

La Trobe Financial has today launched a leading edge online investment platform – La Trobe Direct. The new platform provides investors with the opportunity to invest online and directly into La Trobe Financial’s multi-award winning Credit Fund.

It has taken over 12 months to build the necessary bank level security standards and protocols for investors to securely invest their money online using La Trobe Direct. Once investors have registered they will have real time 24/7 access to and control of their investments, anywhere, anytime across the globe, all with a touch of a button. Chris Andrews, Chief Investment Officer at La Trobe Financial said, “**La Trobe Direct** is easily accessible and operates on all devices including mobile phones, whether they are Apple, Samsung or other brands using different operating systems”.

*“The new investment platform – **La Trobe Direct**”, says Andrews “allows investors to enjoy competitive investment rates, view investment transactions, set up a regular savings plan, view account balances and manage interest distribution flows on a 24/7 basis. We have started with our two portfolio account products - our Classic 48 hour Account currently paying 3.20% p.a. and our 12 Month Term Account currently paying 5.20% p.a. We are presently integrating the other two accounts namely our leading ‘Peer to Peer’ Select Investment and our High Yield Investment Account, a three year product currently paying 7.00% p.a. We expect to release the update prior to Christmas so all four investment accounts will be available.”*

*“We continue to innovate and we are very excited to announce this upgrade of our online capabilities. **La Trobe Direct** will give over 24,000 retail mum and dad members in our \$1.23 billion Credit Fund better control in placing their investments with real time authentications and validations via mobile phones, reducing paperwork to effectively zero, and 24/7 access, anytime and anywhere. Our customer service motto for over 60 years has been to focus on our investors’ interests first,” says Andrews, “and we will continue to focus on our investors’ changing work life needs and how and when they wish to invest.”*

President & CEO of La Trobe Financial Greg O’Neill commented, “our Credit Fund’s objective is to protect investors’ capital and the **La Trobe Direct** online capability is true to this philosophy, as well as adding a further dimension to our offering which will attract different demographics to the Credit Fund moving forward. The La Trobe Australian Credit Fund continues to attract significant investor attention across markets due to record low interest rates of comparative duration and risk profile products. Our track record of ‘out performance’ in this sector is the result of six decades of sticking to what we do best - protecting investors hard earned savings.”

La Trobe Financial will be making further announcements shortly.

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About La Trobe Financial

La Trobe Financial is Australia’s largest Credit Specialist and has been providing funding and investment solutions to a diverse range of customers since 1952. We are a proven and trusted investment partner for institutional and retail investors alike with over 60 years’ experience managing investment mandates in excess of A\$11 billion. La Trobe Financial holds all requisite regulatory licences. La Trobe Financial Asset Management Limited - AFSL & Australian Credit Licence No. 222213. La Trobe Financial Services Pty Limited – Australian Credit Licence No. 392385. For further details please visit our website www.latrobefinancial.com. For details of our ratings please view our Awards & Ratings link on our website.

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