

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire, innovate, grow & impact

26 August 2025

FY25 Highlights

- Revenue of **\$49.4M, up 21%** on the prior corresponding period (pcp)
- Run rate revenue exceeding \$55M from continuing operations
- Underlying EBITDA (Members) of **\$11.9M, up 17%** on pcp, driven by growth in existing service lines and a positive contribution from acquisitions
- Reported Earnings Per Share (EPS) of **1.87 cents per share (cps), up 37%**
- NPATA (Members) of **\$5.9M, up 42%**
- Integration of Lincoln Indicators (Lincoln) acquisition progressing positively
- Funds Under Management (FUM) of **\$1.9B, up 58%**
- Debt to Underlying EBITDA (Members) of 1.3X
- Final dividend of **0.89 cps, up 5%**, taking the total FY25 dividend to 1.66 cps, up 4% on pcp

Prime's Managing Director & Chairman, Mr Simon Madder said: "In FY25, Prime achieved approximately \$50M in revenue, with a run rate revenue exceeding \$55M from continuing operations. This marks a material milestone, more than doubling our run rate revenue and surpassing the three year goal.

Over the past year, Prime has made significant strides in positioning itself as a leader in financial mid-markets.

Our Wealth & Asset Management segment saw a substantial increase in Funds Under Management (FUM), by approximately \$600M via the acquisition of Lincoln Indicators (Lincoln), which also contributed to an expanded high net worth (HNW) client base, by a factor of 10X, adding 3,300 new clients.

This coming year we are investing in our People, Data, Technology, AI and our Platform to allow further scalability and cross delivery of products and services, and to drive efficiencies. We will continue to undertake EPS accretive acquisitions that increase capability and clients appropriate for Prime's OneConnected model.

We remain committed to doubling revenue again to \$100M within 3-5 years at an Underlying EBITDA Margin of 30% and believe we have the foundations in place to achieve this."

We would like to thank our team, clients, partners and shareholders for their ongoing support and contribution to this positive result.



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Authorised for release by the Board of Prime Financial Group Limited.

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For more information:

Simon Madder

T: 03 9827 6999

E: simonm@primefinancial.com.au

About Prime Financial Group

Prime is an Advisory, Capital & Asset Management Group, operating across four key areas in Accounting & Business Advisory, Wealth Management, SMSF and Capital in its three core locations of Melbourne, Sydney and Brisbane.