



Investable heeds call for transparent investment ideas exchange

Media Release, Sydney, Monday 7 November 2011

Marking a major step towards more accountable and transparent discussion around Australian listed shares and securities is the launch of [Investable \(www.investable.com\)](http://www.investable.com), a free ideas exchange and networking forum for the financial market.

Investable CEO Ben Freischmidt says the new forum fills a serious vacuum for investors to securely share ideas and trading strategies in an environment unpolluted by nicknames, unsubstantiated comments and non-disclosed interests.

“Our policy of disclosing real identities in all member activity and not permitting member guises sets Investable apart from other forums, helping to increase transparency and accountability in financial markets,” he said.

“The site is designed to appeal to a universal audience, from the novice retail investor through to the most sophisticated investment professional looking to exchange, monitor and validate investment ideas for shares, indices, derivatives, ETFs and other listed securities.

“Members will be able to initiate investment ideas on the site and then track the performance of them in both an absolute sense and their relative performance versus the S&P/ASX 200 index over the same time period.”

Freischmidt said members can choose to remain anonymous should they wish, but this would limit their participation, including the ability to link with other members.

He says a major benefit offered to members is the ability to interact with others via their own ‘closed networks’, which means they control who sees their ideas.

Lachlan Heussler, co-founder and Business Development Manager, said Investable presents members a credible and powerful means to communicate with others who may be clients, peers, investment managers, analysts, students or friends, from anywhere in the world.

Investable founders Freischmidt, Heussler, and software developer Fil Mackay all share extensive backgrounds in financial markets and expect the site’s value to grow well beyond its ideas sharing capability.

The team is already in the process of finalising ‘Investment Insights’, a subscription based product that will anonymously aggregate data from the website.

Members will also be able to purchase a copy of their individual investment idea performance record on the website via the ‘Investable Record’ product. This certification will

provide members with an independent validation of their ideas and their associated performance.

“Investable provides an independent and universal solution for the tracking of investment ideas and we hope to increase the level of transparency and accountability with regard to investment recommendations, for all investors,” Heussler said.

“We have spent the past six months developing and testing the site, and are very excited about its potential, given social networking in financial services remains relatively new yet post GFC, calls for more accountable and transparent financial information are getting stronger.”

- - -

For further information, please refer to below or contact:

Emma Cullen Ward, OneProfile Communications, 0414 989 137 or emma@oneprofile.com.au

About Investable.com, and its co-founders/directors

Investable is a secure investment idea tracking and networking service for financial markets. Our independent service allows users to track, validate and exchange investment ideas. These activities are conducted using our universal platform, which provides a secure and compliant environment for professional and non-professional market participants alike. Investable is regulated by ASIC and operates under its own AFSL (#398309).

Ben Freischmidt – Co-founder & CEO

Ben has twelve years of experience in the finance and securities markets. During his career Ben has been involved in a number of new business and technology initiatives across a variety of business areas including trading, operations, compliance and risk. Prior to founding Investable, Ben was a co-founder and Chief Operating Officer (COO) of Singapore based LionRock Capital, a multi-strategy investment fund. Other previous roles held by Ben include Principal and Head of Asian Trading at TPG-Axon based in Hong Kong, Associate and Trader with Goldman Sachs Principal Strategies (GSPS) also based in Hong Kong and a Director with UBS in their Sydney based Australian Hedge Fund Sales team. Ben holds a Bachelor of Business, Finance degree from the University of Technology, Sydney. In addition Ben is a CFA charterholder, Financial Risk Manager – Certified by the Global Association of Risk Professionals and also a CAIA designee.

Lachlan Heussler – Co-founder & Head of Business Development

Lachlan has 15 years of experience in financial markets. He began his career as a spot FX trader for Citibank in Sydney before moving into the equities business at UBS in Sydney. While at UBS Lachlan worked in the cash equity sales business, as well as the equity derivative business, where his main focus was on equity linked derivatives. Lachlan moved to New York to work for Deutsche Bank in equity sales before returning home to work within the equities trading division of Deutsche Bank, Sydney. Lachlan holds a Bachelor of Economics from the University of Sydney and is RG146 compliant in Australia. Lachlan is also one of the Responsible Managers (RM) for Investable.

Fil Mackay – Co-founder & Chief Technology Officer

Fil entered the financial services industry via wholesale banking, and has built up a long track record over the past 20 years. Principally a technologist, he has kept pace with the constant changes in technology and knowledge of its application within the financial services industry. After founding trading platform software provider iMedia Technology in 1997, he was also the software architect of the trading technology platform ActiveTrader. This platform was white labelled by broking firms (TD Waterhouse, E*TRADE), exchanges (ASX) and information vendors (Moneyline Telerate), before concluding a trade sale of the business (IWL Limited) in 2003. Since then Fil has returned to his roots of high performance technology, developing several key software technologies in the algorithmic trading space. Fil holds a Bachelor of Information Technology degree from the University of Technology, Sydney.