

Financial Planner Profile

This Financial Planner Profile is part of the Lonsdale Financial Group Ltd (Lonsdale) Financial Services Guide (FSG) and these documents should be read together.

Introducing your financial planner

The Authorised Entity is The Peninsula Financial Group Pty Ltd, Corporate Authorised Representative of Lonsdale, Number 253332.

Company name: The Peninsula Financial Group Pty Ltd
Business address: Level 1, 31 Beach Street, Frankston VIC 3199
Telephone: (03) 9783 4999
Facsimile: (03) 9783 9291
Email: Lindemann@shepard.com.au
Web address: www.peninsulafinancial.com.au

The individual financial planner appointed by this practice to provide the service is:

Sebastian Lindemann

Authorised Representative Number 001242081

Sebastian has the following qualifications, memberships and experience:

- Advanced Diploma of Financial Planning
- Margin Lending Accreditation
- Self-Managed Superannuation Funds Accreditation
- Degree in International Business & Culture

Sebastian has worked as a Financial Planner at a number of boutique financial planning practices in the Melbourne CBD and on the Peninsula, specialising in personal insurance, superannuation, retirement and investment advice.

Products and services

Your financial planner is authorised by Lonsdale to provide you with general and personal financial product advice on the following class and types of products and can help you buy and sell these financial products.

- **Deposit products**
- **Life products, including:**
 - Investment life insurance products
 - Life risk insurance products
- **Superannuation products, including:**
 - Public offer superannuation funds
 - Account-based pensions and complying annuities
 - Corporate superannuation funds
 - Self-managed superannuation funds
- **Margin lending facilities (standard)**
- **Retirement savings accounts**
- **Managed investment products, including:**
 - Master trusts, wrap facilities
 - Property funds
 - Tax-effective investments
 - Managed trusts
 - Investor directed portfolio services (IDPS)
- **Government bonds, stocks or debentures securities:**
 - ASX listed shares, instalment warrants and fixed interest

How will you pay for the financial services?

At the initial meeting, your financial planner will explain the services that are available to you, what you can expect and the payment options that are available.

Before you become a client of Peninsula Financial Group, remuneration and payment will be agreed and the details of any fees and commissions payable, and any other relevant remuneration and benefits, will be disclosed to you in the Statement of Advice (SoA). For any financial product that is recommended, the Product Disclosure Statement (PDS) for that product will outline the fees payable to the product provider. Any of the payments listed below will be made as agreed with you or to the extent permitted by law.

A summary of the way Peninsula Financial Group is paid is outlined below and all fees quoted are inclusive of GST.

Financial planning advice fee

You may be charged a fee that is based on either the standard service fee that applies or the time spent developing the plan. The plan based fees (ie SoA) start from \$250 per hour for a limited advice plan and vary, depending on scope and complexity of the advice provided.

During your initial discussion with your financial planner, they should be in a position to provide you with a reasonable estimate of the financial planning advice fee and you are encouraged to discuss this during the meeting.

Please note, should you choose not to proceed with the advice provided to you in your SoA, you will be invoiced for the cost of preparing your SoA.

Financial planner service fee – ongoing

This fee may be charged depending on the type of ongoing review service provided to you.

This will be agreed in advance with your financial planner and may be paid annually, monthly or as per your agreement. This fee is a fixed dollar amount that is based on a combination of factors such as the amount you elect to invest, the complexity of the structure involved, the number and types of investments and the level of ongoing service that is required.

To ensure that your situation is continuously reviewed, clients are encouraged to take up an ongoing review service. A regular review will compare the performance of your strategy to the performance of local and international markets, provide an overview of the current superannuation and taxation laws, as well as the impact that any changes to your own personal and financial circumstances may have on your overall plan. Generally, if you agree to an ongoing financial planner service fee, you will sign a client service agreement which sets out the services that will be provided together with the cost. At all times, Peninsula Financial Group reserves the right to adjust the ongoing financial planner service fee depending on the services used.

You have a choice of how you can pay the financial planning service fee – it can either be invoiced directly or debited directly from funds invested.

Amount invested:	Ongoing service fee:
Up to \$250,000	0.88 per cent per annum
Between 250,001 and \$500,001	0.66 per cent per annum
Above \$500,001	0.44 per cent per annum

For example, for an investment portfolio \$400,000 the ongoing review fee would be \$2,640 per annum.

Please note that the amount charged will be set out in your SoA.

Financial planning service fee once-off

If you are not on an ongoing review service, but would like to engage Peninsula Financial Group to provide you with once-off strategic or placement advice only, you may be charged an hourly rate of \$250 per hour.

Direct Shares

The brokerage cost of establishing a direct share portfolio may range from 0.55 per cent up to 1.10 per cent. However, subscribers to our Ongoing Review Service can incur lower brokerage fees where the shares are held through a relevant online service.

Commission for life risk insurance products – Policies issued from 1 January 2018

Initial commission payable under an upfront structure will be capped at 88 per cent, then reduce to 77 per cent from 1 January 2019, before settling at 66 per cent from 1 January

2020. Ongoing commission under an upfront structure will be capped at 22 per cent of the annual premium paid. Both initial and ongoing commission under a level structure will continue to be capped at 37 per cent.

Increases to Policies issued before 1 January 2018

There may be an initial commission payable of up to 130 per cent of the first year's annual premium and then ongoing commission of up to 37 per cent of the annual premium paid.

Product fees

All product providers are required by law to issue a PDS which outlines all the fees payable within the product.

Initial and ongoing commissions for investments entered into before 1 July 2013

The product provider pays the initial commission and ongoing commissions to Lonsdale. This amount is not in addition to the cost of your entry fee. This commission may be up to 5.5 per cent (for initial commissions) and 1.1 per cent (for ongoing commissions) dependent on the product provider and the specific product that is recommended. These payments apply to initial and additional investments.

For any investments entered into after 1 July 2013, initial and ongoing commissions from the product provider are not paid to your financial planner.

Through discussion, any combination of the above options may be negotiated.

Are there any existing relationships that may influence the recommendations?

The directors of Shepard Webster & O'Neill Pty Ltd have a financial interest in The Peninsula Financial Group Pty Ltd and therefore may receive a benefit by referring clients to The Peninsula Financial Group Pty Ltd.