

1 May 2026

ASX Market Announcements Office
ASX Limited
Level 27, 39 Martin Place
Sydney NSW 2000

APPENDIX 3Y – CHANGE OF DIRECTOR’S INTEREST NOTICE

Attached is an ASX Appendix 3Y (Change of Director’s Interest Notice) for Andrew Bell.

Authorised for release by:

Cindy-Jane Lee
Group General Counsel and Company Secretary

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	Bell Financial Group Limited
ABN	59 083 194 763

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Andrew Bell
Date of last notice	6 March 2026

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Registered in the name of Mildridge Pty Ltd, of which Mr Bell is a director and a beneficiary
Date of change	28 April 2026
No. of securities held prior to change	<u>Direct:</u> 730,000 <u>Indirect:</u> • 2,038,000 ordinary shares registered in the name of Mildridge Investments Pty Ltd <Bell Superannuation Fund A/C> • 220,000 ordinary shares registered in the name of Mildridge Pty Ltd
Class	Ordinary shares
Number acquired	50,000
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	\$1.30

+ See chapter 19 for defined terms.

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Change of Director's Interest Notice

No. of securities held after change	<u>Direct:</u> 730,000 <u>Indirect:</u> 2,038,000 ordinary shares registered in the name of Mildridge Investments Pty Ltd <Bell Superannuation Fund A/C> 270,000 ordinary shares registered in the name of Mildridge Pty Ltd
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	On-market trade

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.