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Company Announcements Office
Australian Securities Exchange Limited

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Prime secures 100% stake in Brisbane firm Altezza Partners

Integrated Accounting, Wealth Management and Capital Advisory firm Prime Financial Group Ltd (Prime - ASX code PFG) has increased its footprint in South-East Queensland by acquiring a 100% interest in award-winning Accounting and Advisory firm Altezza Partners (Altezza).

Brisbane-based Altezza is owned by Partners John Driscoll, the former Brisbane Broncos player, and Matthew Smith. Last year it was named Innovator of the Year in the Accountant's Daily Australian Accounting Awards. Altezza's annual revenue is around \$2 million with the deal involving cash and shares in Prime on a deferred consideration and performance basis.

As part of the transaction, John Driscoll and Matthew Smith will become equity partners in Prime and Altezza will change its name to Prime, becoming Prime's Brisbane office.

Prime Managing Director and CEO Simon Madder said the transaction with Altezza fitted perfectly with where the two companies are headed.

"Altezza is an innovative firm – as shown by its award last year – and Prime is at the forefront of innovation in the advice sector," Mr Madder said. "Many of the skills in both firms are complementary, particularly when it comes to services for entrepreneurs, business and family groups."

Altezza Partner John Driscoll said the partnership with Prime is a massive boost for the company.

"To have the backing of one of Australia's leading advisory and wealth management firms is testament to the business we have been building here in Brisbane. When it comes to innovation, both firms are on the same page and we see many benefits for both parties moving forward," he said.

The Altezza acquisition and partnership, which is expected to settle within 14 days, is the first by Prime since last year when it merged with Melbourne accounting and advisory firm MPR Group (now Prime).

About Prime Financial Group

Prime Financial Group Ltd (Prime) is an Integrated Accounting, Wealth Management and Capital Advisory firm that operates a B2C direct client advice model and a B2B partnership model with Accounting and Advisory firms. Prime's goal is for clients to receive complete Accounting, Wealth Management and Capital Advice.

For more information on this announcement or to arrange an interview please contact **Simon Madder (Managing Director / CEO) on (03) 9827 6999.**