

12 November 2015

Company Announcements Office
Australian Securities Exchange Limited

Prime Financial Group Ltd
ACN 009 487 674

Level 17, Como Office Tower
644 Chapel Street
PO Box 6105
South Yarra VIC 3141

Tel 03 9827 6999
Fax 03 9827 9100

enquiries@primefinancial.com.au
www.primfinancial.com.au

Appointment of Non-Executive Director – Mr. Paul Cowan (Effective 12 November 2015)

The Board is pleased to announce the appointment of Mr. Paul Cowan as an independent Non-Executive Director of Prime Financial Group Ltd.

Paul has had extensive experience as a Director of a number of public companies including Brumby's Bakeries Holdings Ltd and Cash Converters International Ltd and has over 30 years' experience in the financial services sector, including funds management and corporate advisory.

Having commenced his working career with Price Waterhouse in 1980, Paul has a Bachelor of Economics degree from Monash University and is a qualified Chartered Accountant.

In accordance with the Notice of Annual General Meeting Paul will offer himself for re-election as the "Nominee Director" referred to in the text of Resolution 2.

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.