

ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

aspire, innovate, grow & impact

1 July 2026

Change in Director Role – Matt Murphy

Prime Financial Group Limited (ASX: PFG) advises that Matt Murphy will transition from an executive director to a non-executive director of the Company, effective 1 July 2026.

This change reflects a shift in Matt Murphy's role within the Group, with his executive responsibilities ceasing and his ongoing contribution focused at the Board level in a non-executive capacity.

Matt Murphy has been a key contributor to Prime's growth and strategy, and the Board is pleased to retain his experience, insight and industry knowledge as part of its ongoing governance and oversight.

Following this change, Matt Murphy will be considered a non-independent non-executive director.

There are no other changes to the composition of the Board at this time.

The Board thanks Matt Murphy for his executive service and looks forward to his continued contribution.

Authorised for release by the Board of Directors.

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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.