

ASX Announcement

Prime Financial Group Ltd (Prime – ASX code PFG)

06 August 2021



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Capital and Corporate Advisory Team Growth

Overview

Prime are pleased to announce that Dan Taylor and David Gulson of Alpin Advisory are joining Prime's Capital and Corporate Advisory team effective August 2021.

Alpin Advisory is a Sydney based firm that will be a complementary addition to Prime's existing team and client offering across;

- M & A Advisory
- Capital Raising
- Other Capital & Corporate Development Services

Prime is experiencing material growth in demand for Capital & Corporate Advisory services both internally and through external networks, the Alpin Advisory addition will allow Prime to accelerate this growth.

Prior to Alpin Advisory, Dan and David spent time at Big 4 Accounting & Consulting Firms and leading Investment Banks and collectively have over 35 years' experience and will join Prime in leadership positions.

Key Transaction Details

In the previous two financial years (combined), Alpin Advisory generated \$1.8m in revenue from a range of mid-market clients.

This is a no goodwill transaction and initially structured as a revenue sharing and employment arrangement with existing Alpin Advisory engagements and work in progress being assigned to Prime, as agreed by clients.

Tim Bennett, Managing Director of Prime's Capital division said: "We are really thrilled to welcome Dan and David to the Prime team and look forward to leveraging their skills and relationships to drive further growth in the Capital division and more broadly as part of Prime".

Simon Madder, Managing Director & Chief Executive Officer of Prime said: "Congratulations to Tim, Dan and David on a successful transaction for the Capital division. Prime continues to scale and attract key talent and leaders across all four divisions as part of Prime's broader growth strategy, including a strong focus on team ownership in the firm and shareholder alignment".

About Prime Financial Group

Prime is 'OneConnected' professional services firm, operating across four key areas in Accounting & Business Advisory, Wealth Management, SMSF and Capital in its three core locations of Melbourne, Sydney and Brisbane.

For more information on this announcement please contact **Simon Madder (Managing Director & Chief Executive Officer)** on (03) 9827 6999.

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