

6 May 2013

Company Announcements Office
Australian Stock Exchange Limited

Prime Financial Group Ltd
ACN 009 487 674

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Notification of the allocation of Existing Employee Share Plan Shares

Prime Financial Group Ltd (ASX: PFG, Prime) confirms the allocation by way of an offer to Key and Senior personnel of 14,447,992 existing shares held by the Prime Employee Share Plan.

The terms of the offer include a share price of 19.3c per share and a 4 year interest bearing loan.

This offer to Key and Senior personnel is of existing shares already held within the Employee Share Plan and does not affect the total issued shares of 173,587,314.

The Directors see Employee ownership of Prime shares as an important element of the overall incentive program. This offer, along with the recent Share Placement to Key and Senior Management is consistent with this overall approach which seeks to drive the on-going long-term growth of Prime.

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 announcements please contact Simon Madder (Managing Director/CEO) on (03) 9827 6999.

Campbell Kennedy
Company Secretary