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Company Announcements Office  
Australian Stock Exchange Limited

**Prime Financial Group Ltd**

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**Capital Raising**  
**Placement to Key & Senior Management Personnel**

**Capital Raising**

Prime Financial Group Ltd (Prime) is pleased to announce a capital raising to Key & Senior Management Personnel (KMP) through a placement to raise up to \$1.25 million at \$0.10 per share. The capital raised will principally be used to fund the ongoing development and growth of Prime.

"I am delighted by the financial commitment shown to the business by members of the senior team. Prime is in a strong position to execute on the significant opportunities before us and we look forward to actively participating in the growth of the wealth management sector utilising Prime's unique model and approach. I am confident that together we can continue to develop Prime's business and grow earnings and dividends".

Up to 12,500,000 ordinary fully paid shares will be issued under the Placement and the Placement shares will rank equally with Prime's existing class of ordinary shares.

Placement shares do not participate in the interim dividend and shareholder approval will not be sought for the Placement as the Placement shares will be issued within Listing Rule 7.1's 15% limit.

**Prime**

Prime is an Integrated Wealth Management Group providing Financial Planning, Investment Advice, Life Insurance, Asset Protection Advice incorporating Legal Services, Superannuation including Self Managed Superannuation and Accounting Services.

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

**Simon Madder**  
**Managing Director / CEO**