

*ASX Announcement
Prime Financial Group Ltd (Prime – ASX code PFG)
29 September 2023*

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Extension of existing on-market share buy-back

Prime today announced an extension of its existing on-market share buy-back program.

On 14 September 2021, Prime announced they would purchase up to 19,782,244 shares, being up to 10% of issued share capital. The buy-back period ends on 29 September 2023 and to date, 5,382,993 shares have been purchased through the program.

This buy-back period will now continue to 27 September 2024 or until the buyback program is completed. Prime reserves the right to suspend or terminate the buy-back at any time.

The timing and actual number of shares purchased under the buy-back, and other matters relating to the conduct of the buy-back, will depend on the prevailing share price, market conditions, forecast future capital requirements and any other considerations including any unforeseen circumstances.

About Prime

Prime is an Advisory, Capital & Asset Management Group of 150+ team members with offices in Melbourne, Sydney and Brisbane.

Progressive, proactive and relationship focussed, Prime clients receive Wealth Management, Corporate Finance, Accounting & Business Advisory as well as SMSF Services from one integrated group currently serving \$1.1 billion of funds under management (FUM).

With a focus on accelerated growth, Prime's team has doubled in size over the last 2 years, enhancing capability to service our growing client base.

For more information on this announcement please contact Simon Madder (Managing Director/CEO) on (03) 9827 6999.