



Media release

November 2008

New streamlined PDS for Plum

Plum is at the leading edge of superannuation industry communications, taking advantage of Australian Securities and Investment Commission's (ASIC's) incorporation by reference regulations to reduce its Product Disclosure Statements (PDSs) on average to almost a third of their original size.

According to Plum's Managing Director Paul Carter, Plum's decision to take advantage of the new regulations followed Plum's member research into members' experience when they first joined a fund.

'We went out to our members and asked them what they thought about the experience of joining a fund,' Mr Carter said.

'One of the comments that came up time and again was that they found the PDS had a lot of information and it could be difficult finding the information they were after quickly. That's why we leapt at the opportunity to make things easier, more accessible and more streamlined for our members.'

Following ASIC's ruling, Plum put in place clear objectives to make PDSs as user-friendly as possible (including reducing its overall page count) and creating a layout that best suited members' needs, based on member research.

Mr Carter said Plum had successfully reduced its average PDS from just over 80 pages to around 30 pages, while retaining all important information for members and adhering to ASIC's guidelines.

'Being clear in our communications is not just about eliminating unnecessary jargon, it is about working out what our members want and delivering it to them within ASIC's guidelines. That is why our new style PDS has specific plan information, such as insurance, contributions, fees and investment choices in the beginning with more general information towards the back.'

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Further information:

For more information on Plum, photos or an interview with our Managing Director Paul Carter please contact:

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About Plum

Plum Financial Services Limited ABN 35 081 812 731 AFSL 243356, a wholly owned subsidiary of MLC Limited, provides integrated superannuation solutions for medium to large Australian corporations. Purpose-built for the era of member investment choice, Plum's philosophy is about providing members with a meaningful education experience to help build their knowledge and understanding of superannuation so that they are empowered to manage their financial future. One of Australia's fastest growing corporate superannuation providers, Plum now administers approximately \$8.5 billion of committed assets for 82 clients and approximately 135,000 members. More information about Plum is available at www.plum.com.au.

Note: An interest in the Plum Superannuation Fund (Fund) is issued by the PFS Nominees Pty Ltd (Trustee) ABN 16 082 026 480, AFSL 243357 RSE L0002912. The Fund administrator is Plum Financial Services Limited (Plum) ABN 35 081 812 731 AFSL 243356. This material has been prepared by Plum and it contains information that is general in nature. The information does not take into account your objectives, financial situation or needs. Before acting on the information you should consider whether it is appropriate having regard to your personal circumstances. Plum recommends that you consider the Fund's Product Disclosure Statement (PDS) before you make any decisions about your superannuation. If you need help in making a decision Plum recommends that you seek advice from a qualified financial planner. Neither Plum, the Trustee, nor any other company in the National Australia Group accepts liability whatsoever for any decision that is made on the basis of or in reliance of the information contained in this material. To obtain a copy of the Fund's PDS please call a Plum Member Services Consultant on **1300 55 7586**. Please note that the information contained in this material is current as at November 2008. Any changes in law or policy have not been incorporated.

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