



AXA Financial Advice Network Strengthens Network Development Team

Monday 4 August, 2008.

AXA has announced that it has just completed an extensive market search to identify, secure and appoint three new Regional Development Managers who will significantly strengthen AXA's ability to grow it's Financial Advice Network (FAN).

The new appointments are –

Avon Allen	Regional Development Manager, Queensland
Peter Boston	Regional Development Manager, New South Wales
Anthony Bratt	Regional Development Manager, Western Australia, Sth Australia & Tasmania

Commenting on the appointments, National Manager Financial Planning, Paul Robertson said that the new Regional Development Managers will significantly improve AXA's Network Development capability.

"AXA is committed to growing and improving the productivity of our Financial Advice Network. These appointments will give us a clear focus to ensure we continue our Financial Advice Network growth and maintain our position as a leader in the provision of Quality Financial Advice to Australians." said Paul Robertson.

Avon Allen was appointed as Regional Development Manager in **Queensland** in March 2008.

Prior to joining AXA, Avon's roles included diverse management roles, sales management and support activities, team leadership and business-to-customer and business-to-business operations and his background is well suited to this new and challenging role.

Peter Boston commences on August 11 as Regional Development Manager **NSW** and will be based in AXA's Sydney office. Peter brings a strong business development pedigree and track record, 14 years financial services experience and established IFA adviser networks.

Peter has completed a Bachelor of Commerce, Diploma of Financial Markets (Victorian Prize Winner) and is PS 146 compliant. He is a highly motivated and goal driven professional with a consistent record of achievement.

His employment background includes sales, management and product roles with NAB, State Trustees and since January 2007 was NSW/ACT Distribution Manager and Corporate Marketing Manager for Centro Properties Group.



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As Regional Development Manager WA, SA and Tasmania, **Anthony Bratt** will be based in Hobart and be responsible for leading and supporting practice recruitment in the three States. **WA, SA and TAS.**

Anthony is currently AXA's Business Development Manager in Tasmania and he has a substantial advice and sales experience that commenced in 1989 with Westpac in numerous roles before moving to Financial Planning in 1994.

Anthony was the leading adviser in Tasmania before moving to Victoria when Bank of Melbourne was purchased and was responsible for mentoring, integrating and best practice for advisers in Victoria.

Other key roles included Manager Financial Planning NAB, Merrill Lynch International Private Clients - Senior Consultant, Credit Suisse First Boston - Associate Director, Principal of a Financial Planning business which was sold at end of 2003 to WHK.

"As a result of these three key appointments, we have a very strong Network Development team in place with the skills, experience and knowledge that will ensure the AXA Financial Advice Network will continue to grow," concluded Paul Robertson.

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