

MEDIA RELEASE

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La Trobe Financial appoints new digital agency

Australia's Premier alternative asset manager La Trobe Financial has named Hotglue as its official Australian digital media agency partner, after a competitive pitch process.

Hotglue will partner with La Trobe Financial to deliver the brand's always-on digital media strategy, planning and buying functions.

Speaking on the appointment Annie Sestito, SVP - Chief People & Marketing Officer at La Trobe Financial commented "we are delighted to partner with Hotglue on this very important pillar of our marketing strategy. Hotglue's deep expertise and combined professional and collaborative approach has been second to none. We have seen immediate results from this partnership".

The appointment of an external agency is part of the premier alternative asset managers plan to achieve \$30 billion in assets under management by FY27.

With this growth trajectory driving their strategy, the company has in recent months undertaken a number of initiatives designed to drive brand awareness and engagement including the launch of a new best-in class website www.latrobecom.au and integrated marketing campaign that is running across print, television, display, social and out of home.

For all media enquires please contact:

Viran Azad - Head of Events, Sponsorships & PR
+61 437 123 880

About La Trobe Financial

La Trobe Financial is Australia's premier alternative asset manager and a proven and trusted investment partner for institutional and retail investors with c. A\$19 billion AUM.

Established in 1952, La Trobe Financial has been building the wealth of its investors across seven decades through careful attention to quality, discipline and consistent performance across the economic cycle.

Today, La Trobe Financial manages assets on behalf of almost 100,000 investors[^] – including some of the world's largest financial institutions – and 3,200 supporting financial advisers.

La Trobe Financial's retail asset management business is spearheaded by the \$10bn Credit Fund, the largest retail credit fund across Australia. Its flagship 12 Month Term Account has been recognised as "Best Credit Fund – Mortgages" for 15 consecutive years by *Money* magazine, and was recognised as one of Australia's fastest growing funds (per Rainmaker) across the Australian asset management industry in the 12 months to 31 May 2023.

To find out more visit www.latrobecom.au

Disclaimer

La Trobe Financial is regulated by the Australian Securities & Investments Commission (ASIC) and holds the requisite regulatory AFSL and ACL to operate the Credit Fund, place RMBS issuances, and provide credit services. To the extent that any statement constitutes financial product advice, that advice is general advice only and has been prepared without considering your objectives, financial situation or needs.

^Total investors is calculated by adding all individual & joint investors (which includes some investors with a current zero balance in their account) to reasonable estimates of investors investing via platform, trusts or SMSFs.

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