

Odyssey rolls out its WealthManager™ platform across APME region

Singapore, 24 September, 2009 -

Odyssey Financial Technologies officially launched its wealth management platform, WealthManager™, in the Asia Pacific and Middle East (APME) region at its APME regional conference. The event took place on July 29-30 in Singapore and is the first organized by the firm in the region. The event was attended by Odyssey's clients, prospects and partners.

Odyssey acquired WealthManager™ when it bought North American-based wealth management technology provider, Xeye, in 2008, and has already rolled out the platform throughout Europe in recent months.

WealthManager™ is an integrated, though modular, platform that offers a comprehensive set of wealth management solutions designed to enhance every facet of the private wealth management process. It enables wealth management firms to serve all client segments from mass affluent to HNWI and provide discretionary, advisory and brokerage services from a single platform.

At the conference, **Dave White**, Odyssey's APME General Manager, presented the firm's objective of extending its product offering globally to the Mass Affluent market, introducing WealthManager™ as the perfect fit for this market. He affirmed that "Odyssey identified a real need in covering the mass affluent segment, because there was a huge untapped possibility and this segment was identified regionally as one of the fastest growing and most important segments in the Asian markets. WealthManager™ is a good fit not only because it provides a 360° view of the client and his investments but also because it is able to manage the large volume of clients typically found in that segment. We are confident that WealthManager™ will be well received in Asia, and look forward to rolling out this exciting new platform."

Talking about the evolution of the Asian wealth management markets in general during his key note address to the conference, **Guy Hedley**, Executive Director and Global Head of Private Bank at Macquarie Private Wealth Asia, commented on the developing opportunities in Asia:

"Asia is not a single market, but the newness of the market provides opportunity and the advantage of flexibility. This flexibility is particularly essential to compete in such a complex and unique market as the Asian private wealth management space. This also explains the importance of technology, which is seen as a real competitive advantage in Asia – unlike developed markets where technology is more a hygiene factor. The Asian private banking sector is likely to face growing competition from new entrants in the pure wealth management space as the markets mature, so innovation remains at the core of its development."

With its well-known private banking platform, Triple'A Plus™, and its newly launched platform for the wealth management industry, WealthManager™, Odyssey markets a complete product offering that responds to the needs of the Asian private wealth management market.

Odyssey will be demonstrating WealthManager™ and Triple'A Plus™ at the **19th Private Banker International Wealth Management Summit**. The event takes place on 5-6 October 2009 at the Fullerton Hotel, Singapore. For further information on the event, please visit: <http://vrl-financial-news.com/events/wealthmanagementsummit/>.

About Odyssey Financial Technologies

Odyssey is an industry leader in the global provision of wealth and asset management solutions and services to the Private Banking, Mass Affluent/Brokerage and Retail Banking sectors as well as to Institutional and Fund Managers. Over 200 financial institutions in more than 30 countries have chosen Odyssey solutions. Odyssey focuses on providing a comprehensive range of modules for portfolio management (PMS), advisory and sales processes, customer relationship (CRM), compliance, risk, and analytics. These modules are deployed on a scalable wealth and asset management platform, facilitating the enterprise-wide implementation of software solutions. Founded in Luxembourg in 1995, Odyssey today has offices in the key financial centers, including New York, Singapore, Zurich, Frankfurt, Munich, Brussels, Geneva and Tokyo. Odyssey's operational head office is located in Lausanne, Switzerland. The development centers are located in Toronto, Lausanne and London. For further information, please visit: www.odyssey-group.com.