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Company Announcements Office
Australian Securities Exchange Limited

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Prime Financial Group completes sale of equity investment in accounting and wealth management entity

Prime Financial Group Ltd (**Prime**) announces that it has completed the sale of its equity shareholding in an accounting firm, and its associated wealth management entity, following receipt of an offer from the firm's existing principals.

The sale unlocks additional capital for growth and reduction in external debt. This transaction follows completion of the transfer of two other investments in the accounting and wealth management sector to its subsidiary Prime Accounting & Wealth Management Pty Ltd (announced to the market on 21 July 2015).

Prime has received approximately \$2.5m in sale proceeds as a result of this transaction. After covering the costs of the transaction, the balance sale proceeds will initially be applied to pay down external debt. Following application of the sale proceeds, Prime's net debt will be approximately \$1.3m compared to \$7.4m at 30 June 2015.

Prime continues to be an active investor in the accounting and wealth management sector and is currently considering further investment opportunities.

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

Prime Financial Group

Prime Financial Group is an Integrated Wealth Management Firm for business owners and family groups. Prime's goal is to become the Premier Partner to Accountants for Growth, Succession and Integrated Wealth Management and to deliver personalised advice to clients for a secure financial future.