

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

Name of entity	Prime Financial Group
ABN	70009487674

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.

Name of Director	Mr Simon Madder
Date of last notice	6 June 2025

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.

Direct or indirect interest	Direct and Indirect Interest
Nature of indirect interest (including registered holder) <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
Date of change	28 November 2025 & 1 December 2025
No. of securities held prior to change	Direct: 3,318,600 fully paid ordinary shares Indirect: <ol style="list-style-type: none"> 1. 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF 2. 27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director 3. 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 4. 1,458,466 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director

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Class	Performance Rights
Number acquired	<ol style="list-style-type: none"> 1. n/a 2. n/a 3. n/a 4. 2,496,286 Performance Rights - 1,243,781 approved at the 2024 AGM and 1,252,505 approved at the 2025 AGM
Number disposed	<ol style="list-style-type: none"> 1. n/a 2. n/a 3. n/a 4. 729,234 Performance Rights lapsed
Value/Consideration <small>Note: If consideration is non-cash, provide details and estimated valuation</small>	No cash consideration. As detailed in Notice of Annual General Meeting dated 30 October 2024 and 29 October 2025
No. of securities held after change	<p>Direct: 3,318,600 fully paid ordinary shares</p> <p>Indirect:</p> <ul style="list-style-type: none"> • 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF • 27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director • 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 • 3,225,518 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director
Nature of change <small>Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back</small>	Issue of Performance Rights under the Performance Rights Plan after the approval by shareholders at the 2024 and 2025 AGM

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.

Detail of contract	NA
Nature of interest	NA

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

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	NA
If prior written clearance was provided, on what date was this provided?	NA

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