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## Prime Financial Group Ltd

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### **Prime Launches New Brand Identity**

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**.

Prime's business operations include Retail Wealth Management Services, 30 Investments in Wealth Management entities co-owned with Accounting Firms and Direct Investments in 9 Accounting and /or Self Managed Superannuation entities.

Prime continues to grow and make further investment including new service lines for clients. The most recent service lines that have been developed and further support the 'Integrated' nature of Prime's client advice model, include;

- The 'Prime Managed Portfolio Service' (SMA), and
- Legal Services

Details of both of these new service lines will be released shortly.

To better represent Prime and our business objectives, Prime undertook to redefine and reposition our brand, which is outlined below.



The new brand identity represents;

- The **Integrated** and **Client Focused** nature of advice across service lines;
- The **Depth and Layers** to our group / team approach;
- The **Interconnected** relationship between **Prime**, our **Accounting Firm** Business Partners and **Clients**; and
- Prime's **Growth** objectives for the future

Prime's new brand identity will be consistently used across group entities and service lines.

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

**Simon Madder (Managing Director/CEO)**