



MEDIA RELEASE

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Link Group launches new digital membership card for super funds

Digital membership card promotes sustainability and encourages member engagement

SYDNEY and MELBOURNE – Leading superannuation administration, data analytics and registry company Link Group today unveiled a new digital membership card which will allow super funds and companies to engage more easily and more sustainably with members.

Link Group is offering the digital membership card to clients, primarily superannuation funds through its Fund Administration division, and also to companies with employee share schemes. Link Group Information, Digital and Data Services CEO, Paul Gardiner, said the card was one of a number of initiatives the group was developing to move towards a paperless industry.

“We are always looking for ways to innovate and improve our services to make life easier for our clients. The digital membership card is easy to set up, easy to access and we know time-poor clients will appreciate the greater efficiency this change brings,” said Mr Gardiner.

The digital membership card aims to replace the current hard copy membership card which many Australians currently carry around in their wallets or store at home. The digital version allows customers to access details of their super fund via their smartphone, making it easier for members to find information on the go. The card is also more secure and environmentally friendly than the hardcopy alternative. It requires no manufacturing and can be cancelled, updated or replaced quickly.

The digital member card is designed for use on smartphones, using the native apps Passbook for iPhones and PassWallet for Androids. Members can have their digital membership card available immediately after they join online and be able to enjoy the convenience of having their details literally in the palm of their hand.

For super funds, the digital card represents the next step in building more tailored connections with members. Through the digital connection, funds will have the ability to send automatically triggered, event driven notifications for events such as contributions received, pension payments made, rollover monies received and investment switches.

For employers, the digital membership card increases employee engagement through push notification technology and by creating a central platform for all benefits portals. This will be offered through Link Group's specialist employee share plan provider and administrator Equity Plan Solutions (EPS).

Link Group has announced potential enhancements to the digital membership card, including push notifications for targeted audiences and greater links to social media pages.

The digital member card is an initiative from the Information, Digital and Data Services division of Link Group. This division is dedicated to developing innovative technology to provide clients with cutting edge solutions to automate wealth management workflows, manage large consumer and member bases or provide insights through predictive analytics.

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About Link Group

Link Group administers financial ownership data and drives user engagement through technology. Underpinned by our investment in technology, people and processes, we deliver a complete solution for companies, large asset owners and trustees across the globe.

We are a market leading global financial technology company, continually developing our offerings to expand with our clients' needs. Our core business, which consists of fund administration, securities registration and property services, is complemented by our digital, data analytics and information expertise. Our clients represent all industries, and include some of Australia's largest superannuation funds and the world's largest corporations.

For more information, please visit: www.linkgroup.com.