

2 March 2018

Company Announcements Office
Australian Securities Exchange Limited

Prime Financial Group Ltd
ACN 009 487 674

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Prime Financial Group Ltd (Prime – ASX code PFG)
Appointment of Chief Financial Officer (CFO)

Prime is pleased to announce that Simon Munday currently Deputy CFO and Company Secretary has been appointed as CFO and Company Secretary, effective 2 March 2018, replacing Peter Madder as CFO. Simon joined Prime in August 2017 and was appointed Company Secretary in December 2017.

Simon is a Chartered Accountant and an experienced CFO with wide international experience in asset management, banking and insurance. His experience was built through nine years with Ernst & Young's financial services teams in London and Melbourne in both Assurance and Transaction Advisory Services followed by four years in the role of CFO and Company Secretary with a substantial APRA and ASIC regulated general insurer.

The Board would like to express its sincere thanks to Peter Madder for his contribution as CFO since March 2015. Peter will continue as an Executive Director of Prime.

About Prime Financial Group

Prime is an Integrated Accounting, Wealth Management and Capital Advisory firm that operates a direct client advice model and a 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 please contact **Simon Madder (Managing Director / CEO) on (03) 9827 6999.**