

# 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

<b>Name of entity</b>	<b>Prime Financial Group</b>
<b>ABN</b>	<b>70009487674</b>

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.

<b>Name of Director</b>	Mr Simon Madder
<b>Date of last notice</b>	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.

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

+ See chapter 19 for defined terms.

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<b>Class</b>	Performance Rights
<b>Number acquired</b>	<ol style="list-style-type: none"> <li>1. n/a</li> <li>2. n/a</li> <li>3. n/a</li> <li>4. 2,496,286 Performance Rights - 1,243,781 approved at the 2024 AGM and 1,252,505 approved at the 2025 AGM</li> </ol>
<b>Number disposed</b>	<ol style="list-style-type: none"> <li>1. n/a</li> <li>2. n/a</li> <li>3. n/a</li> <li>4. 729,234 Performance Rights lapsed</li> </ol>
<b>Value/Consideration</b> <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
<b>No. of securities held after change</b>	<p>Direct: 3,318,600 fully paid ordinary shares</p> <p>Indirect:</p> <ul style="list-style-type: none"> <li>• 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF</li> <li>• 27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director</li> <li>• 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</li> <li>• 3,225,518 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director</li> </ul>
<b>Nature of change</b> <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.

<b>Detail of contract</b>	NA
<b>Nature of interest</b>	NA

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

**Part 3 – <sup>+</sup>Closed period**

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

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