



## **Media Release**

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### **FIRST STATE SUPER LAUNCHES MOBILE APP**

First State Super has today launched what may be an Australian first - a mobile website app, enabling its members to monitor their super via their mobile devices.

The Fund's 530,000 members will now have the ability to access a customised mobile version of the FSS website and download a mobile phone app to check daily unit and pension prices, seminar dates, and log in to the First State Super website to check their super balances while on the move.

"Our members are highly web-savvy, and an increasing number of them have been accessing our website via mobile devices. We developed this app to create greater convenience for members and provide them with cutting edge access to information," said Michael Dwyer, Chief Executive Officer of First State Super.

"We wanted our site to be compatible with a wider range of devices, so have optimised it to include iPhone, Blackberry, Android phones, and some standard mobile phones with web access."

The Fund's members can download the app to their iPhones or Android phones from First State Super's website. An application has also been made to register the app with Apple's iTunes Apps Store. The app is available to download via Android Market now.

"Thousands of members regularly view our daily unit prices and logon to their accounts from PCs. They now have the ability to do this securely while they're waiting for a bus, or sitting at the coffee shop," said Michael Dwyer.

"This is an exciting development - giving our members the opportunity to carry their super around with them. We're dedicated to making life easier where super is concerned."

The First State Super mobile website/app will be promoted to members via its website, and an email marketing campaign. There are also plans to run an SMS campaign.

Information about the new mobile site and its key features is available at [www.firststatesuper.com.au/mobile](http://www.firststatesuper.com.au/mobile)

The First State Super app icon that will appear once members download it to their phones is below:





# FIRST STATE SUPER

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## **Further information:**

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**Important note:** This communication contains general information only and does not take into account your specific objectives, financial situation or needs. It is therefore important, before deciding whether to become a member of First State Super (or, if you are already a member, to continue your membership) that you consider the First State Super Product Disclosure Statement (PDS) having regard to your own situation. The PDS is available by visiting our website at [www.firststatesuper.com.au](http://www.firststatesuper.com.au) or by calling us on 1300 650 873. The information contained in this document is current as at the date of release. Prepared by FSS Trustee Corporation ABN 11 118 202 672, AFSL 293340, the trustee of First State Superannuation Scheme ABN 53 226 460 365.

