

## ASX Announcement

25 November 2025

### **Ms Sophie Chen - Executive Director**

Sequoia Financial Group Limited (ASX: SEQ, or the Company), refers to the announcement dated 24 October 2025, and advises that Ms Sophie Chen commenced her new role yesterday as Executive Director, Sequoia.

Ms Chen will be responsible for developing and implementing the Group's recently announced Asia Pacific strategy, which will encompass the expansion of our existing salaried advice and corporate finance businesses. This will also see Sequoia participate in developing new education and professional development initiatives into the APAC region, as we grow our cross-border partnerships.

The Board is confident that Ms Chen's appointment will also strengthen Sequoia's leadership capability and experience.

Reflecting her strong conviction, Ms Chen has elected to remain on her existing base salary, however she has been offered new performance-based incentives designed to reward the delivery of significant new revenue lines, cross-border growth initiatives and strategic partnerships across the region, providing meaningful upside potential aligned with shareholder value creation. Any securities-based incentives will be subject to shareholder approval in accordance with the ASX listing rules.

An Appendix 3X will be lodged separately outlining the details of Sophie's current directors' interests.

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