

ASX Announcement

Prime Financial Group Ltd (Prime – ASX code PFG)
14 September 2021



Prime Financial Group Ltd (Prime – ASX code PFG)

Announces On-market Share Buy-back

Prime today announced the launch of an on-market share buy-back of up to 19,782,244 of its ordinary fully paid shares (“buy-back”).

Full details of the buy-back are set out in an Appendix 3C lodged with the ASX today. The proposed buy-back start date is 1 October 2021 and the buy-back period will run for a duration of one year, until 30 September 2022.

As outlined in Prime’s FY21 results presentation on 20 August 2021, Prime will continue to drive growth initiatives and dividends including a forecast 40% increase in dividends in FY22. Prime is further committed to enhancing returns for shareholders through specific capital management initiatives such as the buy-back announced today.

Under the Corporations Act, Prime may buy back up to 10% of issued capital in any 12-month period without requiring shareholder approval.

The buy-back will be funded from Prime’s existing cash and committed debt facilities. Prime will continue to maintain a strong balance sheet following completion of the buy-back.

There can be no certainty that Prime will repurchase any or all of the 10% of ordinary shares announced under the buy-back and Prime reserves the right to suspend or terminate the buy-back at any time.

The timing and actual number of shares purchased under the buy-back, and other matters relating to the conduct of the buy-back, will depend on the prevailing share price, market conditions, forecast future capital requirements and any other considerations including any unforeseen circumstances.

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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PRIME FINANCIAL GROUP
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aspire, innovate, grow



Announcement Summary

Name of entity

PRIME FINANCIAL GROUP LIMITED

Announcement type

New announcement

Date of this announcement

14/9/2021

ASX Security code and description of the class of +securities the subject of the buy-back

PFG : ORDINARY FULLY PAID

The type of buy-back is:

On market buy-back

Refer to next page for full details of the announcement



Part 1 - Entity and announcement details

1.1 Name of entity

PRIME FINANCIAL GROUP LIMITED

We (the entity named above) provide the following information about our buy-back.

1.2 Registration number type

ABN

Registration number

70009487674

1.3 ASX issuer code

PFG

1.4 The announcement is

New announcement

1.5 Date of this announcement

14/9/2021

1.6 ASX Security code and description of the class of +securities the subject of the buy-back

PFG : ORDINARY FULLY PAID



Part 2 - Type of buy-back

2.1 The type of buy-back is:

On market buy-back



Part 3 - Buy-back details

Part 3A - Details of +securities, price and reason

3A.1 Total number of +securities on issue in the class of +securities to be bought back

197,822,440

3A.4 Does the entity intend to buy back a minimum number of +securities

No

3A.5 Does the entity intend to buy back a maximum number of securities

Yes

3A.5a Maximum number of securities proposed to be bought back

19,782,244

3A.6 Name of broker or brokers who will offer to buy back +securities on the entity's behalf

Broker name:

Bell Direct (Third Party Platform Pty Ltd)

3A.9 Are the +securities being bought back for a cash consideration?

Yes

3A.9a Is the price to be paid for +securities bought back known?

No

3A.9a.1 In what currency will the buy-back consideration be paid?

AUD - Australian Dollar

Part 3B - Buy-back restrictions and conditions

3B.1 Does the buy-back require security holder approval?



No

Part 3C - Key dates

On-market buy-back

3C.2 Proposed buy-back start date

1/10/2021

3C.3 Proposed buy-back end date

30/9/2022

Part 3D - Other Information

3D.1 Any other information the entity wishes to notify to ASX about the buy-back