AFG

MARKET RELEASE

08 9420 7888
Whadjuk Country
Level 11 Dynons Plaza,
905 Hay Street, Perth 6000
afgonline.com.au

AFG founding director Brett McKeon to retire

10 September 2026

Co-founder to step down after more than three decades of service to AFG and the Australian mortgage broking industry

Australian Finance Group Ltd (**ASX: AFG**) announces the retirement of co-founder Brett McKeon as a Non-Executive Director at the conclusion of AFG's AGM to be held on 16 October 2026, marking the conclusion of more than 32 years of service to the Company he helped establish.

As a co-founder of AFG in 1994, alongside Kevin Matthews, Malcolm Watkins and the late Brad McGougan, Mr McKeon played a defining role in building the Company from its origins in Perth into one of Australia's leading diversified financial services businesses. His contribution also extended beyond AFG, helping to advance the broader role of mortgage broking sector, supporting its development of brokers as a trusted and important source of competition and, choice and support for Australian borrowers.

Mr McKeon served as AFG's Managing Director before transitioning to a Non-Executive Director role in 2019. AFG Chairman Greg Medcraft paid tribute to Mr McKeon's extraordinary contribution to AFG and to the broader mortgage broking industry.

"Brett has been fundamental to the success of AFG from day one. His vision, commercial acumen and long-term commitment to the broker channel helped guide the Company through national expansion, its ASX listing and its evolution into a diversified financial services business," Mr Medcraft said.

"As Managing Director, Brett led AFG through significant expansion, including the Company's national growth and successful listing on the Australian Securities Exchange in 2015. His leadership helped build a business with the scale, capability and resilience to play a central role in strengthening the mortgage broking sector in the Australian lending market.

"Through AFG's growth and advocacy, Brett helped support thousands of mortgage broking businesses and contributed to an industry that has enabled millions of customers to access lending options that better suited their needs.

"On behalf of the Board, I thank Brett for his extraordinary contribution to AFG and to the industry leadership, judgement and dedication he has brought to AFG, and for the important contribution he has made to the development of the mortgage broking industry throughout his career We wish him every success in his well-earned retirement."

Mr McKeon said he was proud of AFG's history and the role the Company has played in the evolution of mortgage broking in Australia. "When we started AFG in Perth in 1994, we saw an opportunity to build a business that would support brokers, give customers greater choice and bring more competition to the lending market," Mr McKeon said.

"I am immensely proud of what AFG has achieved, growing from a Perth start-up into one of Australia's leading financial services companies. I am equally proud of the role brokers continue to play in helping Australians access lending options that meet their needs, and of the role AFG's own lending business plays in supporting competition in the market.

"AFG has always been a leader in the mortgage broking sector, and its scale, strong balance sheet and clear strategic priorities position the Company well for continued growth. I leave with great confidence in the business, its people and the important role it will continue to play in advocating for the industry and helping shape the lending market for the benefit of all Australians."

The release of this announcement was authorised by AFG Company Secretary, Michelle Palethorpe.

-ends-

For media enquiries, please contact

Alison Clarke
Head of Corporate Communications
08 9420 7014 0402 781 367

AFG Investor Hub

Find out more