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Company Announcements Office
Australian Stock Exchange Limited

Prime Financial Group Ltd

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Prime Launches New Managed Portfolio Service

Prime Financial Group Ltd (Prime) is a National Financial Services and Advisory Group, delivering 'Integrated' Wealth Management Services, including;

- Financial Planning;
- Investment Advice;
- Asset Protection;
- Life Insurance;
- Superannuation, including Self Managed Superannuation, and
- Accounting Services

As a Wealth Management Group, managing over \$1.0B of client assets, our primary goal is to assist clients on how to **'Build Wealth & Protect Assets'**.

As part of Prime's plans to expand the Investment Advice offering for clients and consistent with Prime's overall growth plans, Prime is pleased to launch the Prime Managed Portfolio Service (Prime MPS) – a new managed discretionary account service.

The **Prime MPS** allows clients to hold a portfolio of investments managed within a separately managed account, according to an investment strategy selected by clients but managed by Prime. This service is complementary to Prime's current Investment Advisory offering that focuses on a direct security investment approach which is transparent and cost effective for clients.

The **Prime MPS** has been designed to meet broader investor concerns over traditional Managed Funds products, specifically in relation to transparency, fees, performance, control and the fairness of capital gains tax outcomes. With the **Prime MPS** the beneficial ownership of the securities sits with the investor. This entitles them to company dividends and franking credits and facilitates personalised capital gains tax outcomes. At the same time, clients continue to benefit from the oversight and input of Prime's professional investment managers.

In addition, the **Prime MPS** provides complete transparency and reporting so the investor has full knowledge of what they are invested in, how their portfolio is performing and their fees.

Mr Simon Madder, Prime Managing Director & CEO, commented: "The development of the **Prime MPS** is an important new investment offering that expands Prime's Wealth Management solutions and 'Integrated Advice' model thereby attracting new clients and expanding Prime's service to existing clients. Prime is confident that the **Prime MPS** will be a valuable service for clients and a contributor to growth in the Group's Funds Under Management (FUM)."

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

Simon Madder (Managing Director/CEO)

Primestock Securities Ltd AFSL No. 239470 is a wholly owned subsidiary of Prime Financial Group Ltd. Primestock Securities Ltd is the Investment Manager for the Prime MPS, which is offered in conjunction with a licensed responsible entity.