

## Appendix 3Y

### Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/09/01 Amended 01/01/11

|                       |                              |
|-----------------------|------------------------------|
| <b>Name of entity</b> | <b>Prime Financial Group</b> |
| <b>ABN</b>            | <b>70009487674</b>           |

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

|                            |                  |
|----------------------------|------------------|
| <b>Name of Director</b>    | Mr Simon Madder  |
| <b>Date of last notice</b> | 31 December 2024 |

#### **Part 1 - Change of director's relevant interests in securities**

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (j) of the definition of "notifiable interest of a director" should be disclosed in this part.

|   |   |
|---|---|
| <b>Direct or indirect interest</b>  | Direct and Indirect Interest  |
| <b>Nature of indirect interest (including registered holder)</b><br><small>Note: Provide details of the circumstances giving rise to the relevant interest.</small> | Beneficial interest in SM Superannuation Pty Ltd, Domain Investment (Melbourne) Pty Ltd and the Prime Financial Group Limited Employee Share Trust  |
| <b>Date of change</b>   | 4 June 2025   |
| <b>No. of securities held prior to change</b>   | Direct: 3,318,600 fully paid ordinary shares<br>Indirect: <ul style="list-style-type: none"> <li>• 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF</li> <li>• 26,662,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director</li> <li>• 3,163,624 fully paid ordinary shares held by Prime Financial Group Limited Employee Share Trust with Domain Investment (Melbourne) Pty Ltd as the beneficial owner - Simon Madder as Director</li> <li>• 1,458,466 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director</li> </ul> |

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|  |  |
|--|--|
| <b>Class</b>   | Fully paid ordinary shares   |
| <b>Number acquired</b>   | 1,100,000 fully paid ordinary shares   |
| <b>Number disposed</b>   | NA   |
| <b>Value/Consideration</b><br><small>Note: If consideration is non-cash, provide details and estimated valuation</small>   | An aggregate of \$253,000 at \$0.23 per share  |
| <b>No. of securities held after change</b>   | Direct: 3,318,600 fully paid ordinary shares<br>Indirect: <ul style="list-style-type: none"> <li>• 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF</li> <li>• 27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director</li> <li>• 3,163,624 fully paid ordinary shares held by Prime Financial Group Limited Employee Share Trust with Domain Investment (Melbourne) Pty Ltd as the beneficial owner - Simon Madder Director</li> <li>• 1,458,466 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director</li> </ul> |
| <b>Nature of change</b><br><small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small> | Off-market trade   |

**Part 2 – Change of director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

|   |    |
|---|----|
| <b>Detail of contract</b>                               | NA |
| <b>Nature of interest</b>                               | NA |
| <b>Name of registered holder (if issued securities)</b> | NA |
| <b>Date of change</b>                                   | NA |

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|   |    |
|---|----|
| <b>No. and class of securities to which interest related prior to change</b><br><small>Note: Details are only required for a contract in relation to which the interest has changed</small> | NA |
| <b>Interest acquired</b>  | NA |
| <b>Interest disposed</b>  | NA |
| <b>Value/Consideration</b><br><small>Note: If consideration is non-cash, provide details and an estimated valuation</small>   | NA |
| <b>Interest after change</b>  | NA |

**Part 3 – +Closed period**

|  |    |
|--|----|
| <b>Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?</b> | NA |
| <b>If so, was prior written clearance provided to allow the trade to proceed during this period?</b>   | NA |
| <b>If prior written clearance was provided, on what date was this provided?</b>  | NA |

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