

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 Ltd
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 Matthew Murphy
Date of last notice	2 December 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 (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect Notice Direct Notice
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	Beneficial interests in Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust and Matthew William & Amanda Jane Murphy atf Murphy Superannuation Fund
Date of change	3 December 2025 – 166,107 shares 4 December 2025 – 207,959 shares 5 December 2025 – 15,036 shares 8 December 2025 – 47,569 shares 9 December 2025 – 59,329 shares 10 December 2025 – 28,988 shares 11 December 2025 – 31,468 shares Total 556,456 shares

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No. of securities held prior to change	<p>Indirect:</p> <ol style="list-style-type: none"> 1. 4,878,571 fully paid ordinary shares held by Ascension Business Investments Pty Ltd at Ascension Business Investments Trust – Matthew Murphy as Director of Ascension Business Investments Pty Ltd and Beneficiary of Ascension Business Investments Trust 2. 4,500,000 fully paid ordinary shares held by Ascension Business Investments Pty Ltd at Ascension Business Investments Trust – Matthew Murphy as Director of Ascension Business Investments Pty Ltd and Beneficiary of Ascension Business Investments Trust (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>) 3. 3,250,000 fully paid ordinary shares held by Matthew William & Amanda Jane Murphy at Murphy Superannuation Fund – Matthew Murphy as Trustee and Member (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>) <p>Direct:</p> <ol style="list-style-type: none"> 4. 70,140 Performance Rights
Class	Fully paid ordinary shares
Number acquired	<ol style="list-style-type: none"> 1. n/a 2. n/a 3. n/a 4. n/a
Number disposed	<ol style="list-style-type: none"> 1. 556,456 2. n/a 3. n/a 4. n/a
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	<ol style="list-style-type: none"> 1. \$127,984.88 2. n/a 3. n/a 4. n/a

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No. of securities held after change	<p>Indirect:</p> <ol style="list-style-type: none"> 4,322,115 fully paid ordinary shares held by Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust – Matthew Murphy as Director 4,500,000 fully paid ordinary shares held by Ascension Business Investments Pty Ltd atf Ascension Business Investments Trust – Matthew Murphy as Director of Ascension Business Investments Pty Ltd and Beneficiary of Ascension Business Investments Trust (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>) 3,250,000 fully paid ordinary shares held by Matthew William & Amanda Jane Murphy atf Murphy Superannuation Fund – Matthew Murphy as Trustee and Member (held via BNP Paribas Nominees Pty Ltd <Pitcher Partners>) <p>Direct:</p> <ol style="list-style-type: none"> 70,140 Performance Rights
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>	<ol style="list-style-type: none"> On-market sale of shares n/a n/a n/a

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	n/a
Nature of interest	n/a
Name of registered holder (if issued securities)	n/a
Date of change	n/a
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>	n/a
Interest acquired	n/a

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Interest disposed	n/a
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	n/a
Interest after change	n/a

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?	n/a
If prior written clearance was provided, on what date was this provided?	n/a

⁺ See chapter 19 for defined terms.