

**PRIME FINANCIAL GROUP LTD
ABN 70 009 487 674
AND CONTROLLED ENTITIES**

**HALF-YEAR INFORMATION
FOR THE SIX MONTHS ENDED 31 DECEMBER 2014
PROVIDED TO THE ASX UNDER LISTING RULE 4.2A**

This half-year financial report is to be read in conjunction with the financial report for the year ended 30 June 2014.

Appendix 4D

Half Year Report for the six months to 31 December 2014

Name of entity

PRIME FINANCIAL GROUP LTD

ABN or equivalent company reference: 70 009 487 674

1. Reporting period

Report for the half-year ended 31 December 2014

Previous corresponding period 31 December 2013

2. Results for announcement to the market

Revenues from ordinary activities	Down	5% to	\$6,125,227
Profit (loss) from ordinary activities after tax attributable to members	Down	0% to	\$1,156,338
Net profit (loss) for the period attributable to members	Down	0% to	\$1,156,338
Dividends	Amount per security	Franked amount per security	
Interim dividend	0.40 cents	0.40 cents	
Previous corresponding period	0.40 cents	0.40 cents	
Record date for determining entitlements to the dividend	1 st April 2015		
Payment date	29 th April 2015		
For further details, please refer to the 'half-year results presentation', dated 26 February, 2015.			

3. Net tangible assets per security

	Current period	Previous corresponding period
Net tangible asset backing per ordinary security	7.3 cents	7.4 cents

4. Dividends

	Date of payment	Total amount of dividend
Final dividend – year ended 30 June 2014	28 th October 2014	\$709,833
Interim dividend – year ended 30 June 2015	29th April 2015	\$709,833

Amount per security

	Amount per security	Franked amount per security at % tax	Amount per security of foreign sourced dividend
Total dividend: Current year	0.40 cents	100%	0 cents
Previous year	0.40 cents	100%	0 cents

Total dividend on all securities

	Current period \$	Previous corresponding Period - \$
Ordinary securities (<i>each class separately</i>)	709,833	709,833
Preference securities (<i>each class separately</i>)	-	-
Other equity instruments (<i>each class separately</i>)	-	-
Total	709,833	709,833

5. Details of associates and joint venture entities

Name of associate or joint venture entity	% Securities held
Bstar Pty Ltd	15%
Demeyer Consulting Pty Ltd	50%
Hughes O’Dea Corredig Pty Ltd	50%
MPR Group Pty Ltd	10%
Pacifica Pty Ltd	35%
Rundles Prime Pty Ltd	50%
Wynn & Bennett Pty Ltd	50%

Aggregate share of profits (losses) of associates and joint venture entities

Group’s share of associates’ and joint venture entities’:	2014 \$	2013 \$
Profit (loss) from ordinary activities before tax	1,052,320	1,044,575
Income tax on ordinary activities	-	-
Net profit (loss) from ordinary activities after tax	1,052,320	1,044,575
Adjustments	-	-
Share of net profit (loss) of associates and joint venture entities	1,052,320	1,044,575

6. The financial information provided in the Appendix 4D is based on the half year condensed financial report, which has been prepared in accordance with Australian equivalent to International Financial Reporting Standards (AIFRS).

7. Independent review of the financial report

The financial report has been independently reviewed. The financial report is not subject to a qualified independent review statement.