

ASX Announcement

31 August 2026

Change of Chief Financial Officer

Sequoia Financial Group Limited (ASX: SEQ) (Sequoia) advises that its Chief Financial Officer (CFO), Ms Lizzie Tan, has resigned, effective 2 September 2026. Ms Tan will also cease to act as Joint Company Secretary of Sequoia and its subsidiaries, effective the same date.

The Board thanks Ms Tan for her professional efforts and commitment to Sequoia, and for her significant contributions during her 7.5-year tenure, including setting up a strong finance function, building a professional team and being a strong contributor to most of the strategic initiatives in the past few years.

Mr Graeme Lay has been appointed as CFO, effective 31 August 2026. Mr Lay is an experienced finance professional who has had numerous finance roles across different industries, working for ASX-listed and NYSE-listed companies, as well as international, family-owned and founder-led businesses.

He brings over 25 years' accounting experience, including longstanding senior finance leadership. The Board welcomes Mr Lay to Sequoia and looks forward to working with him.

This announcement has been authorised for release by the Board of Sequoia Financial Group Limited.

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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 AFSs
- salaried advice
- corporate advisory and capital markets expertise
- establishment of legal structures and documents
- media
- SMSF administration