

26 November 2013

Company Announcements Office  
Australian Stock 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.primefinancial.com.au

## **Launch – Commercial Property Investment Management Business (Protus Prime)**

Prime Financial Group Ltd (Prime) are pleased to announce today that as part of expanding Prime's 'Integrated Wealth Management' advisory service, Prime has formed a Commercial Property joint venture company called Protus Prime Property Group Pty Ltd (Protus Prime).

Importantly, through the development of Protus Prime, Prime can now offer clients additional diversification and asset exposure through Commercial Property Investment whilst still using Prime's 'Direct' investment philosophy which is currently utilised across Australian Equities and Fixed Interest.

Protus Prime, as a Commercial Property Investment Management business, is focused on the creation and management of property investments across various commercial real estate sectors in Australia's major markets, but will initially target the 'Industrial' property sector. The objective of Prime and Protus Prime is to provide clients with access to professionally managed real estate investment opportunities with attractive, risk-adjusted returns managed by a highly regarded and accessible executive team.

Prime has partnered with well-known and extremely qualified property executive, Paul Toussaint, who will be the Managing Director of Protus Prime. Paul brings a wealth of investment and management experience in the property sector, including most recently in his role as CEO of Australia's second largest Industrial Property Real Estate Investment Trust (REIT), ING Industrial Fund.

For more information on Protus Prime please visit [www.protusprime.com.au](http://www.protusprime.com.au)

### **Prime**

Prime is an Integrated Wealth Management Group providing Financial & Retirement 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 Prime Managing Director / CEO Simon Madder on (03) 9827 6999.

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