

## ASX Announcement

24 October 2025

### APPOINTMENT OF EXECUTIVE DIRECTOR

Sequoia Financial Group Ltd (ASX: SEQ) (“Sequoia” or “the Company”) is pleased to announce the appointment of Ms. Sophie Chen as an Executive Director of the Group, effective 24th November 2025.

Ms. Chen brings over 15 years’ experience as a financial adviser and more than 10 years in senior leadership roles, specialising in cross-border wealth management and high-net-worth client services.

Ms. Chen is currently a Non-Executive Director of ASX listed Hiremii (HMI).

Over the past two years Ms. Chen has been developing Sequoia’s APAC strategy and will now formally join the Board to accelerate this exciting growth initiative.

SEQ will realign its organisational structure to capitalise on these opportunities without disrupting current performance. The APAC Strategy enhances our Family Office, Wealth Management, and Corporate Advisory businesses, collectively positioning the Group for sustained growth and disciplined capital management.

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

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**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 AFSLs
- salaried advice
- corporate advisory and capital markets expertise
- establishment of legal structures and documents
- media
- SMSF administration