

Legalsuper leverages Link Group's *Super Blueprint* for intra fund advice

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legalsuper has extended its partnership with Link Group by introducing a new digital intra-fund advice service to members through Link Group's *Super Blueprint*.

Developed in response to a rise in members seeking advice online, Link Group's *Super Blueprint* condenses complex financial concepts into comprehensible and accessible advice for superannuation fund members. Integrating into Link Group's registry system, Super Blueprint prepopulates the members legalsuper information making it easier for them generate their own advice.

With over 10 years of experience and continual learning, *Super Blueprint* takes a personalised approach to delivering advice specific to member interest topics such as investment choice, insurance, projected retirement needs and contributions.

Commenting on the expanded offering, Andrew Proebstl, Chief Executive, legalsuper, said:

"legalsuper continues to focus on providing members with access to information and advice to help them make the most out of their super and retirement. Extending our partnership with Link Group into digital advice is an exciting step for the fund. Through the use of APIs from Link Group's market leading technology, we believe *Super Blueprint* will provide our members with even more benefits."

Super Blueprint makes superannuation advice accessible and affordable to all members and furthers Link Group's commitment to transforming member experience. The bespoke algorithm has undergone rigorous, independent testing by a global actuary to provide personal intra-fund advice to superannuation fund clients and their members.

Duncan McPherson, Chief Executive Officer, Link Advice, Link Group, said legalsuper's expanded advice offering through *Super Blueprint* would encourage members to take a bigger interest in their balances and accumulation:

"Digital innovation is shaping the future of the super industry. The analytics and advice provided through *Super Blueprint* will give members a clear balance and benchmark for how their super is performing, this encourages more informed decisions on plans and a more positive attitude towards contribution.

"Uncertain market conditions have people taking a closer look at their nest eggs, and choosing funds that can provide easily accessible advice on the accumulation and protection of superannuation amounts.

Super Blueprint allows members to understand more about how to get the most of their super and to ensure they take the necessary steps to achieve their goals in retirement." said McPherson.

Super Blueprint has already been integrated and is available to existing legalsuper members through their member hub.

Ends

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About Link Group (ASX: LNK)

We are a global, digitally enabled business connecting millions of people with their assets – responsibly, securely and safely.

From equities, pension and superannuation to investments, property and other financial assets, we partner with thousands of financial market participants to deliver services, solutions and technology platforms that enhance the user experience and make scaled administration simple.

We help manage regulatory complexity, improve data management and provide the tools to connect people with their assets, leveraging analysis, insight and technology.

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