*Rule 3.19A.2*

# 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** | **Prime Financial Group Ltd** |
| **ABN** | **70009487674** |

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.

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|---|---|
| **Name of Director** | Mr Matthew Murphy |
| **Date of last notice** | 10 November 2025 |

**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 Notice |
| **Nature of indirect interest (including registered holder)**<br>Note: Provide details of the circumstances giving rise to the relevant interest. | Beneficial interests in Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust and Matthew William & Amanda Jane Murphy atf Murphy Superannuation Fund |
| **Date of change** | 11-14 November 2025 |

| | |
|---|---|
| **No. of securities held prior to change** | Indirect:<br>1. 5,928,571 fully paid ordinary shares held by Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust – Matthew Murphy as Director of Ascension Business Investments Pty Ltd and Beneficiary of Ascension Business Investments Trust<br>2. 4,500,000 fully paid ordinary shares held by Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust – Matthew Murphy as Director of Ascension Business Investments Pty Ltd and Beneficiary of Ascension Business Investments Trust (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>)<br>3. 3,250,000 fully paid ordinary shares held by Matthew William & Amanda Jane Murphy atf Murphy Superannuation Fund – Matthew Murphy as Trustee and Member (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>) |
| **Class** | Fully paid ordinary shares |
| **Number acquired** | 1. n/a<br>2. n/a<br>3. n/a |
| **Number disposed** | 1. 264,382<br>2. n/a<br>3. n/a |
| **Value/Consideration**<br>Note: If consideration is non-cash, provide details and estimated valuation | 1. $62,130<br>2. n/a<br>3. n/a |

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| **No. of securities held after change** | Indirect:<br>1. 5,664,189 fully paid ordinary shares held by Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust – Matthew Murphy as Director<br>2. 4,500,000 fully paid ordinary shares held by Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust – Matthew Murphy as Director of Ascension Business Investments Pty Ltd and Beneficiary of Ascension Business Investments Trust (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>)<br>3. 3,250,000 fully paid ordinary shares held by Matthew William & Amanda Jane Murphy atf Murphy Superannuation Fund – Matthew Murphy as Trustee and Member (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>) |
| **Nature of change**<br>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | 1. On-market sale of shares<br>2. n/a<br>3. n/a |

## 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.

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|---|---|
| **Detail of contract** | n/a |
| **Nature of interest** | n/a |
| **Name of registered holder (if issued securities)** | n/a |
| **Date of change** | n/a |
| **No. and class of securities to which interest related prior to change**<br>Note: Details are only required for a contract in relation to which the interest has changed | n/a |
| **Interest acquired** | n/a |
| **Interest disposed** | n/a |

+ See chapter 19 for defined terms.

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|---|---|
| **Value/Consideration**<br>Note: If consideration is non-cash, provide details and an estimated valuation | n/a |
| **Interest after change** | n/a |

## Part 3 – +Closed period

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|---|---|
| **Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?** | n/a |
| **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.