

DKN forms equity partnership with StrategyOne Advice Network

Leading financial services provider, DKN Financial Group Limited (DKN) today announced a minority investment in a newly appointed Authorised Representative of Lonsdale Financial Group Limited (Lonsdale); Sydney based wealth management practice, StrategyOne Advice Network (StrategyOne).

DKN launched its Equity Partners investment strategy in May 2005 and has completed a number of transactions over that period. This is the second investment in a Lonsdale Authorised business since the dealer group was acquired by DKN in November 2007.

Commenting on the arrangement, DKN's Executive Director, Equity Partners, Rachael Dunne said: "DKN is extremely pleased to conclude a deal with StrategyOne, a key new Lonsdale Associate. This equity investment demonstrates the value DKN can provide to both Lonsdale Authorised and self-licensed practices within our network as they undertake their succession and growth strategies."

"As has been our strategy since commencing equity investments in wealth management practices, DKN continues to back these practices enabling them to build greater scale by acquiring further accounting and / or financial planning practices that fit with their business. It is definitely a growth area for us".

"StrategyOne is a perfect example of how DKN can facilitate growth and succession plans for its associates and I'm delighted that via this business DKN has a firm foot print in Sydney" commented DKN's CEO, Phil Butterworth. "There are also benefits for DKN and its shareholders through ongoing profit contribution from the minority investments as well as support for DKN's products and services and the Lonsdale Group" he added.

StrategyOne is a merger of two financial planning businesses founded by Virginia Heyer and Venn O'Neill, previously of Godfrey Pembroke, Deutsche Bank and Bain & Company.

Virginia Hayer, Managing Director StrategyOne, commented that "The combined business reflects the merger of 5 practices that had their genesis in 1984 as part of Bain & Company, evolving into Deutsche Bank AG Financial Planning in 1998. For the past 10 years the business has operated under licence from Godfrey Pembroke Limited.

StrategyOne provides financial planning services to their valued clients including areas such as pre-retirement and retirement planning, wealth creation, protected equities positions, estate planning, self-managed superannuation, and tax effective strategic advice.

By virtue of DKN's equity participation, StrategyOne can now offer our clients a higher level of service by way of DKN's access to the benefits of scale through aggregation of practices and a more a cost effective and efficient delivery of service to our clients. We believe this is paramount to the future of wealth management practices.

In addition the participation of DKN not only will deliver our clients an enhanced and more sustainable service, but also offers our staff greater career succession opportunities than would be otherwise be available.

With a highly skilled team of advisers in StrategyOne we look forward to the opportunities ahead.



DKN's equity participation also enables StrategyOne to expand its current business as opportunities arise.

StrategyOne sees the future of financial planning as the ability to offer their clients an enhanced service and client relationship through access to support and systems at more competitive prices, so that we as advisers can devote more of our time to providing our clients with what they value most –professional and appropriate advice.

Virginia Heyer, Managing Director, has 27 years' service with the group, while Venn O'Neill, Executive Director, has had 20 years with the group, with a background as a qualified lawyer and chartered accountant, specialising in superannuation and taxation.

Venn O'Neill outlined "In deciding to partner with DKN, StrategyOne went through an exhaustive eighteen month process of consultation with some of the industry's most respected consultants. We believe that this process has been reflected in our decision to partner with DKN."

DKN's strategy fills a niche in the market for quality wealth management businesses and advisers who have a need for succession funding or an equity partner to expand their business but don't want to sell to a major financial institution. DKN is able to assist by providing equity participation, strategic advice and general support to the group.

DKN has purchased a 25% interest in StrategyOne Advice Network.

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