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IOOF enters strategic partnership with GROW Super

IOOF has entered into a strategic partnership with GROW Super, one of Australia's leading digital superannuation providers. IOOF will take a minority stake in GROW to assist in its continued growth and collaborate on innovations enhancing adviser and client engagement.

Mr Renato Mota, IOOF's Group General Manager, Wealth Management, said: "We are pleased to be working with the team at GROW Super. They have a proven capability in engaging investors through a leading digital experience. GROW believe in helping people make better financial decisions. We believe this is entirely aligned with our focus on financial advice and look forward to exploring this space together"

The partnership will facilitate investor engagement with superannuation and efficient connectivity between investors and financial advice. It will also see GROW work with IOOF's licensees and financial advisers to further develop a digital capability across a range of engagement points.

"Having a leader in the advice industry like IOOF partner with GROW Super is a testament to what we have created in the past 12 months and we're really excited about being able to work together to help empower Australians to better superannuation and ultimately life outcomes" said Josh Wilson, CEO of Grow Super.

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