

ASX RELEASE

1 August 2025

Establishment of AFSL Governance Committee with Danielle Press as Independent Chair

Sequoia Financial Group Ltd (ASX: SEQ)(Sequoia, the Company) is pleased to announce the establishment of a dedicated AFSL Governance Committee, formed to provide premium oversight, enhance coordination, and reinforce governance excellence across the Group's three Australian Financial Services Licenses (AFSLs).

This new Committee reflects Sequoia's ongoing commitment to the highest standards of regulatory alignment, governance maturity, and risk management. It introduces an elevated and independent governance layer above the operational compliance structures of each AFSL and will in conjunction with the executive report to the SEQ boards risk and Compliance Committee.

Appointment of Danielle Press as Independent Chair

Sequoia is pleased to confirm the appointment of Danielle Press as Independent Chair of this AFSL Governance Committee.

Ms Press brings more than 30 years of experience in the financial services sector, including five years as Commissioner at the Australian Securities and Investments Commission (ASIC) from 2018 to 2023. Her leadership across both regulatory and executive roles makes her uniquely positioned to support Sequoia's licensing businesses in meeting stakeholder, client, and regulator expectations.

Her prior executive roles include:

- CEO, Equip Super
- CEO, The Myer Family Company
- Managing Director, UBS Global Asset Management (Australia)

She currently holds key governance appointments, including:

- Chair, Insignia Financial Ltd (ASX: IFL) Trustees Board
- Chair, Customer Owned Banking Code Compliance Committee
- Non-Executive Director, Infrastructure Specialist Asset Management (ISAM)
- Non-Executive Director, Income Asset Management Group Ltd (ASX: IAM)

Ms Press's appointment brings independent leadership, deep regulatory expertise, and premium oversight to Sequoia's AFSL operations, supporting a culture of ethical conduct, transparency, and sustainable client outcomes.

Committee Composition

The initial AFSL Governance Committee will be made of 2 independent and 6 executive members.

Independent Members

- Danielle Press Independent Chair of AFSL governance committee.
- Matthew Wilson Independent Chair of each of the AFSL investment committees.

Executive Members

- Garry Crole – CEO
- Daryl Stout – Head of Licensee and Adviser Services Division
- Justin Harding – Head of Legal (Responsible Manager IFP)
- Hamish McCathie – Director, Sequoia Wealth Management & Sequoia Asset Management (Responsible Manager SWM , SAM)
- Mark Hutchison – Senior Risk and Compliance Manager AFSL Licensing
- Steve Kallona – Head of Interprac Compliance Operations

Appointment of Matthew Wilson

Sequoia has engaged Matthew Wilson as an independent consultant to this AFSL Governance Committee. Mr Wilson brings over 30 years of experience in financial services, with a career spanning investment strategy, stockbroking, financial advice, and product development.

His experience includes:

- IG Markets Asia Pacific – Managing Director
- IMG Sports Technology Group – CEO
- Deutsche Bank – Senior executive roles in stockbroking and investment product development
- ANZ McCaughan – Early-career roles in stockbroking and financial advice
- moomoo Australia – Vice President and Chief Market Strategist

Mr Wilson's expertise across advice, stockbroking, and product development will be critical in supporting the governance and oversight of each licensee's Approved Product List (APL). His appointment ensures that Sequoia's investment governance practices remain aligned with its risk and compliance objectives, delivering consistency and integrity across all AFSLs.

Strategic Purpose

This initiative demonstrates Sequoia's commitment to best-practice governance and will:

- Enhance board-level visibility and accountability across licensed entities
- Strengthen risk management and compliance culture
- Provide consistency in governance in line with ASIC expectations
- Support sustainable, client-aligned outcomes

Danielle Press, Independent Chair of the AFSL Governance Committee, said:

"I am pleased to join Sequoia Financial Group in this important governance initiative. Strong oversight and a robust compliance culture are fundamental to maintaining trust and delivering sustainable outcomes for clients, shareholders, and regulators. The creation of this Committee demonstrates Sequoia's proactive approach to regulatory accountability, and I look forward to working closely with the team to uphold and strengthen the Group's AFSL governance framework."

Matthew Wilson, Investment Governance Consultant and Committee Member, added:

"I am pleased to return to Sequoia with a focused mandate as Chair of each of the Licensees Investment Committees. My role will be to assist each of these executive committees with an independent oversight and review processes to determine relevant research providers, ratings agencies, and investment sources it incorporates. This ensures the Approved Product Lists (APLs) advisers rely on are robust, well-vetted, and aligned with the highest level of risk and compliance standards. This additional oversight will empower advisers with the tools and research they need to deliver high-quality, client-centric advice. I am committed to supporting each AFSL's Investment Committee with best-practice governance frameworks that reinforce consistent and strategic decision-making across the group."

Garry Crole, CEO, Sequoia Financial Group Ltd, further added:

"The establishment of this AFSL Governance Committee with Danielle Press as Independent Chair and Matthew Wilson as independent member represents a major step forward in our commitment to governance excellence. Danielle's deep regulatory insight and proven leadership will provide premium oversight to our licensing businesses, reinforcing our ability to meet and exceed stakeholder expectations."

-ENDS-

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This announcement was authorised for release by the Board of Directors.

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ABOUT SEQUOIA FINANCIAL GROUP LTD

ASX-listed Sequoia Financial Group Ltd (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 subsidiary Morrison Securities Pty Ltd is an ASX Market Participant.