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Company Announcements Office
Australian Securities Exchange Limited

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Multi-company acquisition doubles size of corporate advisory business

Highlights

- Prime Financial Group Ltd ('ASX: PFG' or the 'Company') has acquired the established corporate advisory businesses, Eaton Capital Holdings and CMB Advisory
- The acquisitions are expected to generate additional revenues of between \$1.0 – \$1.5 million in FY19 at an EBITDA margin of 25-30%
- The deal brings together three established, strategically-aligned corporate advisory businesses under the PFG brand, immediately expanding its eastern seaboard team to meet increasing client demand
- Upfront consideration of approximately \$250k will be paid for the businesses, with the majority of the consideration deferred and subject to revenue performance in FY19 and FY20
- Industry-leading advisors, including Stephen Moss, Peter Bergin, Roger Cameron and Jamie Olsen will join PFG's Capital Division to support the strong revenue growth from corporate advisory services

Prime Financial Group Ltd (**'ASX: PFG' or the 'Company'**) is pleased to announce it has completed acquisitions of the corporate advisory business of Eaton Capital Holdings Pty Ltd (**'Eaton'**) and CMB Advisory Pty Ltd (**'CMB'**) effective July 2018, collectively (**the 'Combined Division'**).

Acquisitions support growth through significantly expanded footprint

The acquisitions support PFG's strategic growth strategy, adding four advisors to PFG's Capital Division to serve the growing demand for corporate advisory services and expand its existing eastern seaboard footprint. The Combined Division will conduct business under the PFG brand and will continue to focus on leading M&A transactions, assisting with divestments and capital raisings and providing guidance and strategic advice to clients on a range of related services.

For FY19, the Combined Division is expected to generate additional revenue of between \$1.0 - \$1.5 million at an EBITDA margin of 25-30%.

The acquisitions support the strong growth expected to come from the Corporate Division over the next 18 months and leaves it well positioned to service its emerging and mid-market clients under PFG's Integrated Advice Model comprising Accounting, Wealth Management and Capital.

Transaction Overview

Under the acquisitions, upfront consideration of approximately \$250k will be paid for the businesses, with the majority of the consideration deferred and subject to revenue performance in FY19 and FY20.

The upfront consideration will be funded through a combination of cash and the issue of ordinary shares in PFG. The deferred consideration will be paid in cash.

Leading Corporate Advisors will join PFG's Corporate Advisory Division

The Combined Division will continue to be led by Tim Bennett, Managing Director of PFG's wholly owned Capital Division, who will be joined by Eaton founder and partner, Stephen Moss and Eaton partners Peter Bergin and Roger Cameron. Jamie Olsen from CMB will join as a special advisor and work alongside PFG's existing special advisor, Steven Ivak.

The industry-leading advisors bring existing client relationships and a wealth of knowledge and expertise to the existing team and will support the strong growth expected by the Company's Capital Division over the next 18 months.

Simon Madder, Managing Director & CEO – PFG Comments:

"Prime continues to build out additional capabilities, skills and solutions for business owners, entrepreneurs and businesses throughout their lifecycle from start-up through to growth, succession and sale, this transaction is further proof of our commitment to complete solutions for our clients".

Tim Bennett, Managing Director – PFG Corporate Advisory Division Comments:

"Prime's existing clients and our broader network of accountant and advisory firm joint venture partners will benefit from this extended capability and team and I would like to welcome Stephen, Peter, Roger and Jamie on board at an exciting time when Prime's Capital Division is expanding."

Stephen Moss, Founder & Partner – Eaton Capital Holdings Comments:

"We are delighted to be combining with Prime's Capital Division. This combination provides our clients with a strengthened service offering and allows us access to the opportunities that a larger, diversified platform can provide".

Ends.



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.

Investor Relations

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