MEDIA RELEASE

Link and AustSafe Super introduce mobile app push notifications

- *Increases visibility of employers' contributions*
- *Creates member awareness of their super balance*

26 June 2018: Link Group and AustSafe Super, one of the nation's top performing super funds, has successfully completed a six-month pilot of push notification alerts via their AustSafe Super member mobile app to increase awareness around employer contributions and simplify the process for members to take their super with them when changing jobs.

The pilot utilised in-built push notification functionality, developed by the Link Group, to automatically alert members when their employer has paid a contribution into their super account.

According to AustSafe Super chief executive officer, Craig Stevens, the use of push notification technology is a great tool to help bring members closer to their super.

"As a Fund, it's really important to be able to offer our members this functionality. It will help them engage more easily and frequently with their super and they can quickly see when contributions have been paid.

"There's also functionality within the app that gives AustSafe Super members the ability to send a pre-populated Choice form to their new employer at the click of a button, making it easy to take their super fund with them when they change jobs," he said.

Link's Technology and Innovation chief executive officer, Paul Gardiner, said the arrival of push notifications encouraged members' interest in their superannuation accounts and could assist funds with retention, especially of younger members who are the most active users of smartphones and mobile apps.

Mr Gardiner said that proactively alerting members about their superannuation contributions increases awareness of superannuation balances, which is particularly critical as Link works with its clients to address member engagement, especially members with lower balances.

"Link has worked hard to develop a cost-effective mobile app solution that is available to all our clients, and we're excited that we've been able to work in conjunction with AustSafe Super to pilot this new capability within the app and give their members increased visibility of their super," he said.

Push notifications are widely considered ideal for member-based organisations, with super funds in particular looking to use technology to enhance the user experience for members.

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About Link Group (ASX: LNK)

Link Administration Holdings (Link Group) administers financial ownership data and drives user engagement through technology. Underpinned by our investment in technology, people and processes, we deliver comprehensive data and information solutions for companies, large asset owners and trustees across the globe. We are a market-leading provider of technology-enabled administration solutions, continually developing our offerings to expand with our clients' needs.

Our core business, which consists of fund administration and securities registration, is complemented by our expertise in digital solutions and data analytics. Our clients represent all industries and include some of Australia's largest superannuation funds and the world's largest corporations.

For more information, please visit: www.linkgroup.com

About AustSafe Super

AustSafe Super is an industry super fund that started in 1988 and is dedicated to serving working Australians across rural and regional Australia. Now in its 30th year of operation, AustSafe Super is committed to looking after members' super throughout their working lives and into retirement, and currently has more than 105,000 members and over $2.4 billion of funds under management. AustSafe Super was awarded Money Magazine's 'Best Growth Super Fund for 2018' and was the 2nd ranked fund in the top ten performing growth funds for the 12 months to 31 December, 2017.

For more information, please visit: www.austsafe.com.au