

17 December 2018

Company Announcements Office
Australian Securities Exchange Limited

Prime Financial Group Ltd
ACN 009 487 674

Level 17, Como Office Tower
644 Chapel Street
South Yarra VIC 3141

Tel 03 9827 6999
Fax 03 9827 9100

enquiries@primefinancial.com.au
www.primefinancial.com.au

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

Prime would like to provide an update to the CFO and Company Secretary announcement made on 19 October 2018.

Effective from 17 December 2018, Prime's Group Financial Controller, Mr Rory McLaughlin, and Head of Finance, Mr Ben Priestley, will have combined responsibility for the CFO duties, following the departure of the current CFO, Mr Simon Munday.

Mr Priestley is a Chartered Accountant with more than 10 years' of professional Finance Accounting experience within the Financial Services industry in Australia and the UK. Having previously worked for a big 4 Accounting Firm, he has more recently worked at large corporate firms in commercial finance roles, facilitating sustainable growth and business transition, in addition to ensuring financial integrity and process improvement.

Mr McLaughlin is a Chartered Accountant with more than 15 years' of international experience within the Financial Services industry. He held a senior finance role in a significant APRA regulated insurance firm prior to joining Prime, and has extensive financial reporting, taxation and regulatory compliance experience.

Mr Dale Gaskell-Kharsas, who previously served as Prime's Company Secretary from 27 November 2015 to 6 December 2017 will be reappointed to this role, effective 17 December 2018.

Mr Matt Murphy will focus his attention on his current role as Managing Director of Prime's Accounting & Business Advisory division to accelerate Prime's growth plan, rather than combining that with the role of CFO and Company Secretary.

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**.