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Attention: Company Announcements

ASX Limited

By E-Lodgement

### INVESTSMART AND MARKET MATTERS LAUNCH WHITE LABEL PARTNERSHIP

InvestSMART Group Limited (ASX: INV) (**InvestSMART**) a listed leading Australian digital wealth advisor to retail investors seeking a low cost investment model, and MarketMatters Group Pty Ltd (**Market Matters**), have today announced the launch of their online investment solution under the InvestSMART white label platform.

Market Matters will offer four diversified portfolios: Australian income, Australian growth, emerging companies, and a core ETFs portfolio. These portfolios will be managed directly by Market Matters, while InvestSMART will handle the administrative, compliance, and technological aspects using its proprietary digital platform.

A key feature of this partnership is the ability to invest in individual securities, a new offering within InvestSMART's white label service. This added flexibility allows partners greater control over portfolio construction, meeting diverse client needs.

**Ron Hodge, InvestSMART CEO said:**

*"We're excited to partner with Market Matters to power their investment portfolios. This collaboration highlights our shared vision of using technology to provide flexibility and investor-friendly investment solutions to self-directed investors."*

*"Our recent enhancement—allowing direct investments in individual shares—gives our partners more control and customisation over their portfolios, enabling them to tailor investment strategies to their clients' specific goals."*

*"The InvestSMART white label platform is designed to empower financial advisers, wealth managers, and brokers with the tools they need to innovate and address the evolving needs of investors, both pre- and post-retirement."*

*"We're seeing a major shift in wealth management. On one end, a large generational wealth transfer is taking place; on the other, younger generations, locked out of home ownership, are seeking alternative ways to build wealth. By offering our proprietary technology to partners, we're making professional portfolio management more accessible to both groups who need varying levels of advice."*

**James Gerrish, Lead Portfolio Manager at Market Matters, added:**

*“After exploring various options, we chose InvestSMART as our white label partner due to the flexibility of their technology and their seamless integration with our portfolios. A major advantage is the ability to offer HIN-based portfolios, which ensures our clients retain full legal ownership of their underlying assets—something many other platforms can’t offer.”*

For further information or comment, please contact Mr Paul Clitheroe (Chairman) or Mr Ron Hodge (Managing Director and CEO) at InvestSMART Group on (02) 8305 6000.

By order of the Board

**ENDS**

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**InvestSMART Group Limited (ASX: INV)** is a leading Australian digital wealth and advice platform. It offers a range of diversified ETF portfolios ranging from conservative to high growth, as well as a variety of wealth management tools such as the Portfolio Manager tool and high-quality research from Intelligent Investor.

**About Market Matters:**

Market Matters breaks down the latest financial developments into simple, actionable opinion that members can rely on. It delivers an incredibly easy to use financial platform, while still offering a unique level of depth. Market Matters gives members access to some of the most trusted financial professionals in Australia and crucially, invests in its own portfolios.