

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire, innovate, grow & impact

24 October 2025

Confirmation of Acquisitions, Execution of NBIO and Appointment of Chief Financial Officer (CFO)

Prime Financial Group Ltd (ASX: PFG) (Prime) advises it has entered into binding agreements for two acquisitions, one in each of its two core segments of Wealth and Business.

Prime does not consider these transactions (including the identity of the relevant counterparties) to be market sensitive for the purposes of ASX Listing Rule 3.1, however it has elected to provide the following disclosures to keep the market informed.

Transaction 1

Prime has added a new Partner and 3 team members to the Business segment via the purchase of accounting clients representing revenue of approximately \$1,200,000 per annum.

The total consideration on the first \$1,200,000 of revenue is \$1,322,700. The Partner has been incentivised to grow revenue as part of Prime, with the maximum payable for the acquisition of \$2,522,700.

Up to 4,301,814 shares will be issued in 4 tranches as part consideration, with the first tranche of 2,551,814 to be issued upon completion of the purchase (expected to be on or around 31 October 2025).

The remaining 3 tranches will be issued over a 3 year period.

Transaction 2

Prime has acquired revenue of approximately \$500,000 per annum in the Wealth segment and welcomed a new Partner.

The total consideration payable for the acquisition is up to \$1,500,000 on the basis of generating revenue of \$1,500,000 by year 3. A maximum of 2,625,000 shares will be issued in up to 4 tranches as part consideration, with the first tranche proposed to be issued within 3 months of the first anniversary of completion (with completion expected to occur on or around 31 October 2025). As with Transaction 1, the Partner has been incentivised to grow revenue as part of Prime, with the final number of shares to be determined by the level of growth achieved. The shares will be issued over a 4 year period.

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire, innovate, grow & impact

Execution of a Non-Binding Indicative Offer (NBIO) for Wealth Acquisition

Prime has executed a confidential NBIO for the acquisition of a company that provides investment research and asset/fund management services (**Potential Acquisition**). The Potential Acquisition will complement Prime's Wealth segment offering in a similar way to the recent acquisition of Lincoln Indicators, completed in May 2025.

If the Potential Acquisition proceeds, the target is expected to generate approximately \$4m per annum in revenue. The Potential Acquisition is expected to be funded 75% cash and 25% shares with payments made over a 3-4 year period. The cash consideration for the acquisition, should it proceed, will be funded from the Company's debt facilities and cash reserves.

The NBIO grants exclusivity in favour of Prime and the Potential Acquisition remains incomplete and subject to satisfaction of further conditions including completion of due diligence, agreement of final terms and execution of binding transaction documentation.

Prime confirms:

- that due to the incomplete nature of the Potential Acquisition, it does not consider the identity of the target to be information that a reasonable person would expect to have a material effect on the price or value of Prime's securities; and
- that this announcement contains all material information relevant to assessing the impact of the execution of the NBIO on the price or value of its securities, and is not misleading by omission.

Chief Financial Officer (CFO) Appointment

Prime is pleased to announce the appointment of Sharon Papworth as CFO, effective 27 October 2025.

Sharon is a highly experienced commercial executive with extensive experience across private equity backed and ASX organisations in the areas of leadership, strategic planning, financial control and governance.

Sharon's experience spans 25 years across a wide range of industries including professional services, FMCG, media, healthcare, wholesale, distribution, marketing and advertising. We warmly welcome Sharon to Prime.



ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire, innovate, grow & impact

Authorised for release by the Managing Director & Chairman.

-ends-

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.