

Form 603

Corporations Act 2001

Section 671B

Notice of initial substantial shareholder

To Company Name/Scheme: Sequoia Financial Group Limited
ABN/ARSN 091 744 884

1. Details of substantial shareholder

Name DMX Asset Management Limited
ACN/ARSN (if applicable) 169 381 908

The holder became a substantial shareholder on 26/7/2024

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate had a relevant interest in on the date that the substantial shareholder became a substantial shareholder are as follows:

Class of securities	Number of securities	Persons votes	Voting power
Ordinary Shares	6,566,657	6,566,657	5.10%

3. Details of the relevant interests

The nature of the relevant interest the substantial shareholder or an associate had in the following voting securities on the date the substantial shareholder became a substantial shareholder are as follows:

Holder of relevant interest	Nature of relevant interest	Class and number of securities
DMX Asset Management Ltd	Power to vote and/or dispose securities	6,566,657 Ordinary Shares

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Class and number of securities
DMX Asset Management Ltd	DMX Capital Partners Ltd	DMX Capital Partners Ltd	2,100,000 Ordinary Shares
DMX Asset Management Ltd	National Nominees Ltd as custodian of the DMX Australian Shares Fund	National Nominees Ltd	1,158,096 Ordinary Shares
DMX Asset Management Ltd	HSBC Custody Nominees-A/C2 - as custodian of the Monash Investors Small Companies Fund	HSBC Custody Nominees-A/C2	1,500,000 Ordinary Shares
DMX Asset Management Ltd	Vanward Investments Ltd	Vanward Investments Ltd	1,808,561 Ordinary Shares

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial shareholder became a substantial shareholder is as follows:

Holder of relevant interest	Date of acquisition	Cash consideration	Class and number of securities
DMX Asset Management Ltd	26/7/2024	\$353,663.30	750,000 Ordinary Shares
DMX Asset Management Ltd	19/7/2024	\$471,034.00	1,000,000 Ordinary Shares

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial shareholder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
DMX Asset Management Ltd	PO Box 916, Milsons Point, NSW 1565
DMX Capital Partners Ltd	PO Box 916, Milsons Point, NSW 1566
National Nominees Ltd	GPO Box 1406, Melbourne, VIC 3001
Vanward Investments Ltd	PO Box 59140, Mangere Bridge, Auckland 2022, New Zealand
HSBC Custody Nominees	Tower 1, Level 36, 100 Barangaroo Avenue, Sydney, NSW 2000

Signature

Print name

Steven McCarthy

Capacity

Director

Sign here



Date

30/7/2024