



PACIFIC
WEALTH CREATORS

RETURNS ANNOUNCEMENT

15 October, 2009

Pacific Wealth Creators announces investment return data

Leading New Zealand private client fund manager, Pacific Wealth Creators Ltd, today announced the average portfolio return for the interim 6 month reporting period to 30 September 2009

The average client portfolio return for the period is 62.4%.

Returns have again outperformed the market. Average client portfolio return for the 6 months to 30 September was 62.4%. This compares to the ASX200 increase of 32.4% over the same period. The NZX50 was up 22%.

A percentage return by itself is largely meaningless. What matters is the return, and therefore value created or destroyed, relative to the market average (as measured by the Index). As most holdings are Australian listed companies the ASX200 is our closest benchmark. To produce gains that are nearly double the market is a stunning result.

Considering the vast majority of fund managers (over 80% typically) consistently underperform the market indicates just how significant the achievement is. It is testament to our single focus of growing client funds using a value approach that we know works. This approach that we have been applying for 10 years will inevitably see us shine in times of crisis when asset prices are cheap. Further, we only get paid when we grow funds over 4% so our interests are closely aligned to those of our clients.

Some who are unfamiliar with our approach may feel we must be taking considerable risk to achieve such a return. Nothing could be further from the truth. Buying into quality listed companies at cheap prices when they represent value is anything but risky. It is logical. Yet most investment professionals and the investing public seem not to have the required skill, or

perhaps more importantly – discipline, to apply such an approach. Confused financial theory doesn't help the situation.

We are now without question one of the best performing fund managers in NZ. Yet we are under the radar due to the fact that private client funds are not pooled, rather managed in separate accounts. Not that we miss the media attention! That would be just a distraction.

Full return history can be viewed at

<http://www.pacificwealthcreators.co.nz/returns.htm>

About Pacific Wealth Creators Ltd

Established in 2000, Pacific Wealth Creators is a leading investment research house and manager of private client portfolios/funds based in Auckland, New Zealand. It is one of the only investment management companies with only performance-based annual fees. This sets it apart as an investment management operation whose interests are directly aligned to those of its clients – to grow client funds.

As a research house Pacific Wealth Creators conducts its own research of NZ and Australian listed companies and is one of the only investment companies with a true value-investing approach.

For further information visit www.pacificwealthcreators.co.nz

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