

MEDIA RELEASE

8/4/24

La Trobe Financial launches new campaign

Australia's premier alternative asset manager, La Trobe Financial has released a new marketing campaign, "Grandpa's Gift" via creative agency Bastion.

The fully integrated campaign will see a range of assets run across television, print, display, social, radio and out of home, from 8th April.

Speaking of the launch, La Trobe Financial CEO Mr Chris Andrews stated "For over 70 years our clients have relied on us to look after them, so that they can look after those they love.

With this as our foundation, we have created a campaign that we think truly captures the hearts of our investors. It depicts, in a really beautiful way, our investor base and puts the focus on those investors who are seeking a prosperous future and a dignified retirement.

The story celebrates a life of well-managed investment choices that affords freedom in later years. It shows a connection between generations and taps into our universal desire to care for our families through everyday acts of kindness. We are one of Australia's leading retirement income providers and this campaign captures the people we serve in a very heart-felt, human way."

La Trobe Financial appointed Bastion as its creative agency in late 2023 after a thorough pitch process.

Since taking over as CEO in 2022 Andrews has implemented a number of new initiatives and client focussed solutions that have seen the company increase its status as Australia's premier alternative asset management business with c.\$19bn in AUM and almost 100,000 investors^.

Earlier this year the company launched a new website latrobefinancial.com.au and it continues its technology expansion.

Watch the new commercial [here](#).

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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.latrobefinancial.com.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.

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[^] 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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