

ASX AND MEDIA RELEASE

Wednesday 3 July 2024

Structural Changes at Sequoia

Today we announce further streamlining of our Group's existing Divisional structure, whereby we will be moving from four to two reporting Divisions for FY25. This change is designed to enhance the focus of our executive team and reduce our cost base in terms of headcount by 10%. The new reporting Divisions will be Licensee and Adviser Services and Legal and Administration Services.

As outlined to shareholders in our February 1HFY24 results report, and most recently in our April investor update, the Group is continuing to streamline our business model, to drive greater efficiency across our businesses, and provide more simplicity for stakeholders to interact with us.

The following table outlines which businesses will be reported within each of the Divisions. Changes to key personnel are also outlined below.

Licensee and Adviser Services	Legal and Administration Services
Interprac Financial Planning Pty Ltd	Castle Corporate, Constitute, NTAA Corporate and Panthercorp
Sequoia Financial Advice (formerly Interprac Securities)	Docscentre Legal
Sequoia Family Office Pty Ltd	Sequoia Superannuation Pty Ltd
Sequoia Corporate Finance Pty Ltd	
Sequoia Wealth Management Pty Ltd	
Sequoia Asset Management Pty Ltd	
Sequoia Specialist Investments Pty Ltd	
Media/ IR Finance TV, Informed Investor, Sharecafe and Corporate Connect Research	

Our equity investments in Euree Asset Management, Morrison Securities and others will be reported within Head Office.

This announcement was authorised for release by the Board of Directors.

For further information please contact:

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ABOUT SEQUOIA FINANCIAL GROUP LTD

ASX-listed Sequoia Financial Group Ltd (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 Licences.

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Key Executive Changes

Stephen Harvey has replaced Brent Jones (who has left the Group) and been appointed to head up the Legal and Administration Services Division, reporting directly to the CEO. Stephen is currently a Director of Docscentre Legal and is a commercial lawyer with 40 years' experience in financial services, tax/revenue and accounting. He is uniquely placed to advance our professional services businesses and comes to us with an impeccable record of achievement. Stephen has worked in international practices with a focus on banking, finance, and tax. He is one of the foremost experts on structures for SMEs and larger businesses. Stephen is a change specialist and deals with complex governance issues.

Lizzie Tan, our current CFO and Joint Company Secretary has been appointed to a new role of CFO/COO to champion and drive change management, operational excellence and process enhancement for the Group. Lizzie holds a Bachelor of Economics degree and is CPA qualified and a Fellow member of FINSIA. Lizzie is an experienced finance, audit, risk and corporate transactional executive who has held senior Finance and Audit roles with ANZ, AXA, Legg Mason Australia and Deloitte.

Hamish McCathie has been appointed as the Executive responsible for Sequoia Wealth Management, Sequoia Specialist Investments and Sequoia Asset Management, based in our Sydney office. Hamish is an existing Director of Sequoia Wealth Management and Sequoia Asset Management.

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