

# ASX Announcement

Prime Financial Group Ltd  
(Prime – ASX:PFG)

*aspire, innovate, grow & impact*

25 June 2024

## Appointment of Independent Non-Executive Director and Chief Growth Officer

### Highlights:

- **Andrea Slingsby appointed as Independent Non-Executive Director, effective 5 July 2024**
- **Commercial and organisational growth specialist James Lake appointed to the new position of Chief Growth Officer**
- **Appointments are a significant step as PFG works towards its goal of doubling revenue from \$26M in FY22 to \$50M in FY25 and then doubling that figure again to \$100M**

Prime Financial Group Ltd (Prime - ASX:PFG), an Advice, Capital and Asset Management Group, announces the appointment of Andrea Slingsby as an Independent Non-Executive Director, effective 5 July 2024 and the appointment of James Lake to the new position of Chief Growth Officer.

Both appointments are key to PFG's next phase of growth and as the Group continues its strategy of pursuing organic growth and EPS-accretive acquisitions and works towards its goal of doubling revenue from \$26 million in FY22 to \$50 million in FY25 and then doubling that figure again to \$100 million.

### Appointment of Andrea Slingsby as Independent Non-Executive Director

Ms Slingsby is an experienced C-Suite executive, advisor and Board member, with more than 20 years' expertise across governance, strategic and operational transformation and international growth.

Her broad industry experience spans high-net-worth family offices, retail, construction and property development, digital/technology, infrastructure and tourism. She has held operational executive positions with responsibility for building and expanding overseas divisions of ASX-listed companies with turnover exceeding \$850m+.

Ms Slingsby was previously Chief Operating Officer at jewellery group Michael Hill International Limited (ASX:MHJ) and has held executive positions at Flight Centre Travel Group Limited (ASX:FLT), including President/EGM of Flight Centre North America and Global Human Resources Manager.

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In addition, she has been Chair of multiple Remuneration Committees with expertise in governance principles and ensuring transparency, accountability, and ethical decision-making.

Ms Slingsby is currently a Director and Chair of the Remuneration Committee at tourism group, O'Reilly's, a Director of Volunteering Gold Coast and an Investment Committee Member at construction company, McNab.

## **Appointment of James Lake as Chief Growth Officer**

Mr Lake was appointed as Chief Growth Officer in May 2024. In this new role, he is pursuing new business opportunities and developing and delivering the group's strategy.

Mr Lake has more than sixteen years' experience in commercial and organisational growth strategies across several industries, including the professional services sector with clients across financial services, retail, and government.

Prior to joining Prime, he was Senior Principal Consultant at boutique management and project management office consultancy, IDEE Group.

Mr Lake also held the roles of Strategy Implementation Lead, Director, Associate Director and Manager at big four audit and consulting group, KPMG.

As Strategy Implementation Lead, he was responsible for developing the strategy for KPMG's Risk Assurance group including defining key growth initiatives, developing implementation plans, and delivering a growth initiative.

In his other KPMG roles, Mr Lake provided contract assurance and performance advisory services to a range of clients, including business development activities focused on complex multi-year contracts which had a material impact on client businesses.

**Prime's CEO, Managing Director & Chairman, Mr Simon Madder said:** "We are delighted to welcome both Andrea and James to the PFG team. Their appointments bring significant experience across governance, assurance and strategic transformation and growth to our business. Both Andrea and James will greatly contribute to our strategy of pursuing organic growth and EPS-accretive acquisitions and as we work towards our goal of doubling revenue from \$26 million in FY22 to \$50 million in FY25 and then doubling that figure again to \$100 million."

Authorised for release by the Board of Prime Financial Group Limited.

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## **About Prime Financial Group Ltd (Prime – ASX:PFG)**

PFG 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.