

ASX ANNOUNCEMENT

26 August 2019

On-Market Buy-Back

Sequoia Financial Group Limited (**ASX: SEQ**) (**Company** or **Sequoia**) pleased to announce that the Directors have determined that the Company will conduct an on-market buy-back of up to a maximum of 11,919,489 fully paid ordinary shares (Shares).

The Directors are of the view that an on-market buy-back program is the best use of funds, given the current share price. However, the Company may vary, suspend or terminate the on-market buy-back based on its prevailing view of market conditions, Sequoia's capital management requirements and other factors which may affect shareholder interests.

The on-market buy-back will remain in place for a period of up to 12 months or until completed. The buy-back will be conducted within the "10/12 limit" as defined in the Corporations Act 2001 (Cth) and does not require shareholder approval.

The Company has appointed Morrison Securities Pty Ltd (see Appendix 3C) to conduct the on-market buy-back.

Please find attached an Appendix 3C by the Company.

----- ENDS -----

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For further information please contact:

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ABOUT SEQUOIA FINANCIAL GROUP LIMITED

ASX-listed Sequoia Financial Group Limited (ASX: SEQ) is an integrated financial services company providing products and services to self-directed retail and wholesale clients and those of third party professional service firms.

It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

Sequoia operates various AFS Licenses and its subsidiary Morrison Securities Pty Ltd is an ASX Market Participant.

Appendix 3C

Announcement of buy-back (*except* minimum holding buy-back)

Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/9/99. Origin: Appendix 7B. Amended 13/3/2000, 30/9/2001, 11/01/10

Name of entity

ABN/ARSN

SEQUOIA FINANCIAL GROUP LTD ("Sequoia")

90 091 744 884

We (the entity) give ASX the following information.

Information about buy-back

1	Type of buy-back	On market buy-back
2	⁺ Class of shares/units which is the subject of the buy-back (<i>eg, ordinary/preference</i>)	Fully Paid Ordinary Shares (Shares)
3	Voting rights (<i>eg, one for one</i>)	One for one
4	Fully paid/partly paid (<i>and if partly paid, details of how much has been paid and how much is outstanding</i>)	Fully paid
5	Number of shares/units in the ⁺ class on issue	119,194,893 Shares
6	Whether shareholder/unitholder approval is required for buy-back	Shareholder approval is not required as the on-market buy-back will be conducted with the 10/12 limit.
7	Reason for buy-back	The Directors have determined that the Company will conduct an on-market buy-back within the 10/12 limit, subject to market conditions and Sequoia's capital management requirements. The Directors are of the view that an on-market buy-back program is the best use of funds, given the current share price.

⁺ See chapter 19 for defined terms.
11/01/2010

Appendix 3C

Announcement of buy-back

- | | | |
|---|---|---|
| 8 | Any other information material to a shareholder's/unitholder's decision whether to accept the offer (<i>eg, details of any proposed takeover bid</i>) | None, other than information previously disclosed to the ASX. |
|---|---|---|

On-market buy-back

- | | | |
|----|---|---|
| 9 | Name of broker who will act on the company's behalf | Morrison Securities Pty Limited (AFSL 241737) |
| 10 | Deleted 30/9/2001. | |
| 11 | If the company/trust intends to buy back a maximum number of shares - that number

<small>Note: This requires a figure to be included, not a percentage.</small> | 11,919,489 Shares |
| 12 | If the company/trust intends to buy back shares/units within a period of time - that period of time; if the company/trust intends that the buy-back be of unlimited duration - that intention | The buy-back is expected to commence on Tuesday, 10 September 2019 and continue for a period of up to 12 months. Sequoia may suspend or terminate the buy-back at any time. |
| 13 | If the company/trust intends to buy back shares/units if conditions are met - those conditions | N/A |

Employee share scheme buy-back

- | | | |
|----|---|-----|
| 14 | Number of shares proposed to be bought back | N/A |
| 15 | Price to be offered for shares | N/A |

⁺ See chapter 19 for defined terms.

Selective buy-back

- | | | |
|----|--|-----|
| 16 | Name of person or description of class of person whose shares are proposed to be bought back | N/A |
| 17 | Number of shares proposed to be bought back | N/A |
| 18 | Price to be offered for shares | N/A |

Equal access scheme


- | | | |
|----|---|-----|
| 19 | Percentage of shares proposed to be bought back | N/A |
| 20 | Total number of shares proposed to be bought back if all offers are accepted | N/A |
| 21 | Price to be offered for shares | N/A |
| 22 | +Record date for participation in offer
<small>Cross reference: Appendix 7A, clause 9.</small> | N/A |

Compliance statement

1. The company is in compliance with all Corporations Act requirements relevant to this buy-back.

or, for trusts only:

1. The trust is in compliance with all requirements of the Corporations Act as modified by Class Order 07/422, and of the trust's constitution, relevant to this buy-back.
2. There is no information that the listing rules require to be disclosed that has not already been disclosed, or is not contained in, or attached to, this form.

Sign here: .....
Company Secretary

Date: 26 August 2019

Print name: Hasaka Martin

⁺ See chapter 19 for defined terms.