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Company Announcements Office
Australian Stock Exchange Limited

Prime Financial Group Ltd
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Accounting & Advisory Firm Investment

Prime Financial Group Ltd (Prime) is very pleased to announce that we have settled the first investment as part of the expansion plan for combined Accounting & Wealth Management Investments. The investment, in progressive Melbourne based Accounting & Advisory Firm 'MPR Group' (www.mprgroup.com.au) that has turnover of approximately \$4.0M, includes a staggered commitment to purchase 20% (commencing with 10%) of the Accounting & Advisory Firm, plus also establish a Wealth Management entity utilising Prime's Client Engagement Model (CEM). This Wealth Management entity will be owned 50% by Prime and 50% by the MPR Group with Prime operating the entity on behalf of both parties.

Prime's investment in MPR Group will support their significant growth plans and the Prime team looks forward to assisting to build out their client offering and business under the leadership of MPR Group Managing Director Matt Murphy. The investment in MPR Group is part of Prime's plan to increase the number of combined Accounting & Advisory Investments incorporating Wealth Management JV's.

Prime www.primfinancial.com.au

Prime is an Integrated Wealth Management Group providing Financial & Retirement Planning, Investment Advice, Life Insurance, Asset Protection Advice incorporating Legal Services, Superannuation including Self-Managed Superannuation and Accounting Services.

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