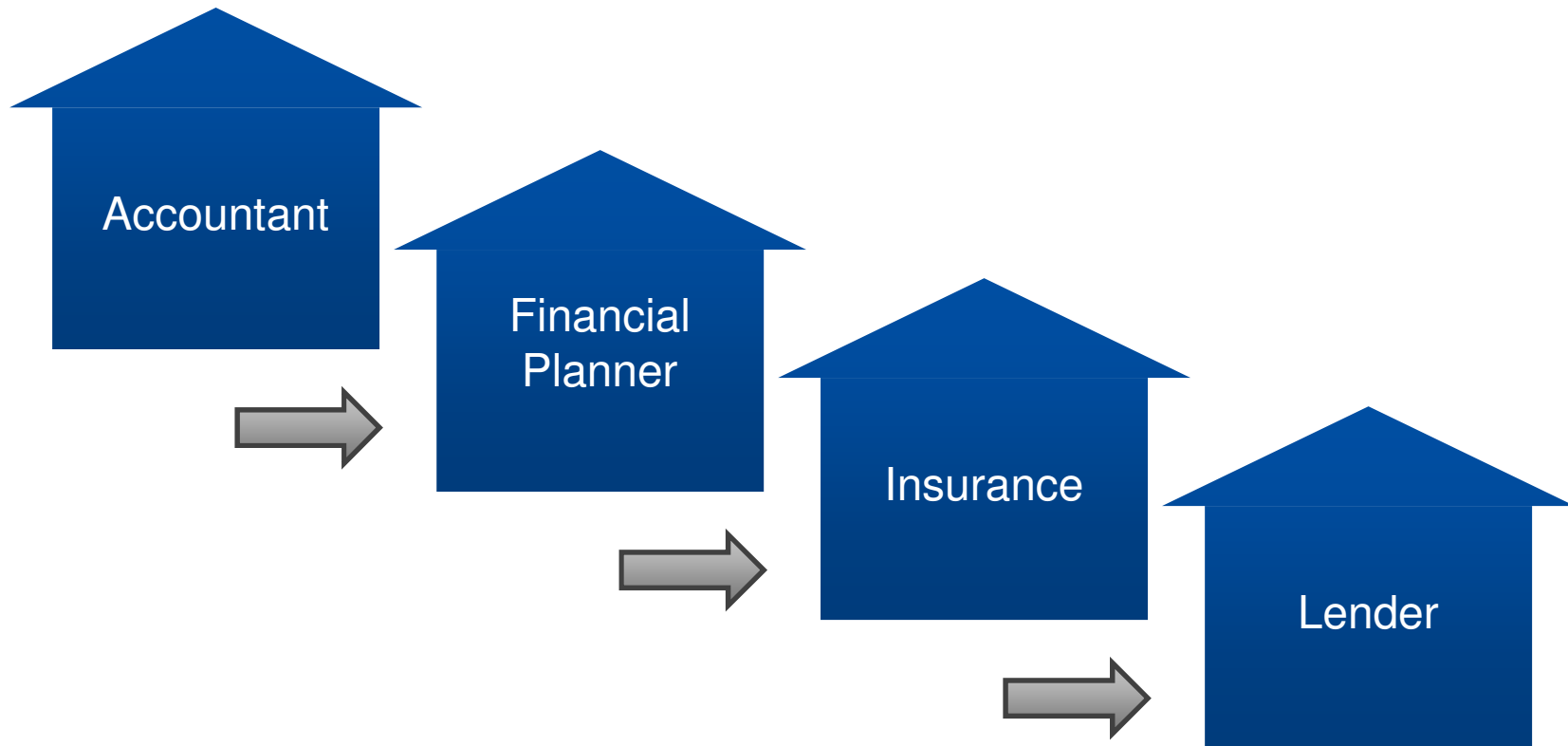


Professional Investment Services is Australia's leading independently-owned network of financial advisers and accountants.

Areas of Revenue

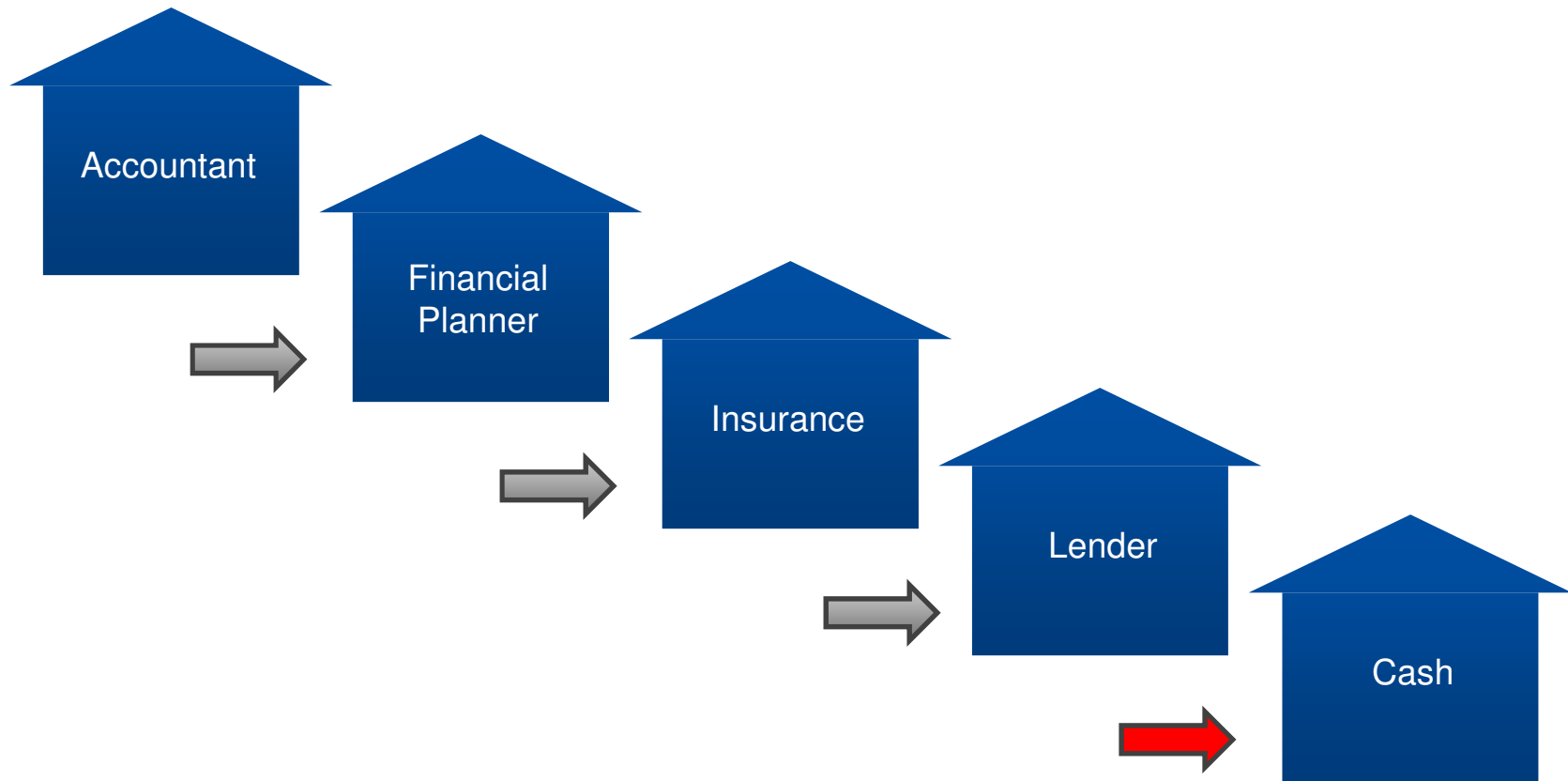
- Financial planning
- Insurance
- Lending
- Product

PIS Model Downstream

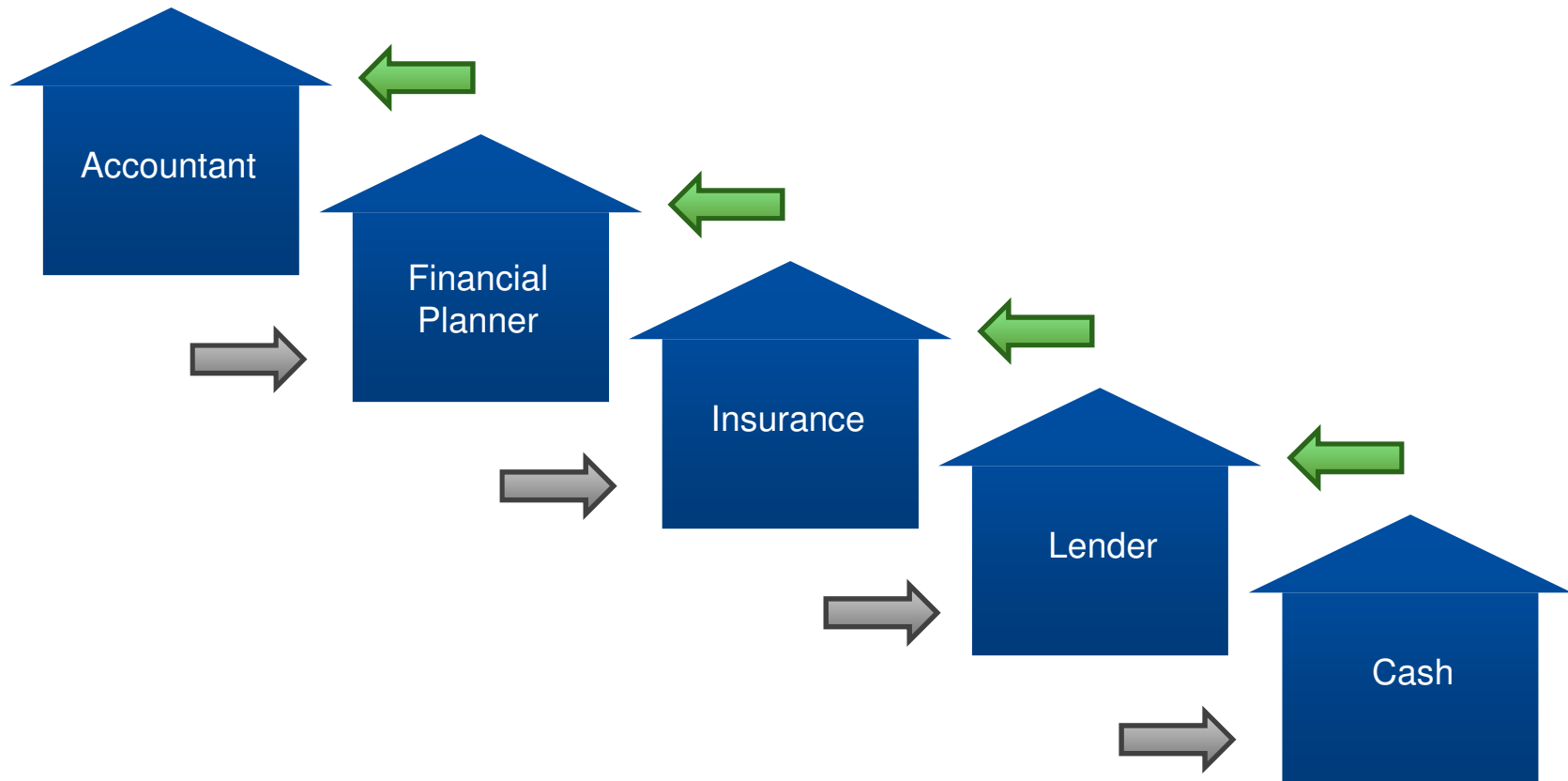


Professional Investment Services is Australia's leading independently-owned network of financial advisers and accountants.

Where Did We Stop?



PIS Model of the Future



Professional Investment Services is Australia's leading independently-owned network of financial advisers and accountants.

Why?



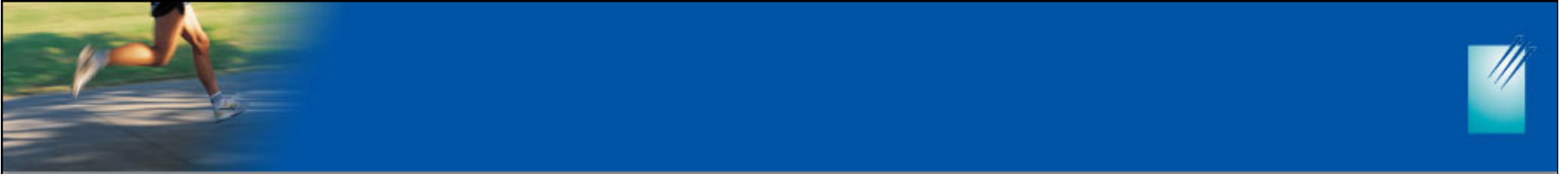
- **WIN FOR THE CLIENT**



- **WIN FOR ALL ADVISERS**



- **WIN FOR THE GROUP**



The new strategy will defend our market, grow our value and ultimately drive our share price.



PIS Positioning Statement



We aim to be a partner of choice to our advisers and accountants by providing them quality services, support and education to enhance their professionalism.



PIS Positioning Statement



Professional Investment Services
is Australia's leading
independently-owned network of
financial advisers and accountants.





Summary



We are working to strengthen PIS' market position as the leading provider of services in all aspects of the IFA market.

