



Full Year 2025 (FY25) Results Presentation

26 August 2025

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Who We Are

Founded on the principle of Connected Advice Experiences

We are a market-leading Advice, Capital & Asset Management Group

Delivering Services, Insights, and Investments for Emerging Businesses, Founders and High Net Worth Investors

\$1.9B
FUM

225
Team Members

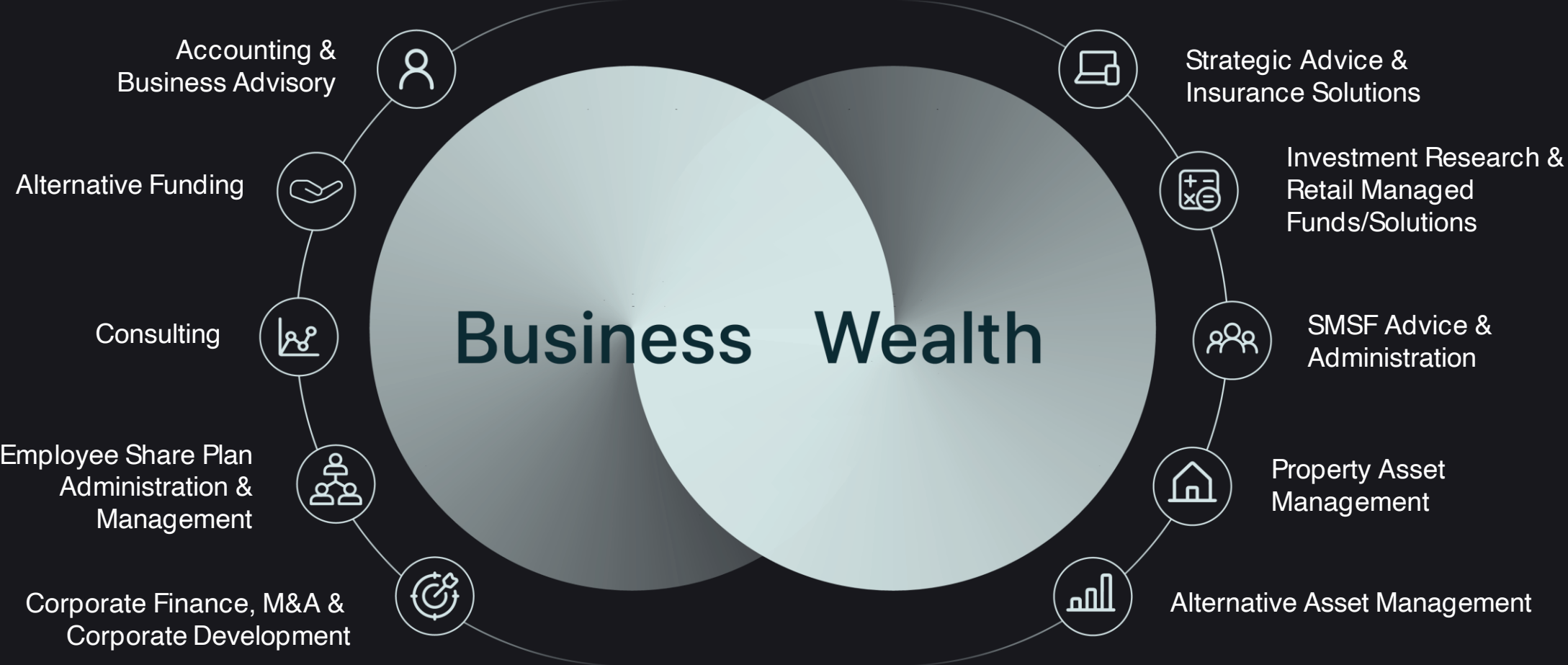
Global
Footprint

27
Year History



How We Do It

OneConnected team - Building scale and capability organically and via acquisition



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Financial Results FY25

FY25 Financial Highlights

Total Revenue

+21% to
\$49.4M

Revenue per FTE

+6% to
\$220K

Labour % of Revenue

No change at
55%

Underlying EBITDA Margin

24%
(FY24: 25%)

Underlying EBITDA (Members)

+17% to
\$11.9M

Reported EBITDA (Members)

+39% to
\$10.6M

Reported Earnings Per Share (EPS)

+37% to
1.87 cps (FY24: 1.37 cps)

NPATA (Members)

+42% to
\$5.9M

Debt to Underlying EBITDA (Members)

-13% at
1.3X

FY25 Financial Highlights (cont.)

Final Dividend

+5% to
0.89 cps

Total Dividend

+4% to
1.66 cps

FUM Movement

+58% to
\$1.9B

New Clients Via Acquisition

+3,300

FY25 Operational Highlights

People & Culture

- Staff increased to 225, substantially due to acquisition, with centralised/shared services remaining stable
- Team ownership model extended to overseas staff
- Additional mentoring & leadership programs implemented

M&A and Integration

- Altor achieved its maintainable EBITDA target for year 3 in year 1
- Lincoln acquired in H2, largest acquisition of 4 completed in the last 3 years

Funding & Finance

- Upgraded \$41M funding facility executed in November 2024 with Westpac
- Typical acquisition structure 20 - 50% shares in Prime, with the remaining cash consideration over a 3-year earn-out period

FY25 Operational Highlights (cont.)

Growth & Technology

- Growth expected to continue as M&A increases, complemented by organic growth and the impact of the 'OneConnected' strategy
- Dedicated Sales & Account Management program implemented
- Full technology review completed. Data consolidation, Group CRM and piloting AI are priority projects
- Acquisition of Lincoln Indicators and related client investment platform allows for more scalable growth and a unified platform

Marketing & Events

- Over 60 events hosted or participated in
- Continued to build the Prime brand in the mid-market space, both through digital and physical activities

Service Offering & Clients

- Via Lincoln Indicators transaction, added a wealth research & subscription service plus additional managed funds/solutions, including 3,300 HNW clients (10x previous levels) and \$600M of FUM
- Deepened our capability for business owners across funding, growth, succession, and accounting
- Expanded our leadership position advising innovative businesses and product developers, whilst also consolidating our unique advisory and asset management capability in the emerging business of sport & entertainment

Key Themes Driving Growth

01.

Intergenerational
wealth and
business transfer

02.

Private markets,
alternative
assets/funding
and property

03.

M&A and
business
succession

04.

Technology, AI,
platforms and
digital
engagement

05.

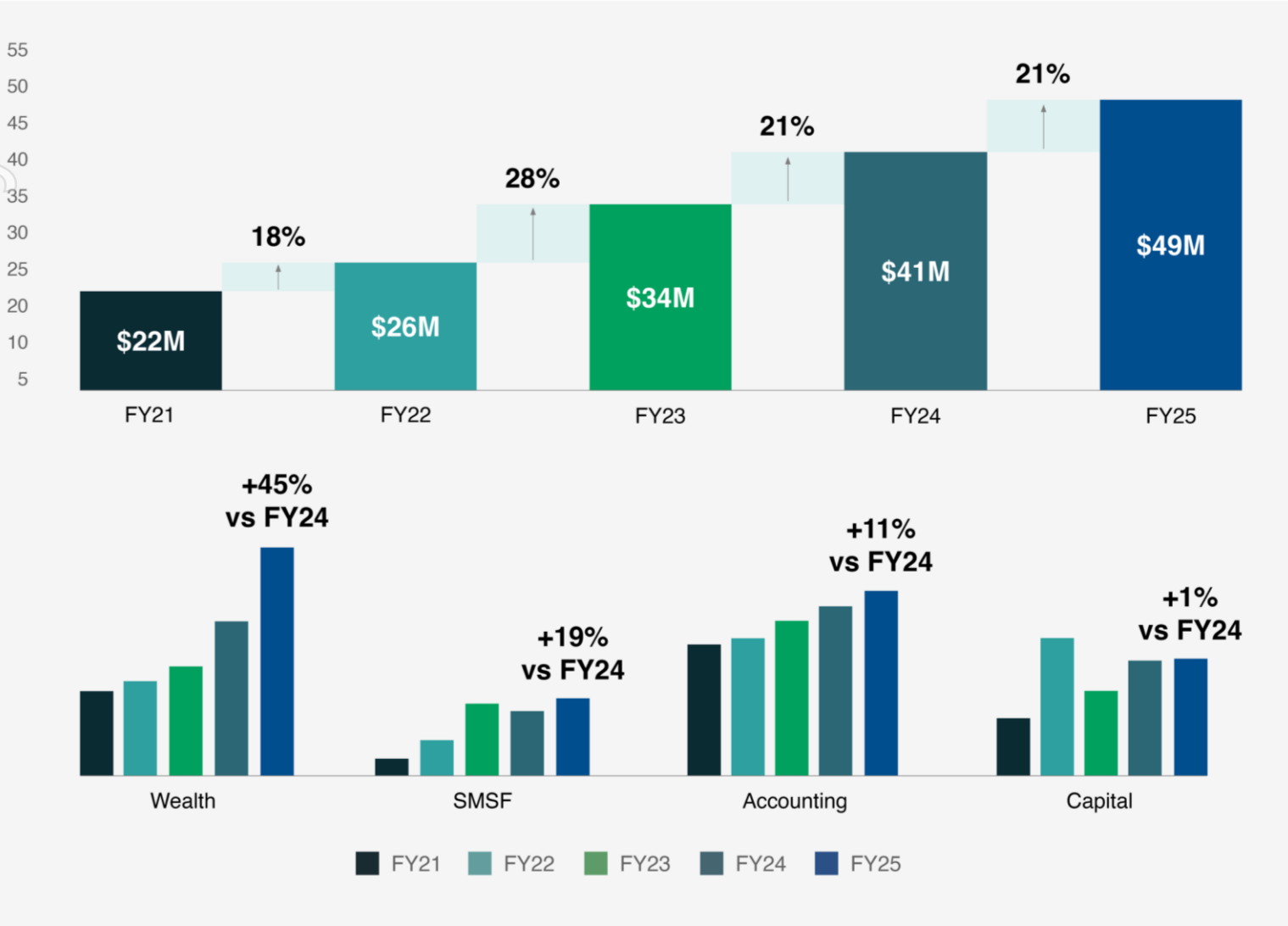
Mid-market
opportunity

Profit & Loss: Continued Strong Revenue Growth

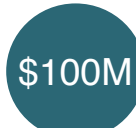
Financial Highlight	FY24	FY25	Change
Underlying			
Revenue - Wealth	\$18.8M	\$26.0M	38% ↑
Revenue - Business	\$21.8M	\$23.2M	7% ↑
Revenue (Contracts with Customers)	\$40.6M	\$49.2M	21% ↑
Expenses - Total	(\$30.6M)	(\$37.3M)	(22%) ↓
EBITDA*	\$10.2M	\$11.9M	17% ↑
EBITDA Margin	25%	24%	(1%) ↓
Reported			
EBITDA	\$7.6M	\$10.6M	39% ↑
NPATA	\$4.2M	\$5.9M	42% ↑
NPAT	\$2.9M	\$4.6M	59% ↑
EPS (cents per share)	1.37	1.87	37% ↑

*EBITDA is defined as earnings before interest, tax, depreciation and amortisation. Note: rounding is to the nearest AUD \$M and as such is subject to rounding differences when calculating variances and totals. Please see slide 21 for reconciliation of Reported and Underlying EBITDA to NPAT.

History of Robust Revenue Growth

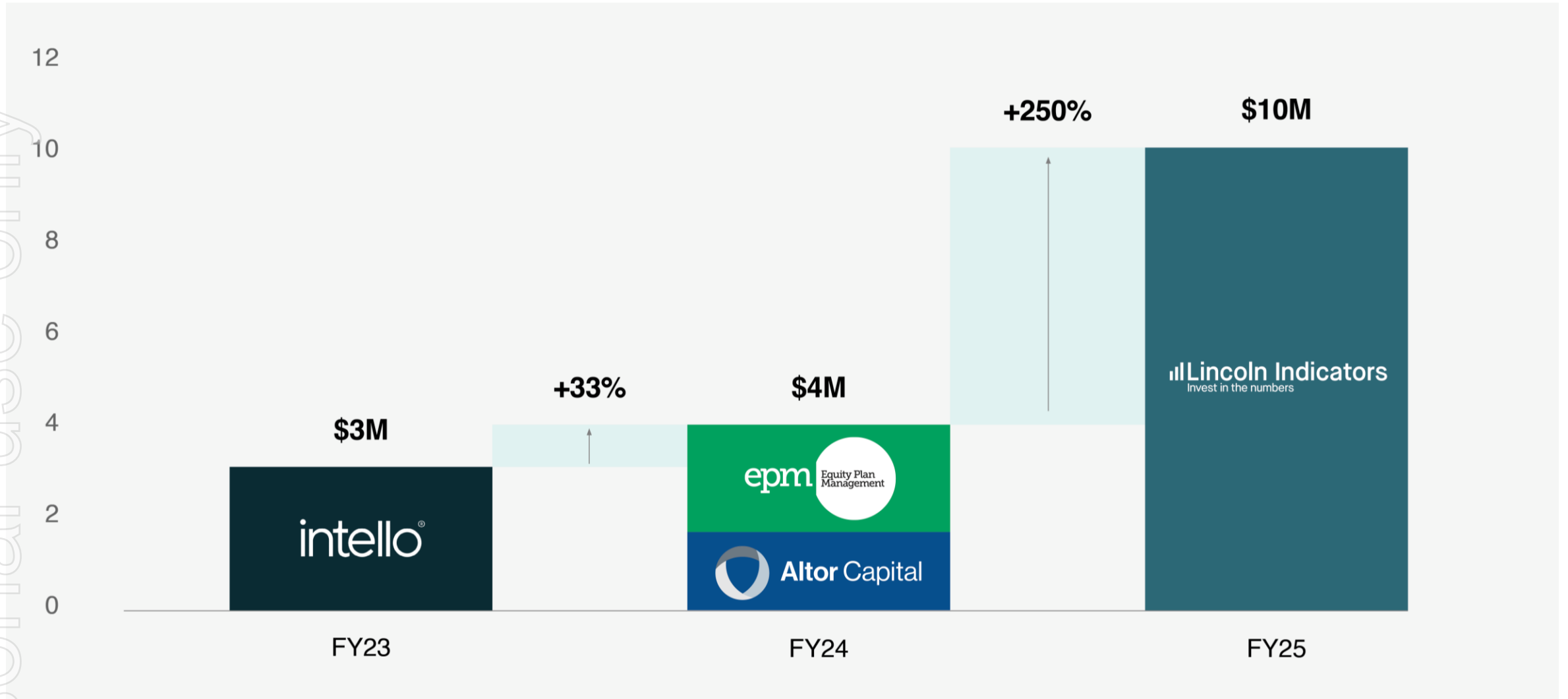


Approximately 70% of total revenue is generated from existing clients on a recurring basis



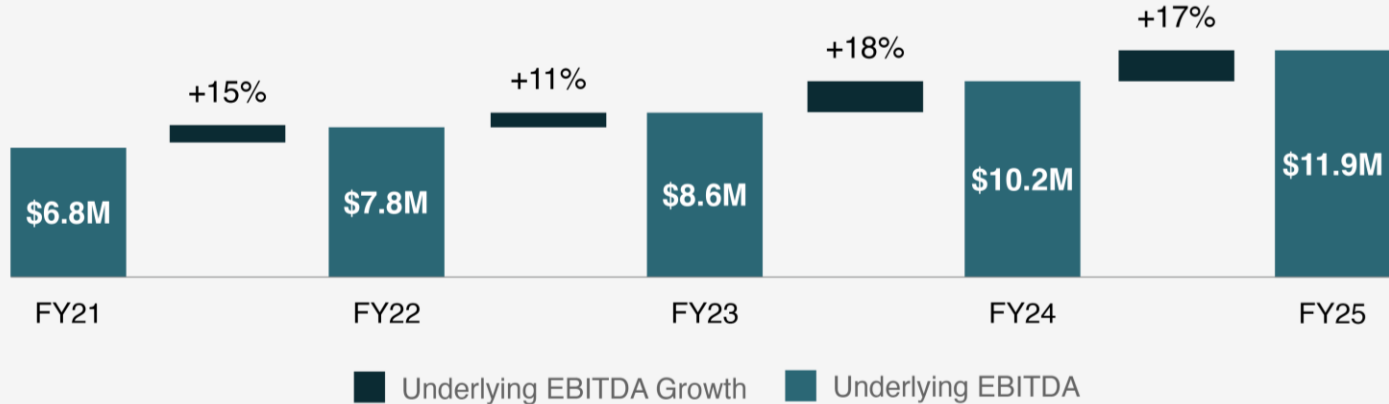
Our goal was to double annual revenue from \$26M in FY22 to \$50M in FY25 (achieved annualised run rate revenue of \$55M) and then double revenue again to \$100M within 3-5 years

Recent M&A Activity - Revenue Acquired

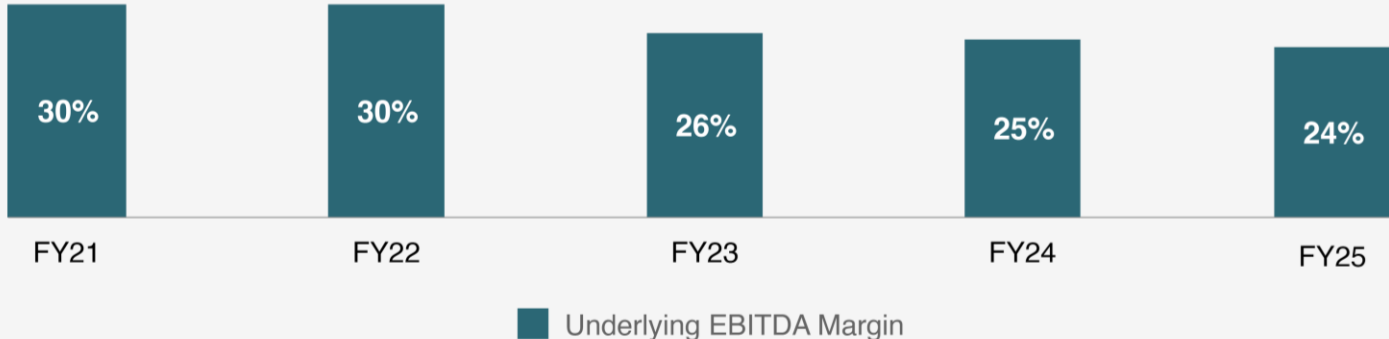


Underlying EBITDA and Margin

Underlying EBITDA FY21 to FY25



Underlying EBITDA Margin FY21 to FY25



Note: rounding is to the nearest AUD \$M and as such is subject to rounding differences when calculating variances and totals.



Scalable Organic & Acquisition Model after 3 years of investment, trial, error, modification and consolidation



Technology & AI will allow further scalability and cross-delivery of products and services

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Balance Sheet, Group Net Debt & Cashflow

Group Balance Sheet	At 30 June 2024 (\$M)	At 30 June 2025 (\$M)
Cash and cash equivalents	0.5	2.4
Total Assets	82.1	104.0
Borrowings	(11.8)	(17.3)
Total Liabilities	(29.4)	(45.0)
Net Assets	52.7	59.0
Non controlling interests	0.7	0.7
Equity attributable to equity holders of the parent	52.1	58.4
Total Equity	52.8	59.0
Group Net Debt	(11.3)	(14.9)

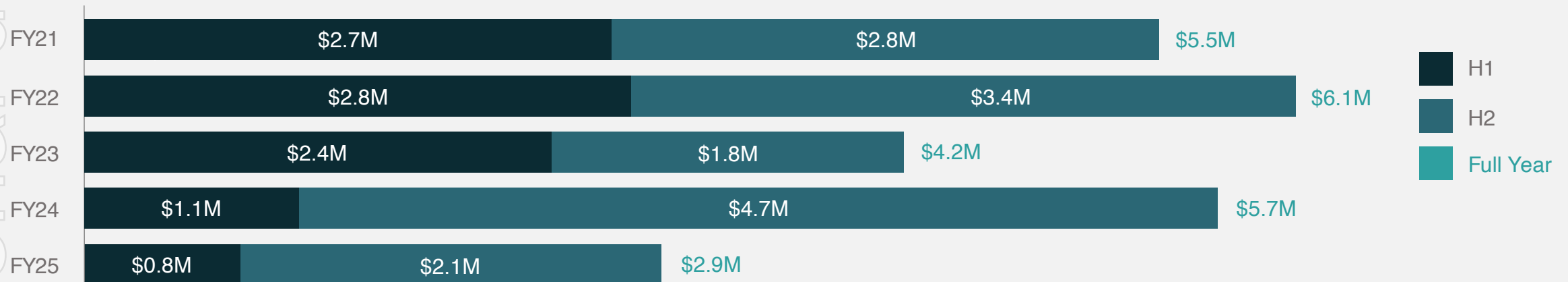
Substantial Balance Sheet Flexibility

- Group Net Debt/Underlying EBITDA (members) is 1.3X
- Ability to access \$41M+ of facilities with Westpac to fund growth (previously \$24M+)

Net Operating Cashflow of +\$2.9M

- Working Capital improvement is a key area of focus

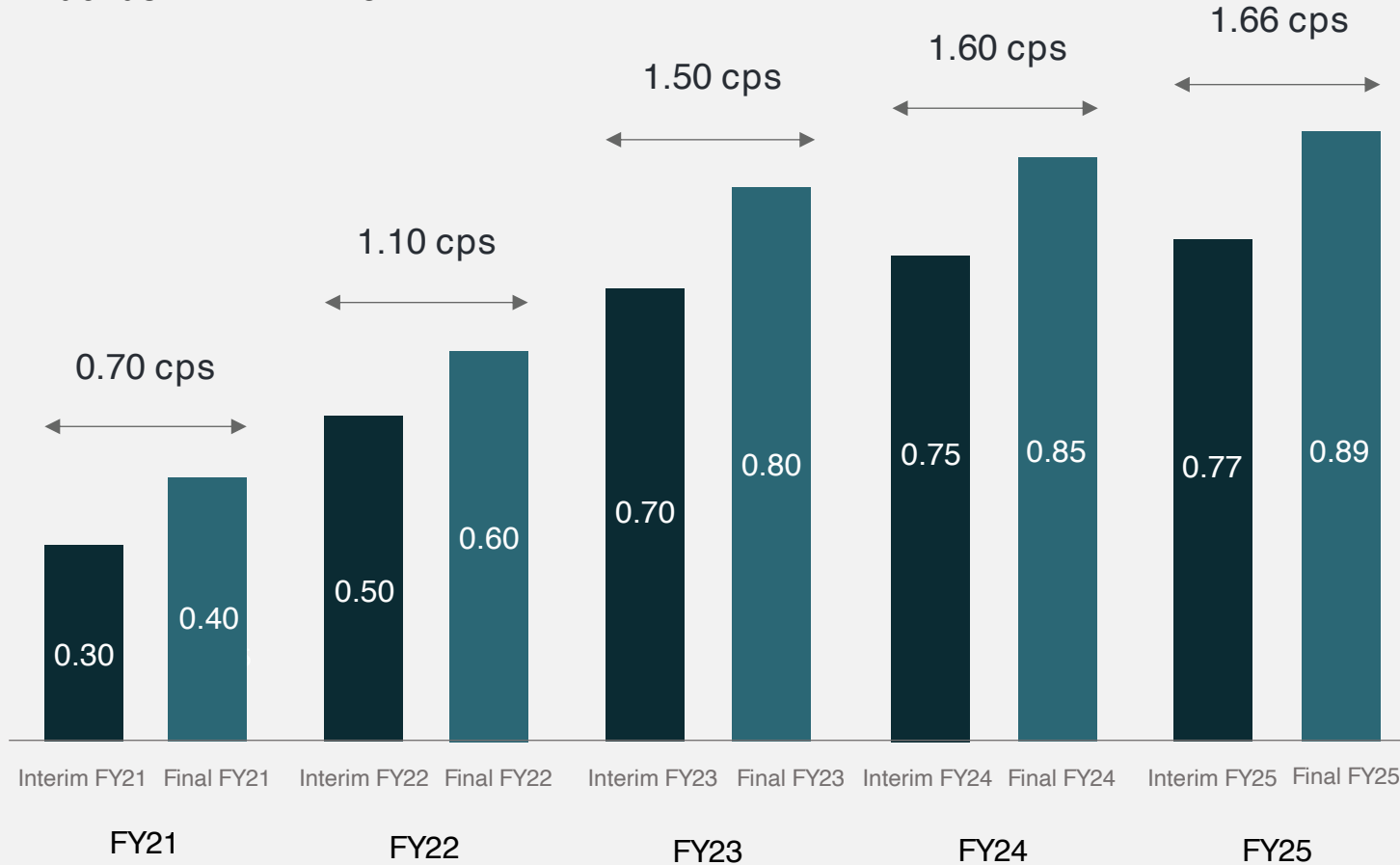
Net Operating Cashflow FY21 – FY25



Note: rounding is to the nearest AUD \$M and as such is subject to rounding differences when calculating variances and totals.

Dividends

Dividends: FY21 – FY25



Final Dividend - cents per share
Interim Dividend - cents per share

Key Dates for Dividends

Record Date 3 September 2025

Payment Date 25 September 2025

DRP available for Final Dividend

Note: rounding is to the nearest AUD \$M and as such is subject to rounding differences when calculating variances and totals.

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Strategy



Our Strategic Pillars

How We Think About The Business

Prime Place To Be

Our people & culture, a business owner mindset

Compel The Client

Growth, OneConnected, Integrated Solutions and Platforms

Simplify The Business

Business efficiency through consolidation, and focus on the mid-market

Grow Revenue & Earnings

Through organic growth, technology, and acquisitions

Strategy

01.

Organic Growth

- Organic growth to be driven across core services plus scaling recent product and service offerings
- Cross-sell strategy to drive further organic growth

02.

Delivering Accretive Acquisitions

- Continuing to undertake EPS accretive acquisitions that build scale, services and our platform

03.

Scale Efficiencies to Drive Earnings

- Investment in team, technology and infrastructure to drive efficiencies

04.

Growth in Revenue & Underlying EBITDA

- Target \$100M in revenue, and a 30% Underlying EBITDA margin (FY28-30)

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Appendices

EBITDA & NPAT

\$'000 AUD	Year ended 30 June 2024 (\$)	Year ended 30 June 2025 (\$)
Reported net profit after tax from operations (Group)	3,419	5,231
Add: Tax expense	1,450	1,613
Add: Interest expense/(income)	1,213	2,121
EBIT (Group)	6,082	8,965
Add: Depreciation	153	244
Add: Amortisation	2,121	2,211
Foreign Exchange (Gain)/Loss	-	1
Reported EBITDA (Group)	8,356	11,422
Adjustments		
Non recurring expenses including Acquisitions, Investment in New Service Offerings, Restructuring & Repositioning	2,388	1,498
Fair value movements on Financial assets	77	(134)
Fair value movement on contingent consideration	101	(97)
Underlying EBITDA (Group)	10,922	12,689
Underlying EBITDA (members/shareholders)	10,165	11,861
Reported EBITDA (members/shareholders)	7,599	10,594

Note: rounding is to the nearest AUD \$M and as such is subject to rounding differences when calculating variances and totals.

Non-Recurring Expense Items

FY25 was impacted by the following non-recurring expense items, totaling \$1.3M

Acquisitions, Restructuring & Repositioning \$1.2M (FY24: \$1.6M)

- EPM & Lincoln Indicators expenses
- Offer Entitlement expenses (Capital Raising)
- Non-recurring salaries
- Share-based payments expenses; hurdle not met
- India Implementation and Melbourne/Sydney Office resizing/refit
- Fair value movements

Investment in New Service Offerings \$0.1M (FY24: \$1.0M)

- New Fund Establishment

Prime Timeline

1998

- PFG commences as a Wealth Management Business

2017

- PFG establishes Accounting & Business Advisory division

2018

- PFG establishes Capital and Corporate Advisory division
- PFG establishes Self-Managed Super Fund (SMSF) division

Consolidation

2022

- PFG establishes Consulting capability
- PFG acquires Intello SMSF (Wealth Segment)

2023

- PFG adds Debt Capital Advisory to Capital division
- PFG establishes Leadership Consulting and Network
- PFG adds Property to the Wealth division
- PFG adds Tech Advisory to the Capital division
- PFG adds Sport & Entertainment to the Capital division

2024

- PFG acquires Altor Capital (Wealth Segment - Alternative Asset Management)
- PFG launches Prime Connected – a wholesale investment platform
- PFG acquires EPM (Business Segment) Remuneration Consulting and Employee Share Plan Management
- PFG secures new Westpac funding facility

2025

- Altor meets maintainable EBITDA consideration hurdle
- PFG acquires Lincoln Indicators

Our Journey In Numbers

10,000+

Clients served in Wealth Management & SMSFs

2,000+

Businesses supported

1,000+

Clients assisted with funding for innovation and new product development

100+

SMEs invested in, in the past 5 years

500+

Clients advised on growth, transition and succession

250+

Professional advice firms supported in their client services efforts

Operating in Attractive Markets

Demographic profile of Australia's affluent investor segment

	Emerging Affluent \$1m-\$2.5m	Established Affluent \$2.5m-\$5m	Advanced HNW \$5m-\$10m	UHNW \$10m-\$70m
Portfolio growth in 2024	7.9% (from 3.3% in 2023)	9.5% (from 6.3% in 2023)	9.8% (from 6.5% in 2023)	11.6% (from 3.3% in 2023)
Unmet advice needs	60%	55%	57%	60%
Top advice needs	Retirement planning (27%)	Inheritance and estate planning (39%)	Inheritance and estate planning (27%)	Strategies to reduce tax obligations (42%)

*Source: Praemium: Australia's High Net Worth Investors report 2024

Prime stands to benefit from strong tailwinds in the Wealth and Business segments

Wealth:

Rising level of affluence in Australia:

- As of 2024, there were 690,000 High Net Worth (HNW) investors in Australia, up from 635,000 in 2023
- These investors control \$3.4 trillion in investable assets, up from \$2.98 trillion in the previous year

Growth will continue with the “great wealth transfer”:

- HNWs expected to bequeath over \$1.9 trillion of assets to family beneficiaries
- Much of this growth in wealth is in “unadvised” individuals who need professional guidance

A significant proportion of this HNW segment are business owners and/or operate SMSFs, creating multiple opportunities for the Prime business model

Business:

- There are approx. 2.5 million SMEs in Australia, accounting for over 98% of all businesses
- These businesses need advice across compliance, strategy/growth through to transactions and succession

Why Ownership Matters

Our people are our biggest asset

- Currently 46% of Prime is owned by staff and associates
- We encourage our staff to have an 'ownership' mentality and to work collaboratively, enabling them to help co-create the firm of the future
- We do this through our equity/business ownership plan (Long-Term Incentive (LTI)/Performance Rights) that connects all team members through the same shared growth orientated financial goals as OneConnected team
- This philosophy is maintained in our acquisition strategy where a typical acquisition consideration structure allows for up to 50% in Prime shares with part of the share consideration earned based on performance over time. This structure continues the 'ownership' mentality and vested interest in the future success of Prime as an owner



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