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MEDIA RELEASE

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Infocus appoints IOOF Pursuit Select as preferred platform partner

Growing Queensland-based national financial advisory group, **Infocus Money Management**, has added IOOF Pursuit Select to their approved product list.

After a lengthy tender and review process, Darren Steinhardt, Managing Director of Infocus, said the IOOF platform was chosen because it fit with their business model, and provided a high level of service to the users of the product.

“IOOF’s Pursuit platform can be easily customised to suit clients’ changing needs over time. Combined with competitive administration fees and professional fee pricing structure, the platform fits well with Infocus’ advice business model.”

Five managed funds offered by Alpha Fund Managers, the funds management arm of Infocus, have been added to a customised IOOF Pursuit Select investment menu, further cementing the relationship between the two groups.

IOOF National Sales Manager Alexandra Tullio, said IOOF is very excited about the business partnership with Infocus.

“We see this new relationship as proof that we have a relevant and exciting proposition for dealer groups that allows us to forge long-term business partnerships.”

Infocus, which specialises in wealth creation and retirement planning has over \$2 billion funds under management with 90 financial advisers and 40 offices around Australia.

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