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Bell Financial Group achieves milestone in wealth management transformation

Leading Australian stockbroker positions for next decade of growth with strategic partnership

Sydney – Bell Financial Group (BFG) today announced a strategic partnership with Praemium to support its growth in wealth management products and services.

Praemium will provide BFG, home of stockbroker Bell Potter, with custodial and non-custodial administration across a wide range of investments including domestic and international equities, unlisted managed funds, alternatives, cash, commodities and fixed income.

Bell Financial Group Co-CEO Arnie Selvarajah said this was a significant milestone in BFG's transformation from traditional stockbroker to full-service wealth manager.

'We're bridging the gap between our stockbroking heritage and a holistic wealth management business,' Mr Selvarajah said.

'This is creating a stronger, more resilient business as well as repositioning us for our next decade of growth and in preparation for the \$3.5 trillion intergenerational wealth transfer.'

For the past decade, BFG has been building recurring revenue streams and proprietary technology to diversify earnings and add scale to the business.

Now, with this partnership, Bell Potter will have a scalable platform to offer clients investment solutions across their entire portfolios.

'This will benefit our clients through enhanced products and services, our advisers through broader relationships with their clients, and ultimately our shareholders as potential growth in funds under advice translates to growth in new revenue streams and earnings,' Mr Selvarajah said.

Commenting on the partnership, Praemium CEO Anthony Wamsteker said: 'This is a major milestone for our administration solution and a clear validation of our market-leading proposition. We're delighted to have secured this partnership with Bell Financial Group and proud to support advice businesses seeking greater efficiency and scale by partnering with a specialist administration provider, so they can devote more time to helping clients achieve their goals.'

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Media contact

Sara Rich

sara@bluechipcommunication.com.au

0431 032 086

About Bell Financial Group

Bell Financial Group (ASX:BFG) is an Australian-owned, highly diversified financial services and wealth management business and a leading provider of direct investment, clearing, research and cash and lending solutions. BFG aims to create value through strategic investment in proprietary broking technology and a range of complementary wealth management products and services across our three core businesses, Retail & Institutional Broking, Technology & Platforms and Products & Services. BFG have over 750 employees across 11 offices in Australia and in offices in New York, London, Hong Kong and Kuala Lumpur.

About Praemium

Praemium empowers Australia's leading financial advisers with innovative investment, administration, and retirement solutions designed for Australia's wealthiest investors. Praemium's solutions provide seamless access to global markets, alternative assets, and over 360 integrated SMAs. With advanced technology and unrivalled reporting, Praemium enable advisers to manage, report, and administer complex and sophisticated wealth portfolios, with a digitised view of total wealth. From outsourced administration of non-custody assets to superannuation solutions, Praemium delivers a complete wealth management platform that drives superior results.