

15 November 2016

Company Announcements Office
Australian Securities Exchange Limited

Prime Financial Group Ltd
ACN 009 487 674

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Appointment of Independent Non-Executive Chairman – Mr. Paul Cowan

The Board is pleased to announce the appointment of Mr. Paul Cowan as the Independent Non-Executive Chairman of Prime Financial Group Ltd.

Mr. Cowan was initially appointed to the board on the 12th of November 2015 as an Independent Non-Executive Director.

Mr. Cowan is an Executive-Director of River Capital Pty Ltd and has previously served as a Director of a number of public companies including Brumby's Bakeries Holdings Ltd and Cash Converters International Ltd. Mr. Cowan has over 30 years' experience in the financial services sector including funds management, financial planning and corporate advisory. Having commenced his working career with Price Waterhouse in 1980, Mr. Cowan has a Bachelor of Economics degree from Monash University and is a qualified Chartered Accountant.

Mr. Peter Madder, an Executive-Director who was acting as Interim Chairman will remain the Chief Financial Officer and a Director of the Company. The board would like to thank Mr. Madder for his contribution as Interim Chairman.

For more information on this announcement please contact **Dale Gaskell (Company Secretary)** on (03) 9827 6999.

Prime Financial Group

Prime Financial Group Ltd (Prime) is an Integrated Wealth Management Firm for business owners and family groups. Prime's goal is for clients to receive complete Accounting & Wealth Management Advice.