

MainstreamBPO Pty Ltd  
ACN 112 252 114  
Level 1  
51-57 Pitt Street  
Sydney NSW 2000

GPO Box 4968  
Sydney, NSW 2001

Tel +61 2 9247 3326  
[www.mainstreambpo.com](http://www.mainstreambpo.com)

14 April 2011

## **MainstreamBPO launches new brand for Superannuation Administration**

MainstreamBPO's subsidiary Group Benefits has been re-branded to SuperBPO as a launch pad for growth in market share.

SuperBPO provides member administration, corporate secretariat, unit pricing and accounting to range of Industry, corporate and retail master trust super funds. The business recruited a new CEO in July 2010 – Michael Houlihan (who has been in the financial service industry for over 25 years) - and has seen immediate results with two new clients being secured.

Byram Johnston the owner and founder of MainstreamBPO said “there is an exciting opportunity to grow this business. The market suffers from poor service and legacy technology. We are striving to improve this and grow our client base”. Michael notes that “we are now seeing a move back to an administration service that offers a more personalised service to the fund, its members and the employer sponsors”. Michael and his team are very well positioned to continue to offer such a service.

In the second half of this year we are likely to see some significant announcements of potential changes to the superannuation system including Mysuper and the FOFA reforms. “Being flexible and personalised will allow us to move quickly and efficiently to help adopt any of these change for our clients” notes Michael.

Our other major subsidiary – FundBPO has grown exponentially in the last 3 years to support 31 fund managers. It has delivered this by using good technology, employing the right people and providing good customer services to clients and investors.

FundBPO also sees an opportunity to offer component outsourcing to Super funds. FundBPO is custodian agnostic and believes unit pricing, performance, compliance and other middle services can be split from custody. In many cases it believes it can reduce costs, provide greater levels of control and better service. FundBPO welcomes the opportunity to compete in any tenders for industry, corporate or retail super funds.

## **About MainstreamBPO**

MainstreamBPO is a back office administrator of fund and superannuation administration. It is owned and operated by the founders Byram Johnston and Martin Smith. It employs 55 people in Sydney and Melbourne. It currently supports 42 clients with 100 managed funds.

## **Spokesperson**

For further information or comment please contact:

Byram Johnston  
Chief Executive Officer  
[bjohnston@mainstreambpo.com](mailto:bjohnston@mainstreambpo.com)  
(02) 8259 - 8800