



ASX Announcement

Prime Financial Group Ltd
(Prime – ASX:PFG)

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12 February 2024

Prime acquires 100% ownership of Alternative Asset Fund Manager Altor Capital Pty Ltd

Prime Financial Group Ltd (ASX:PFG) (Prime), an Advice, Capital and Asset Management Group is pleased to announce that it has entered into an agreement to acquire 100% ownership of Altor Capital Pty Ltd (Altor) and its controlled entities.

Over the last 6 years Altor has built a funds management platform, covering distribution and administration, which allows a capability to launch new products in the alternative asset management space. Prime will look to leverage this capability and build out a diversified alternative asset management business under its Wealth Management offering.

Prime will acquire Altor's two core existing fund strategies covering private equity and private credit.

Key transaction details;

- Team of 7 to join Prime's Brisbane office
- Annualised revenue of approximately \$1.8 million
- The transaction is expected to make a modest contribution to EBITDA for FY24
- Initial consideration of \$1.5 million but a purchase price not exceeding \$4.2 million payable over three years subject to achievement of maintainable annual EBITDA of \$0.7 million during that period
- All consideration, initial and deferred will be paid 50% in cash and 50% in Prime shares and will be funded from existing financing facilities
- Completion is subject to the fulfilment of closing conditions

Prime's Chairman and Managing Director, Mr Simon Madder, said "Our goal is to double group revenue between FY22 and FY25 to \$50 million, through organic and inorganic activity, enhancing our capability across Advice, Capital & Asset Management for our Business and Wealth segment clients.

Our results over the last 5 years demonstrate that Prime is delivering on our material growth aspirations. The revenue increase, driven by strong organic growth, the recent acquisition of SMSF administration business Intello and now acquisition of alternative asset fund manager Altor, means we are well placed to deliver on our goal of doubling revenue to \$50 million in FY25 and then



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doubling that figure again to \$100 million within 3 to 5 years of FY25.

We warmly welcome the Altor team to Prime and Harley Dalton & Ben Harrison to our leadership team."

Altor Director Harley Dalton says "In Prime we have found the optimal long-term partner to leverage the alternative asset platform we have built over the last 6 years. Like Prime we share a client-focused culture. The support Prime offers, combined with the autonomy of our investment and distribution teams, will ensure we continue to strive to deliver attractive returns to our clients.

Prime has a clear strategy to grow (both organically and inorganically) and we are pleased to be joining a team that is highly focused on being a leading provider of alternative assets.

The transaction is an exciting and important strategic step forward for our clients and employees."

About Prime Financial Group

Prime is an Advisory, Capital & Asset Management Group, operating across four key areas in Accounting & Business Advisory, Wealth Management, SMSF and Capital in its three core locations of Melbourne, Sydney and Brisbane.

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