

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
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 Simon Madder
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	Direct and Indirect Interest
Nature of indirect interest (including registered holder) <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
Date of change	15 December 2025
No. of securities held prior to change	Direct: 3,318,600 fully paid ordinary shares Indirect: <ol style="list-style-type: none">3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director3,163,624 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 Director3,225,518 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director

+ See chapter 19 for defined terms.

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Class	Fully Paid Ordinary Shares and Performance Rights
Number acquired	<ol style="list-style-type: none"> 1. n/a 2. n/a 3. Exercise of 729,233 performance rights into 729,233 fully paid ordinary shares 4. n/a
Number disposed	<ol style="list-style-type: none"> 1. n/a 2. n/a 3. n/a 4. 729,233 Performance Rights exercised into 729,233 fully paid ordinary shares
Value/Consideration <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 1 November 2023. Deemed value \$0.225 per ordinary share
No. of securities held after change	<p>Direct: 3,318,600 fully paid ordinary shares</p> <p>Indirect:</p> <ul style="list-style-type: none"> • 3,247,004 fully paid ordinary shares held by SM Superannuation Pty Ltd – Simon Madder as Director of corporate trustee and member of SMSF • 27,762,673 fully paid ordinary shares held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director • 3,892,857 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 • 2,496,285 Performance Rights held by Domain Investment (Melbourne) Pty Ltd – Simon Madder as Director
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>	Exercise of vested Performance Rights under the Performance Rights Plan after the approval by shareholders at the 30 November 2023 Annual General Meeting

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	NA
Nature of interest	NA

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Name of registered holder (if issued securities)	NA
Date of change	NA
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>	NA
Interest acquired	NA
Interest disposed	NA
Value/Consideration <small>Note: If consideration is non-cash, provide details and an estimated valuation</small>	NA
Interest after change	NA

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?	NA
If prior written clearance was provided, on what date was this provided?	NA

⁺ See chapter 19 for defined terms.