



# Redefining Wealth Management

Bespoke Advice and Exclusive Alternative Investments  
for Sophisticated Investors



We are a market-leading advice, capital and asset management group, dedicated to delivering superior results and building long-term partnerships with our clients.

#### Thorough Due Diligence Process:

Every investment we offer undergoes a rigorous, expert-driven review to ensure strong returns with minimised risk, safeguarding your wealth at every step.

#### Long-Term Relationships:

We pride ourselves on building trusted, advisory driven partnerships; offering strategic guidance for income, growth, or legacy planning tailored to your goals.

#### Proven Track Record:

A strong history of generating consistent returns with an emphasis on capital preservation, aiming for steady returns to meet your financial goal without necessary risk.

#### Tailored Solutions:

Provide bespoke strategies that align with your financial objectives, helping you navigate complex investment landscapes with confidence.



# Strategic Financial Advice

Our advisers take a client-first approach, focusing on building long-term relationships based on trust, transparency, and performance.

## Key Services:

-  Financial Planning
-  Retirement and Planning
-  Superannuation Advice
-  Life Insurance
-  Investment Advice
-  Wholesale Investment Opportunities

## A Partnership Built on Expertise

We pride ourselves on providing our investors with direct access to a network of industry leaders, fund managers, and global financial experts. Our close relationships with key players in the alternative investment space enable us to offer premier opportunities before they reach the broader market.

## Tailored to Wholesale Investors

Our alternative investment opportunities are designed for the sophisticated wholesale investor. Whether you're looking to diversify your portfolio, optimise your returns, or seek out high-growth ventures, we will ensure that your investment strategy aligns with today's dynamic needs.







# Wholesale Property Investment Opportunities

Our thorough due diligence process ensures that each investment we put forward to our clients passes our stringent due diligence process.

## Exclusive Access to Proprietary Deal Flow

Gain access to unique investment opportunities sourced through deep-rooted relationships and industry networks. These deals are not available through traditional channels, giving you a distinct advantage in building a diversified investment portfolio.

## Robust Approval Process

Our Investment Committee, with over 80 years of collective experience in funds management, lending, risk assessment, and property development, thoroughly evaluates every opportunity. This rigorous due diligence process ensures that only top-tier investments are presented to our clients.

## Curated Lender Panel

We work with a select group of lenders who meet our stringent criteria for success, including robust credit underwriting and highly qualified teams. Only those with a proven track record are accepted into the PrimeConnected ecosystem.

## Thorough Micro & Macro Deal Review

Each deal is carefully reviewed on both a micro and macro level, including Loan-to-Value Ratio (LVR), site location, valuation, zoning regulations, sponsor background, serviceability, exit risk, investor return potential, deal tenor, and covenants. This ensures our clients have complete confidence, knowing that all risks have been thoroughly evaluated.



Our wholesale property investment opportunities are structured to offer strong downside protection while aiming for stable returns.



Completed Investments



Preferred Equity Investment

**Brunswick East, VIC**  
Residential Development

12% annualised return

21-month term



Ordinary Equity Investment

**Jilliby, NSW**  
Light Industrial Development

18% - 28% annualised return

24-month term



Preferred Equity Investment

**Rockville, QLD**  
Special Disability  
Accommodation Development

12% annualised return

14-month term



First Mortgage Debt Investment

**Rose Bay, NSW**

Construction Debt, floating  
9.65% p.a. return payable end  
of term

65% LVR on 'As If Complete'

21-24-month term



First Mortgage Debt Investment

**Bellevue Hill, NSW**

Bridging Debt, floating 9.25%  
p.a. return paid monthly

65% LVR against the  
property's "As-is" valuation

3-6 month term



Subordinated Debt Investment

**Box Hill, NSW**

Construction Debt, fixed 14.0%  
p.a. return payable end of term

85% LVR against the property's  
'Gross Realisation Value'

12-month term



# Alternative Asset Management

Our expertise spans private equity, private credit, and real estate, making us a trusted partner for clients seeking growth, diversification, and strategic advice in the rapidly evolving financial landscape.

Founded on the principles of responsibility and integrity, we leverage our partners' collective skills and expertise to protect and grow our clients' wealth. In everything we do, we treat our clients' investments as if they were our own.

Our three core funds offer exposure to private credit and private equity across the capital stack, providing investors opportunities for both growth and income.

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## AltFi Income Fund

Aiming to maximise fixed-income returns, this Fund focuses on private credit investments through secured lending, structured finance facilities, and bespoke financing solutions for middle market corporate. Consistently delivering returns in excess of 10% p.a. over 7 years with low volatility, the Fund is ideal for investors seeking stable income and capital protection.

## Emerging Growth Fund

The Emerging Growth Fund takes a private equity-style approach to investing in high-potential listed and unlisted emerging companies. The Fund acquire strategic positions in lower mid-market businesses and actively engage with management to drive value creation. The Fund focuses on sectors with macro tailwinds such as healthcare, infrastructure, and technology.

## Social Infrastructure Fund

Focused on income-producing assets in social housing, healthcare, and education, the Social Infrastructure Fund invests in projects that deliver positive social outcomes while providing quarterly cash distributions. The Fund offers exposure to investments backed by Australia's National Disability Insurance Scheme (NDIS), providing financial returns and social impact.

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# PrimeConnected

A secure, trusted platform that provides our clients access to the best investment opportunities.

## Tech-Driven Investing

24/7 oversight of your investments

A uniquely deep degree of control at your fingertips




Review and participate in exclusive wholesale investments

Monitor trends, read market updates and view analyst reports

Quickly capitalise on timely opportunities

## How it Works

Enjoy a seamless and user-friendly experience on [PrimeConnected](#). Our team is available to support you at every stage of the process.

- Step 1.**  Register on [PrimeConnected](#)  
Follow our simple registration steps and complete your registration in just a few minutes.
- Step 2.**  Access Opportunities  
Invest seamlessly in high-growth opportunities. By investing directly through PrimeConnected, you are helping to shape your financial future.
- Step 3.**  All-In-One Portal  
Gain clarity and control over your investments with the convenience of accessing them all in one portal. You can effortlessly track your investments, accessing comprehensive insights and fund updates whenever needed.





Together, let's build you a better future.

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Prime provides us a highly personalised service covering our financial needs. Our strategic advice has been proactively provided. We feel comfortable knowing Prime is looking after our investments.

**IAN, VIC**

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In working with Prime, I have connected with a trusted 'go-to' source of knowledge, mentorship, tools, services, contacts and—most importantly—a friend on the ground for anything related to financial decisions when feeling a little overwhelmed.

**AMY, QLD**

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I have been using Prime for many years. I always feel as a customer that Prime have my best interest at heart. It is a very personal service executed by very personable and helpful individuals.

**CHRISTOPHER, ACT**

You set the goals  
We help you reach them





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*aspire, innovate, grow & impact*

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