



ASX Announcement

Prime Financial Group Ltd
(Prime - ASX:PFG)

aspire, innovate, grow & impact

28 November 2025

2025 Annual General Meeting

In accordance with the requirements of the ASX Listing Rules, Prime Financial Group Ltd (Prime - ASX:PFG) is pleased to provide a copy of the presentation to be given by Prime's Chairman and Managing Director, Mr Simon Madder, at the Company's Annual General Meeting (which will commence at 9.00am this morning).

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

-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.

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire, innovate, grow & impact

2025 Annual General Meeting

Chairman's Address

Good morning attendees. On behalf of my fellow Directors, Mr Tim Bennett, Mr Matt Murphy and Independent Director, Ms Andrea Slingsby, it gives me great pleasure to welcome you to this hybrid 2025 Annual General Meeting of Prime Financial Group Limited. My name is Simon Madder, and I have the honour of being your Chairman.

I would also like to take the opportunity to welcome the members of our team who have joined us virtually and in person this morning, as well as representatives from our auditors, EY, and from our legal advisers, HFW Australia. I would also like to welcome representatives of Computershare, who will be counting votes on resolutions to be considered this morning.

The agenda for the meeting is as follows: I will start with my address, followed by a presentation on the business and the results for the 2025 financial year. I will also provide an update for the current financial year. We will then allow time for questions.

The formal business of the meeting will then be conducted, which will include the adoption of the 2025 Annual Financial Statements and resolutions for:

1. Remuneration Report
2. Re-election of Director (Mr Tim Bennett)
3. Approval of issue of Performance Rights to Mr Simon Madder, Managing Director and Chief Executive Officer
4. Approval of issue of Performance Rights to Mr Tim Bennett, Executive Director, and Managing Director Business Segment
5. Approval of issue of Performance Rights to Mr Matt Murphy, Executive Director
6. Ratification of Prior Issue of Fully Paid Ordinary Shares for acquisition of accounting clients from ELS Australia Pty Ltd
7. Approval of Cap on Aggregate Non-executive Remuneration

My main message for this year's annual address is the 2025 financial year was another period of strong growth, delivering on our financial guidance and continuing to build scale in the business both organically and via acquisition.

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire. innovate. grow & impact

Over the past year, Prime has made significant strides in positioning itself as a leader in financial mid-markets. Our success is driven by a distinctive blend of entrepreneurial mindset, ownership-driven culture, and interconnected advisory, capital, and asset management services. This unique combination has enabled us to deliver more than conventional financial services, responding to the increasing demands of clients who seek sophisticated, total solutions.

In FY25, Prime achieved approximately \$50 million in revenue, with a run rate revenue exceeding \$55 million from continuing operations. This marks a significant milestone, more than doubling our run rate revenue and surpassing the three-year goal set in FY22.

We maintained a steady headcount in our centralised/shared services team, ensuring robust support for business growth. Our largest M&A transaction in the past three years, valued at approximately \$10 million in revenue (Lincoln Indicators (Lincoln)), underscores our strategic focus on expansion. In total, we acquired \$17 million in revenue over the last three years via four transactions, dedicating additional resources to M&A and integration activities to support this growth trajectory. To further bolster our financial capabilities, we also secured an upgraded funding facility of \$41 million with Westpac.

Our asset management capability saw a substantial increase in funds under management (FUM) by approximately \$600 million, via Lincoln, which also contributed to an expanded high-net-worth (HNW) client base, by a factor of 10X, adding 3,300 new clients. This growth was supported by the acquisition of an investment platform capability in Lincoln which also enhanced our scalability and service capacity.

Prime's Wealth offering expanded to include investment research, paid subscriptions, and additional equity managed funds/solutions. This diversification strengthens our ability to meet the evolving needs of our clients. We also continued to deepen our professional services support for business owners across financing, funding, growth, succession, and accounting needs.

Our leadership in advising innovative businesses was further solidified, and we built a unique advisory and asset management capability in the emerging business of sport and entertainment. A comprehensive technology review was undertaken, leading to initiatives focused on data consolidation, CRM enhancements, and efficiency improvements, including the piloting of AI tools.

We expanded our team ownership model to include overseas team members, fostering a more inclusive and engaged workforce and our staff engagement scores reflect a positive and stable work environment. Structured mentoring and leadership programs were rolled out,

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire. innovate. grow & impact

alongside improved parental leave support, reinforcing our commitment to employee development and well-being. Additionally, for the second consecutive year we have been recognised in the GoodCompany Awards 2025, this time in the Top 30.

Client engagement remained a high priority, with over 60 client-focused events hosted or participated in throughout the year. These events played a crucial role in strengthening relationships and enhancing our brand presence. We continued to build the Prime brand and marketing capability across both digital and physical platforms.

This past year has been about positioning Prime as the leading provider of services, insights, and investments, including in private markets, across advice, capital, and asset management for business owners and HNW investors. Our strategic positioning enables us to deliver more comprehensive and connected solutions for clients and intermediaries, making Prime an even more compelling partner for professional service advisers and businesses seeking to join an ambitious and focused group.

More recently, Prime has added new Partners to its Business and Wealth Segments for combined additional client revenue of \$1.7 million per annum. We have also signed a Non-Binding Indicative Offer (NBIO) for a company in the Wealth Segment that provides investment research and asset management services and generates over \$4 million per annum in revenue.

We were also very pleased to welcome to our team Sharon Papworth as Chief Financial Officer. Sharon brings significant experience across private equity backed and ASX listed organisations in the areas of leadership, strategic planning, financial control and governance.

As we look ahead, we remain committed to our client-centric ethos, integrating advanced technology and digital tools while preserving the personal touch and trusted relationships that set us apart. The current market environment, characterised by rapid change, technological innovation, and regulatory developments, presents both opportunities and challenges.

Finally, Prime remains focussed on its growth agenda and delivering shareholder value and expects to continue to grow revenue in FY26 by 15-20%, underlying EBITDA by 20-25% and operating cashflow by 125-150%. This is all whilst remaining on track to generate \$100 million in revenue and a 30% underlying EBITDA margin between FY28-FY30.

Our growth agenda cannot be achieved without the collective effort and contribution of our board, management and entire team. I would like to thank everyone for their hard work and commitment in another successful year. Our vision is not possible without the support of this



ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire. innovate. grow & impact

group, our shareholders, partners and our broader network, we appreciate this continued support.

A handwritten signature in black ink, appearing to read "S. Madder".

Simon Madder
Chairman



28 November 2025

Annual General Meeting (AGM)

Prime Financial Group Ltd (ASX:PFG)

Important Notice & Disclaimer

This investor presentation (Presentation) has been prepared by Prime Financial Group Limited ('PFG').

Summary Information

This Presentation contains summary information about Prime. The information in this Presentation is general background information and does not purport to summarise all information that an investor should consider when making an investment decision. It should be read in conjunction with Prime's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange ('ASX'), which are available at www.asx.com.au. Not all assets depicted in the Presentation are necessarily owned by Prime or any entity managed by Prime. Figures may not sum due to rounding. Currencies are generally presented in Australian dollars and times are references to Melbourne times except where the context requires otherwise.

Forward Looking Statements

This Presentation contains forward looking statements which may be subject to significant uncertainty outside of Prime's control. No representation is made as to the accuracy or reliability of the forecasts or the assumptions on which they are based. Actual future events may vary from these forecasts. Users of this information are cautioned against placing undue reliance on any forward looking statements.

Not Investment Advice

This Presentation is for information purposes only and is not financial product or investment advice or a recommendation to acquire entitlements or shares. This Presentation is not a prospectus or a product disclosure statement under the Corporations Act 2001 (Cth) (Corporations Act) nor is it an offering document under any other law and has not been lodged with ASIC. The information in this Presentation has been prepared without taking into account the investment objectives, financial circumstances, taxation position or particular needs of investors. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and seek appropriate legal, financial and taxation advice appropriate to their jurisdiction.

Disclaimer

No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this Presentation. To the maximum extent permitted by law, none of PFG nor any of its related bodies corporate, shareholders or respective directors, officers, employees, agents or advisors (collectively, Related Parties), nor any other person accepts any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this Presentation. To the fullest extent permitted by law, Prime and its Related Parties:

- do not accept any responsibility for any interpretation that any recipient or any other person may place on this Presentation or for any opinion or conclusion that any recipient or any other person may form as a result of examining the information contained in this Presentation; and
- do not accept any liability, whether direct or indirect or consequential, for any loss, damage, cost, expense, outgoing, interest, loss of profits or loss of any kind (Losses) suffered or incurred by any person (whether foreseeable or not) as a result of or by reason of or in connection with the provision or use of information contained (or not contained) in this Presentation, or of any recipient or its representatives or advisers acting on or relying on any information provided or referred to in or omitted from this Presentation or any other written or oral opinions, whether the Losses arise in connection with any negligence, default or lack of care on the part of Prime and its Related Parties or any other cause.

Any recipient of this presentation acknowledges and agrees that:

- they will rely entirely upon their own assessment and advice in relation to the business, assets, financial position and affairs of PFG, including conducting independent inquiries, due diligence or analysis with appropriate legal, financial, taxation and other advice, as required; and
- any opinions expressed in this presentation are based on the knowledge and approach of the persons forming the opinion at the date that the opinion was formed and may have ceased or may in the future cease to be appropriate in the light of subsequent knowledge or attitudes.

Directors



Simon Madder

Managing Director & Chairman



Andrea Slingsby

Independent Non-Executive Director



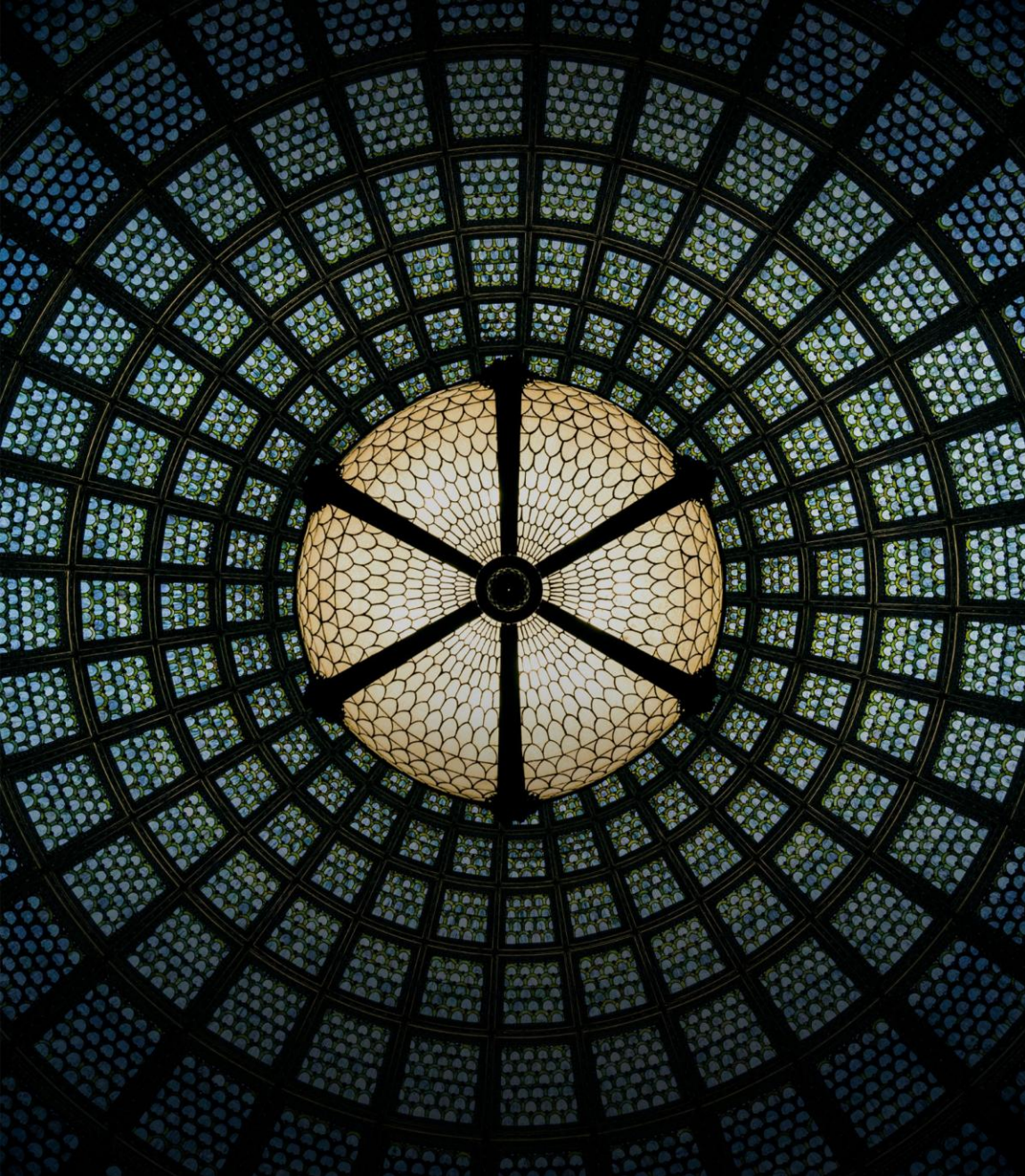
Tim Bennett

Executive Director



Matt Murphy

Executive Director



Agenda

1. Chairman's Address – Simon Madder
2. Managing Director Presentation – Simon Madder
3. Business of the Meeting

Online attendees voting process



Visit <https://meetnow.global/MQN4RRG>

Enter Username (SRN or HIN) and select your country. If Australia, also enter your post code

To register as a shareholder

Shareholder Invitation Guest

If you are a shareholder or an appointed corporate representative, please enter the required details below.

SRN/HIN ⓘ
eg. X1234567890

Country
Australia

Post Code
eg. 0123

SIGN IN

Select 'Shareholder', enter your SRN or HIN and select your country. If Australia, also enter your postcode.

To register as a proxyholder

Shareholder Invitation Guest

If you are a received an email invitation for this meeting, please enter your invite code below.

Invite Code
Enter your invite code, e.g. G-ABCDEFGH or ABCD

SIGN IN

To access the meeting click on the link in the invitation e-mail sent to you or select 'Invitation' and enter your code provided in the e-mail.

When the poll is open, select the 'Vote' icon and the voting options will appear on your screen.
To vote, select your voting direction. A tick will appear to confirm receipt of your vote.

Broadcast Vote Q & A Documents

Items of Business

2A Re-elect Mr John Brown as a Director

FOR AGAINST ABSTAIN

2B Re-elect Mr Peter Nolan as a Director

FOR AGAINST ABSTAIN

Proxies received for Resolution

	In favour	Against
	68,993,606 (99.04%)	582,423 (0.84%)
1. Remuneration Report		
	Proxy's discretion	Abstention
	86,999 (0.12%)	7,542,219

Proxies received for Resolution

	In favour	Against
	118,954,770 (99.81%)	145,147 (0.12%)
2. Re-election of Director (Mr Tim Bennett)		
	Proxy's discretion	Abstention
	86,999 (0.07%)	765,095

Proxies received for Resolution

	In favour	Against
3. Approval of issue of Performance Rights to Mr Simon Madder, Managing Director and Chief Executive Officer	70,752,475 (97.40%)	1,800,646 (2.48%)
	Proxy's discretion	Abstention
	86,999 (0.12%)	44,728,606

Proxies received for Resolution

	In favour	Against
4. Approval of issue of Performance Rights to Mr Tim Bennett, Executive Director, and Managing Director Business Segment	70,778,876 (97.42%)	1,788,382 (2.46%)
	Proxy's discretion	Abstention
	86,999 (0.12%)	7,315,981

Proxies received for Resolution

	In favour	Against
5. Approval of issue of Performance Rights to Mr Matt Murphy, Executive Director	70,332,962 (97.26%)	1,891,201 (2.62%)
	Proxy's discretion	Abstention
	86,999 (0.12%)	12,955,647

Proxies received for Resolution

	In favour	Against
6. Ratification of Prior Issue of Fully Paid Ordinary Shares for acquisition of accounting clients from ELS Australia Pty Ltd	119,725,505 (99.80%)	136,471 (0.11%)
	Proxy's discretion	Abstention
	113,912 (0.09%)	2,689,409

Proxies received for Resolution

	In favour	Against
	120,833,159 (98.90%)	1,253,393 (1.03%)
7. Approval of Cap on Aggregate Non-executive Remuneration		
	Proxy's discretion	Abstention
	86,999 (0.07%)	491,746



Chairman's Address

Managing Director's Presentation



PRIME

Who We Are

Founded on the principle of Connected Advice Experiences

We are a market-leading Advice, Capital & Asset Management Group

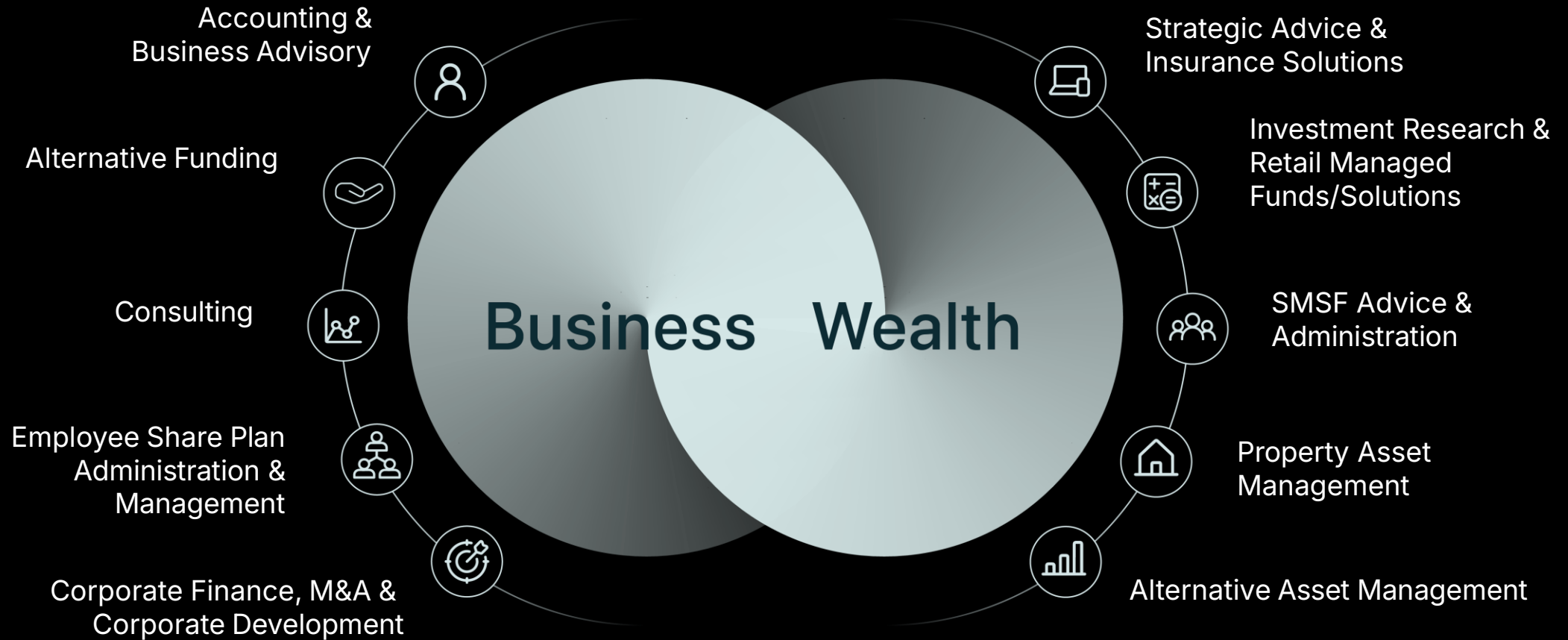
Delivering Services, Insights, and Investments for Emerging Businesses, Founders and High Net Worth Investors

	\$1.9B FUM	225 Team Members	Global Footprint	27 Year History	
--	----------------------------------	--	---------------------------------	---------------------------------------	--



How We Do It

OneConnected team - Building scale and capability organically and via acquisition



FY25 Financial Highlights

Total Revenue

+21% to
\$49.4M

Revenue per FTE

+6% to
\$220K

Labour % of Revenue

No change at
55%

Underlying EBITDA Margin

24%
(FY24: 25%)

Underlying EBITDA (Members)

+17% to
\$11.9M

Reported EBITDA (Members)

+39% to
\$10.6M

Reported Earnings Per Share (EPS)

+37% to
1.87 cps (FY24: 1.37 cps)

NPATA (Members)

+42% to
\$5.9M

Debt to Underlying EBITDA
(Members)

-13% at
1.3X

FY25 Financial Highlights (cont.)

Final Dividend

+5% to
0.89 cps

Total Dividend

+4% to
1.66 cps

FUM Movement

+58% to
\$1.9B

New Clients Via Acquisition

+3,300

Key Themes Driving Growth

01.

Intergenerational
wealth and
business transfer

02.

Private markets,
alternative
assets/funding
and property

03.

M&A and
business
succession

04.

Technology,
AI, platforms
and digital
engagement

05.

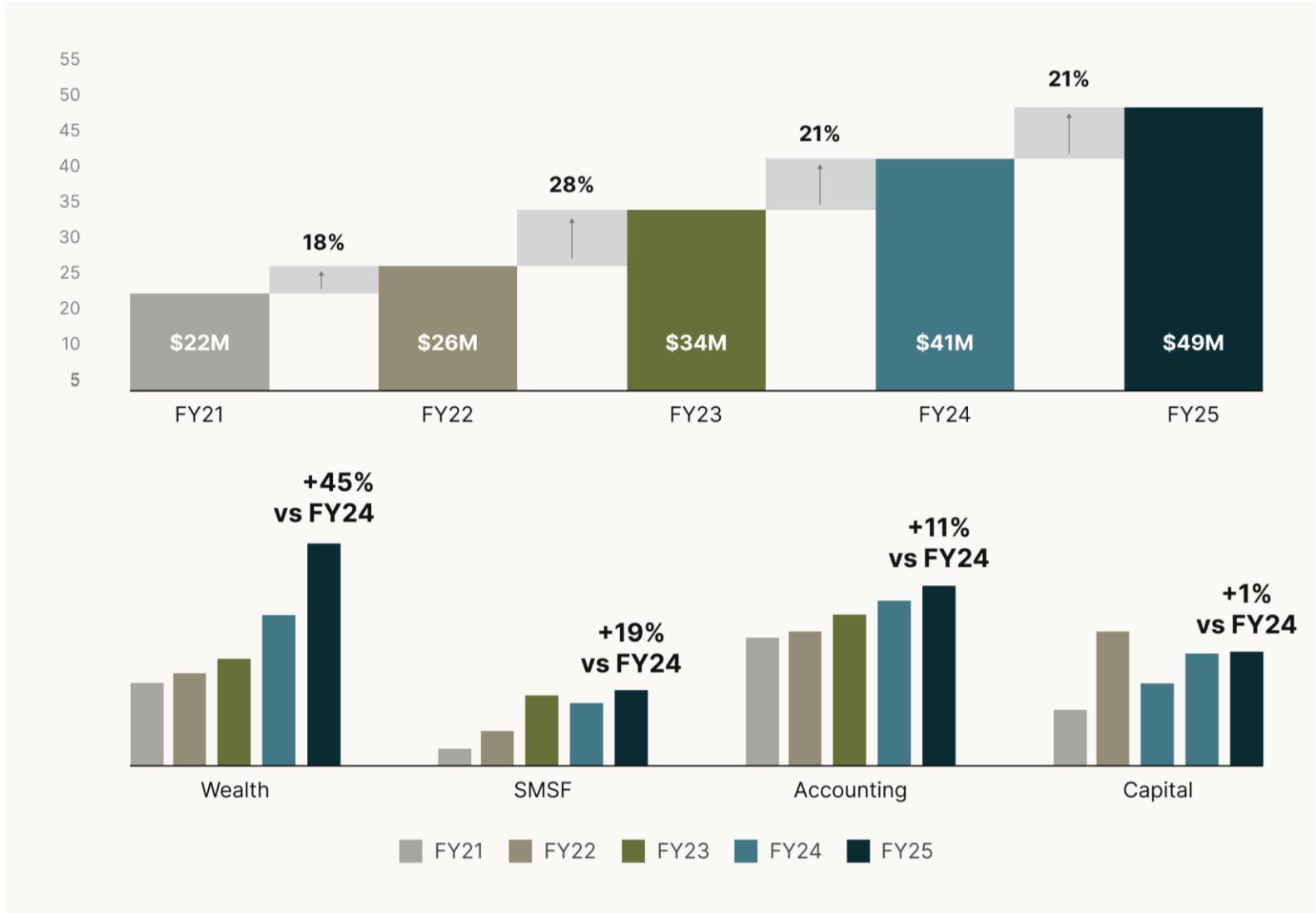
Mid-market
opportunity

Profit & Loss: Continued Strong Revenue Growth

Financial Highlight	FY24	FY25	Change
Underlying			
Revenue – Wealth	\$18.8M	\$26.0M	38% ↑
Revenue – Business	\$21.8M	\$23.2M	7% ↑
Revenue (Contracts with Customers)	\$40.6M	\$49.2M	21% ↑
Expenses – Total	(\$30.6M)	(\$37.3M)	(22%) ↓
EBITDA*	(\$10.2M)	\$11.9M	17% ↑
EBITDA Margin	25%	24%	(1)% ↓
Reported			
EBITDA	\$7.6M	\$10.6M	39% ↑
NPATA	\$4.2M	\$5.9M	42% ↑
NPAT	\$2.9M	\$4.6M	59% ↑
EPS (cents per share)	1.37	1.87	37% ↑

*EBITDA is defined as earnings before interest, tax, depreciation and amortisation. Note: rounding is to the nearest AUD \$M and as such is subject to rounding differences when calculating variances and totals. Please see slide 21 for reconciliation of Reported and Underlying EBITDA to NPAT.

History of Robust Revenue Growth

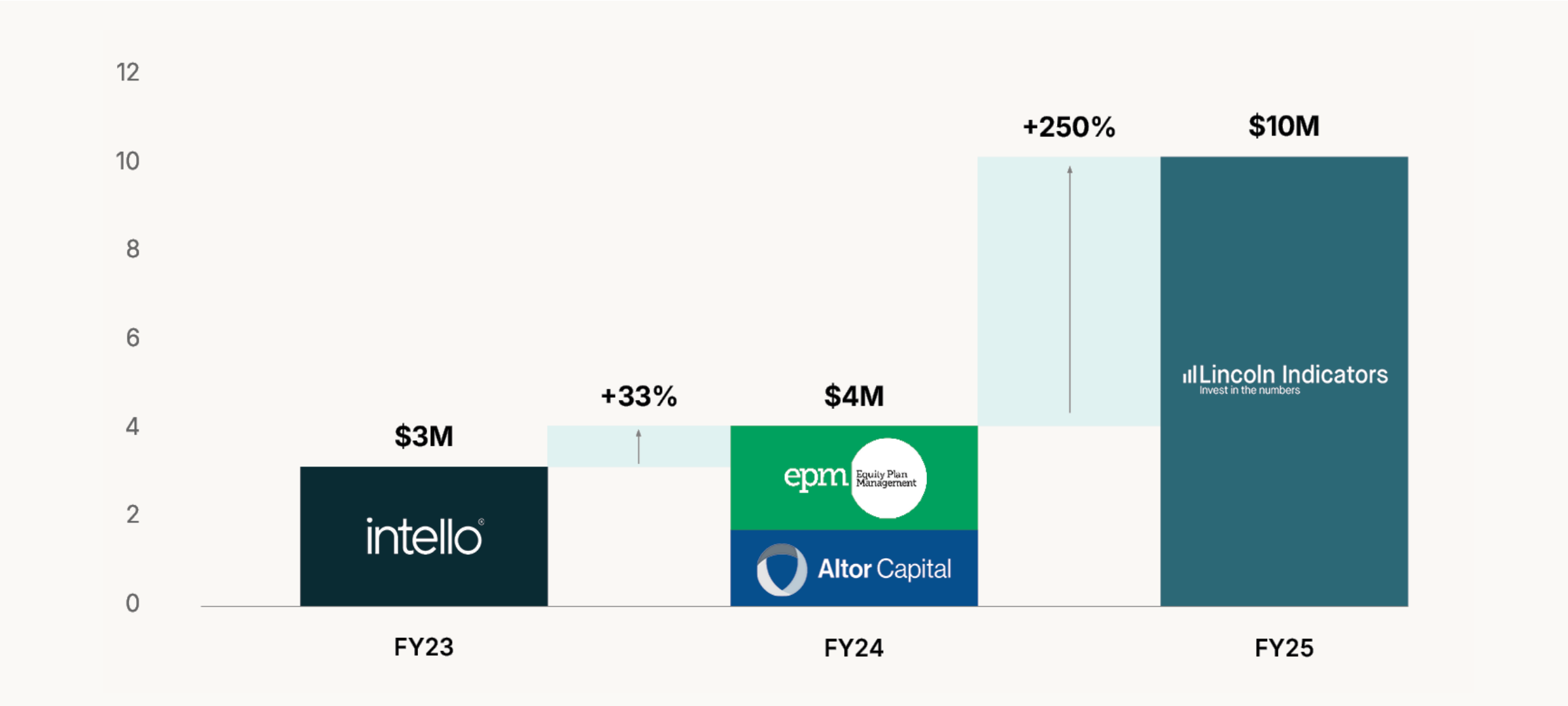


Approximately 70% of total revenue is generated from existing clients on a recurring basis

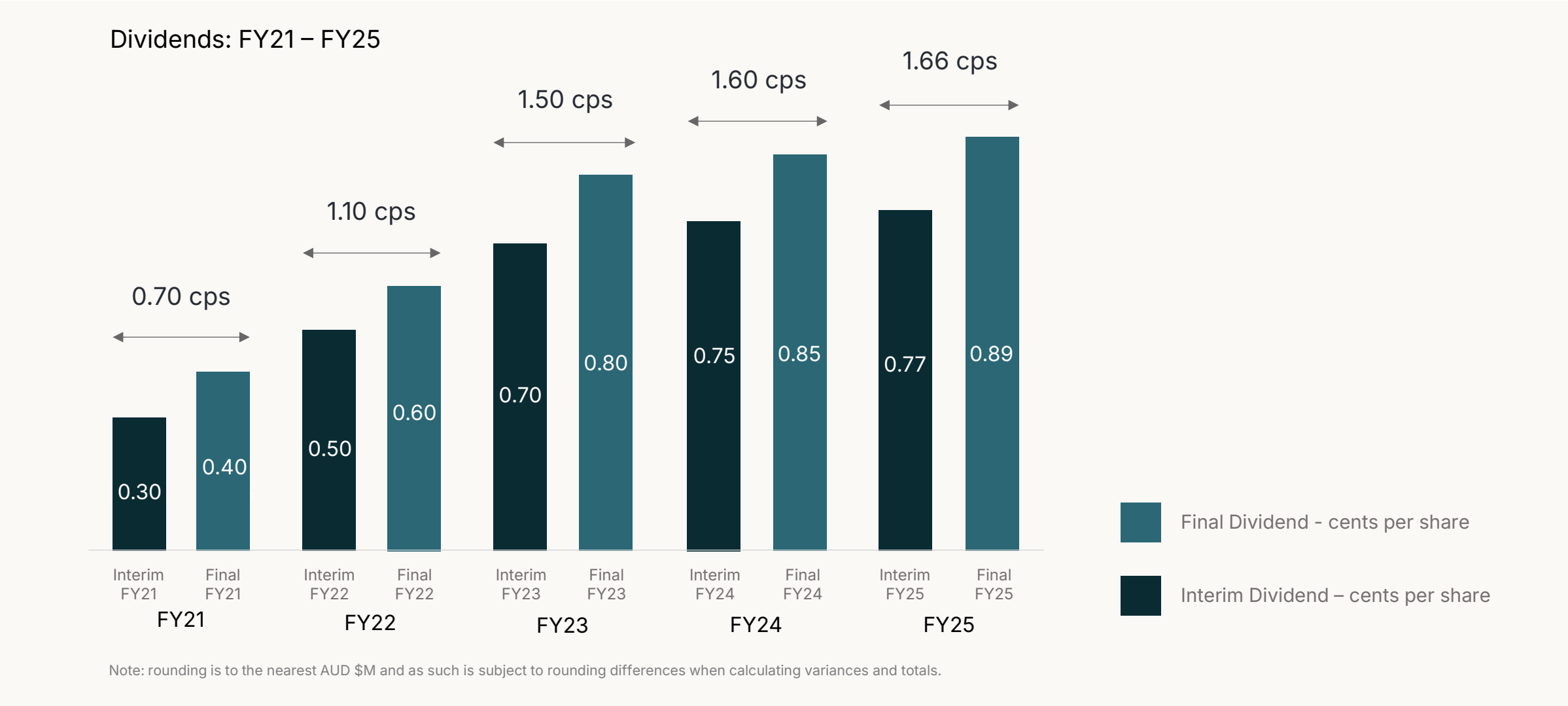


Our goal was to double annual revenue from \$26M in FY22 to \$50M in FY25 (achieved annualised run rate revenue of \$55M) and then double revenue again to \$100M within 3-5 years

Recent M&A Activity - Revenue Acquired



Dividends



Focus & Outlook FY26

01.

Organic Growth

- Organic growth to be driven across core services
- Cross-sell & OneConnected client strategy to compliment core growth

02.

Delivering Accretive Acquisitions

- Continued integration of Lincoln indicators
- NBIO signed (Wealth Segment) - Research & Asset Management Business
- Growing pipeline of opportunities in-line with target revenue of \$100M by FY28-FY30

03.

Scale & Technology Efficiencies

- Investment in IT and infrastructure
- Consolidating existing capabilities
- CRM enhancements
- Efficiency improvements, including piloting AI tools

04.

Outlook FY26

- Revenue +15-20%
- UEBITDA +20-25%
- Operating Cashflow +125-150%
- Dividends +3-5%



Business of the Meeting

1. Consideration of the Financial Statements
Note: There is no requirement for shareholders to approve these statements
2. Remuneration Report
3. Re-election of Director (Mr Tim Bennett)
4. Approval of issue of Performance Rights to Mr Simon Madder, Managing Director and Chief Executive Officer
5. Approval of issue of Performance Rights to Mr Tim Bennett, Executive Director, and Managing Director Business Segment
6. Approval of issue of Performance Rights to Mr Matt Murphy, Executive Director
7. Ratification of Prior Issue of Fully Paid Ordinary Shares for acquisition of accounting clients from ELS Australia Pty Ltd
8. Approval of Cap on Aggregate Non-executive Remuneration

Business of the Meeting

Resolution 1: Remuneration Report

The second item on the agenda is the resolution concerning the Remuneration Report.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Resolution 2: Re-Election of Tim Bennett

The third item on the agenda is the resolution concerning the re-election of Mr Tim Bennett as a Director of the Company.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Resolution 3: Approval of issue of Performance Rights to Mr Simon Madder

The fourth item on the agenda is the resolution concerning the Approval of Issue of Performance Rights to Simon Madder.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Business of the Meeting

Resolution 4:

Approval of Issue of Performance Rights to Tim Bennett

The fifth item on the agenda is the resolution concerning the Approval of Issue of Performance Rights to Tim Bennett.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Resolution 5:

Approval of Issue of Performance Rights to Matt Murphy

The sixth item on the agenda is the resolution concerning the Approval of Issue of Performance Rights to Matt Murphy.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Business of the Meeting

Resolution 6:

Ratification of Prior Issue of Fully Paid Ordinary Shares for acquisition of accounting clients from ELS Australia Pty Ltd

The seventh item on the agenda is the resolution concerning the approval of ratification of Prior Issue of Fully Paid Ordinary Shares for acquisition of accounting clients from ELS Australia Pty Ltd.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Resolution 7:

Approval of Cap on Aggregate Non-executive Remuneration

The eighth item on the agenda is the resolution concerning approval of cap on aggregate non-executive remuneration.

Article 5.8 of the Company's Constitution states that a resolution put to the vote of a meeting is decided on a show of hands unless a poll is demanded. As Chairman I have elected that the resolution be put to vote as a poll.

Questions



Simon Madder

Managing Director & Chairman
Prime Financial Group Ltd

T (03) 9827 6999
E simonm@primefinancial.com.au

Sharon Papworth

Chief Financial Officer
Prime Financial Group Ltd

T (03) 9827 6999
E sharonp@primefinancial.com.au

P 1800 317 005
E enquiry@primefinancial.com.au
W www.primefinancial.com.au
 PrimeFinancialGroup

VIC
Level 17, HWT Tower,
40 City Road,
Southbank VIC 3006

NSW
Suite 16.01a, Level 16,
180 George Street
Sydney NSW 2000

QLD
Level 6,
100 Creek Street
Brisbane QLD 4000