

# Media release

12 March 2026

**For immediate release**

## Prime Super appoints Frontier as new asset consultant

Prime Super has appointed Frontier Advisors as its new asset consultant, effective 1 June 2026, supporting the Fund's long-term strategy to deliver strong, sustainable outcomes for members.

The appointment follows a comprehensive competitive selection process, in which Frontier Advisors was assessed as the leading contender based on the capability of its consulting team, depth and approach to research and portfolio construction and a strong cultural alignment with a profit-to-members fund such as Prime Super.

Prime Super's General Manager, Investments, Michael McQueen said the partnership represents an important step in the Fund's continued evolution.

"The Investment team is focused on delivering both risk-aware returns and value for money to our members. The support and advice we receive from our asset consultant is critical to achieving this goal. Frontier will play an important supporting role as we strengthen our internal capabilities and continue to shape the portfolio in line with our long-term objectives. We look forward to working closely with them in the years ahead."

Frontier CEO, Andrew Polson, says his team is looking forward to working with the superannuation fund, adding to the firm's already considerable share of this segment of the market.

"New opportunities to work with super funds don't come along often so it's very exciting to be able to add a fund like Prime Super to our client group. Especially a fund with a clear strategy and a firm focus on its members. We know we can add value and ultimately help deliver great retirement outcomes for Prime Super members across the country," said Polson.

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Frontier Advisors has been appointed as Prime Super's new asset consultant, taking over the role previously held by PATRIZIA. PATRIZIA will continue its relationship with the Fund in its capacity as an investment manager.

Prime Super manages more than \$8.5 billion in retirement savings for members primarily across the agriculture, horticulture, health, education, aged care and recruitment sectors.

Frontier Advisors has been advising institutional investors across Australia for over thirty years and counts some of the country's largest super funds as clients.

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## About Prime Super

Prime Super is a profit-to-members superannuation fund with more than three decades of experience and a strong heritage in regional and rural Australia. Our purpose is simple: to support members in achieving a dignified retirement.

We are a growing, forward-looking fund that is agile, responsive, and committed to delivering value as member needs and the industry evolve. Our members have access to real super specialists who can help them make informed decisions in their journey towards retirement.

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