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Company Announcements Office  
Australian Securities Exchange Limited

**Prime Financial Group Ltd**  
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**Prime Financial Group Ltd (Prime – ASX code PFG)  
Resignation & Appointment of Chief Financial Officer & Company Secretary**

Prime announces that Mr Simon Munday has resigned as Chief Financial Officer and Company Secretary and will leave Prime in late December 2018.

Effective 17 December 2018, Mr Matt Murphy will take on the role of Chief Financial Officer and Company Secretary in addition to his current role as Managing Director of Prime's Accounting & Business Advisory division.

Mr Murphy is a Chartered Accountant with over 20 years' experience in Business, Accounting and Taxation Advisory services. He has gained his extensive experience by working with many facets of business, including Corporate, Government and the Public Practice arena. Mr Murphy is well qualified for the role through his experience in building his accounting practice prior to merging with Prime, advising businesses on strategy and profit improvement and providing CFO services to a variety of companies.

Commenting on the changes, Mr Simon Madder, Prime Managing Director & CEO said: "The Board of Directors and I are very pleased to appoint Matt into the role and are confident that he will add value by building on the significant progress of Prime's finance function over the last 12 months. We also wish to sincerely thank Simon for his strong performance in his role of Chief Financial Officer and Company Secretary and recognise his contribution in building an experienced team of finance professionals, successfully implementing new finance systems, integrating acquisitions and improving Prime's reporting capability".

**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**.