

ASX RELEASE

2nd February 2018

APPOINTMENT OF NEW DIRECTOR

Sequoia Financial Group Limited (ASX: SEQ) ("**Sequoia**" or "**the Company**") is pleased to announce Mr. John Larsen has joined the Company as a Non-Executive Director.

Mr Larsen brings in excess of 30 years' experience in financial services to SEQ, including senior management positions and directorships across various businesses licensed to provide financial services including funds management and stock broking.

John is also a non executive director of Glennon Small Companies Limited, an Australian Small Caps Funds Manager, and also has significant experience in the management of private portfolios and individually managed accounts. He was also the Chairman of the board of directors of Odyssey Funds Management between 2002 and 2009, part of the investment committee responsible for investment for ASX listed, Huntley Investment Company Limited, between 2006 and 2008 and previously held the position of Group Investment Manager at ING (then Mercantile Mutual Group) retaining responsibility for the entire Australian investments portfolio with over \$500 million of funds under management. During John's tenure, ING was one of the largest fund managers in the Australian market.

John's stockbroking experience includes positions as Head of Equities for Deutsche Bank in Australia, Director of County Natwest Securities (now part of Citigroup) in charge of institutional sales and Director of Equity Capital Markets, Hartley Poynton Corporate division.

Sequoia's Chairman, Mr. Michael Carter, said the appointment of Mr. Larsen followed a comprehensive external process to identify new non-executive directors complimentary to existing directors skills and experience.

Mr. Larsen's initial Director's Interest Notice is attached.

<ends>

For further information please contact:

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ABOUT SEQUOIA FINANCIAL GROUP LIMITED

ASX-listed Sequoia Financial Group Limited (ASX: SEQ) is an integrated financial services company providing products and services to self-directed retail and wholesale clients and those of third party professional service firms.

It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

Sequoia operates various AFS Licenses and Its subsidiaries D2MX Pty Ltd and Morrison Securities Pty Ltd are ASX Market Participants.

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Appendix 3X

Initial 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 30/9/2001.

Name of entity	SEQUOIA FINANCIAL GROUP LIMITED
ABN	90 091 744 884

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	John Larsen
Date of appointment	2 February 2018

Part 1 - Director's relevant interests in securities of which the director is the registered holder

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.

Number & class of securities
100,000 ordinary shares

Appendix 3X

Initial Director's Interest Notice

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

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

Name of holder & nature of interest	Number & class of Securities
Note: Provide details of the circumstances giving rise to the relevant interest. Trifern Pty Ltd <Super Fund A/C>: Mr Larsen is the director of Trifern Pty Ltd and a beneficiary of the Super Fund A/C	200,000 ordinary shares

Part 3 – 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	N/A
Nature of interest	
Name of registered holder (if issued securities)	
No. and class of securities to which interest relates	

+ See chapter 19 for defined terms.