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Company Announcements Office
Australian Stock Exchange Limited

Placement – 15% of Prime Financial Group Ltd

Prime Financial Group Ltd (Prime) Directors are pleased to announce an institutional placement with RI Group Ltd (RIG).

RIG will take-up new shares equivalent to a maximum of 15% of Prime, which does not require shareholder approval. The shares will be placed at \$0.12, a 50% premium to the 30 Day Volume Weighted Average Price (VWAP) of approximately \$0.08.

The placement raises \$2,400,000 via the issue of new shares. All of the shares have been placed into voluntary escrow for a period of six months.

The funds raised can be used to retire debt or for acquisition purposes.

RIG is a diversified financial services business with offices in Melbourne and Beijing. It is supportive of the Prime business model and the long-term direction of the company. RIG is not currently seeking Board representation.

Prime

Prime is a National Financial Services & Advisory Group providing Financial Planning, Self Managed Superannuation and Accounting Services.

For more information on this announcement please contact Simon Madder (Managing Director / CEO) or Campbell Kennedy (CFO & Company Secretary) on 03 9827 6999.

Simon Madder (Managing Director/CEO)

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