

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 Limited
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.

Name of Director	Mr Simon Madder
Date of last notice	15 December 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 Interest
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Beneficial interest in SM Superannuation Pty Ltd, Domain Investment (Melbourne) Pty Ltd and the SM Chatsworth Investments Pty Ltd ATF Madder Investment Trust
Date of change	12 May 2026
No. of securities held prior to change	Direct: 3,318,600 fully paid ordinary shares Indirect: 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF 27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director 3,892,857 fully paid ordinary shares held by Prime Financial Group Limited Employee Share Trust with Domain Investment (Melbourne) Pty Ltd as the beneficial owner - Simon Madder as Director 2,496,285 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director

+ See chapter 19 for defined terms.

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Class	Fully Paid Ordinary Shares and Performance Rights
Number acquired	No change in overall indirect interest. 3,892,857 shares were transferred out of the Prime Financial Group Limited Employee Share Trust with Domain Investment (Melbourne) Pty Ltd as the beneficial owner into Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director 9,302,326 shares were transferred from Domain Investment (Melbourne) Pty Ltd into SM Chatsworth Investments Pty Ltd ATF Madder Investment Trust – Simon Madder as Director of the corporate trustee and beneficiary of the trust
Number disposed	
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	9,302,326 transferred for consideration of \$2,000,000
No. of securities held after change	Direct: 3,318,600 fully paid ordinary shares Indirect: • 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF • 22,353,204 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director • 9,302,326 fully paid ordinary shares held by SM Chatsworth Investments Pty Ltd ATF Madder Investment Trust - Simon Madder as Director of the corporate trustee and beneficiary of the trust • 2,496,285 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Off-market transfers

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	NA
Nature of interest	NA
Name of registered holder (if issued securities)	NA
Date of change	NA
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	NA
Interest acquired	NA
Interest disposed	NA
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	NA
Interest after change	NA

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?	NA
If prior written clearance was provided, on what date was this provided?	NA

⁺ See chapter 19 for defined terms.