



Media release

July 2008

Plum set to take the lead with a new website

Plum Financial Services Limited (Plum) has refreshed its public website, giving it a new look and feel, adding more content for users upfront and making information easy to find and accessible.

Plum's Managing Director Mike Fitzsimons said with the dynamic environment that the internet is, super companies today must continually review their web technology and capability to ensure they meet the increasingly complex needs of members and the public.

'The web is ever changing and improving and superannuation companies need to keep pace with the changes,' Mr Fitzsimons said.

'That is why we have revamped and overhauled our site, using the latest web technology and know-how to provide a site that is easier to use, more intuitive to navigate and user friendly and offers much more for visitors.'

Plum leveraged its in-house technology capability to design and implement the new website. It has been designed using the latest best-practice accessibility and useability features and caters for the needs of the visually impaired and users with limited software and internet capabilities.

According to Education and Online Communications Manager Michelle Brown the new site was rigorously evaluated by an external agency with independent users.

'We gave the users a number of tasks designed to evaluate the effectiveness of Plum's new homepage, how easy it was to find and compare information and how to get in contact with Plum. They told us the new site was a fantastic improvement and gave some suggestions on how we could make it better,' Ms Brown said.

'We have already applied most of their suggestions to the final design. As a result, we know our new design and site is more user friendly... because the users have already told us so.'

Some of the changes include:

- Redesign of site layout
- Real time market watch and regularly updated investment commentary
- New media specific pages
- New news pages and archive
- Dedicated product and service sections
- More links, polls and FAQs
- Clearer contacts page and feedback option
- Dedicated calculators in the resources section

Please go to www.plum.com.au to view Plum's website.

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**Plum's Member Satisfaction Research 2007* (conducted by Forethought Research), and June 2008 user-based evaluation.

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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 \$9 billion of committed assets for 82 clients and approximately 132,000 members. More information about Plum is available at www.plum.com.au.

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