

**ASX Announcement  
17 September 2025**

**REINSTATEMENT OF ON-MARKET SHARE BUY-BACK**

Sequoia Financial Group Ltd (ASX: SEQ) ("Sequoia" or "the Company") is pleased to announce that it will reinstate its on-market share buy-back program, following the conclusion of the previous buy-back in May 2025.

Under the buy-back, the Company may purchase up to 10% of its issued ordinary shares over the next 12 months, in accordance with the provisions of ASX Listing Rule 7.33 and the Corporations Act 2001 (Cth).

**Key Details of the Buy-Back:**

- **Type:** On-market buy-back
- **Maximum shares to be bought back:** Up to 10% of Sequoia's issued share capital of 123,596,901 shares on issue.
- **Buy-back period:** Up to 12 months, commencing on or after Friday, September 19, 2025
- **Funding:** From existing cash reserves
- **Purpose:** To enhance shareholder value through proactive capital management

The actual number of shares purchased under the buy-back will depend on prevailing market conditions, the Company's share price, and other relevant factors. The buy-back may be suspended or terminated at any time.

An Appendix 3C accompanies this announcement, providing further details in accordance with ASX listing rule requirements.

Authorised for release by the Board of Sequoia Financial Group Ltd.

- END-

**Registered Office:**  
Suite 7.01, Level 7  
1 Castlereagh Street  
Sydney NSW 2000

**Phone:** +61 3 9209 9777  
**Email:** [info@sequoia.com.au](mailto:info@sequoia.com.au)  
**Website:** [www.sequoia.com.au](http://www.sequoia.com.au)

For further information please contact:

**Garry Crole**, CEO & Managing Director +61 3 9209 9777

Media/Investors, FCR:

**Ashley Rambukwella** +61 424 436 172/ **Robert Williams** +61 477 666 255

**Natalie Climo**, Company Secretary +61 2 8016 2875

About Sequoia Financial Group Ltd

ASX-listed Sequoia Financial Group Ltd (ASX: SEQ) provides services to retail and wholesale clients of financial planners, brokers, accounting firms, and legal practitioners with businesses in:

- financial services licensing via three separate AFSIs
- salaried advice
- corporate advisory and capital markets expertise
- establishment of legal structures and documents
- media
- SMSF administration