ASX RELEASE.

BELL FINANCIAL GROUP

17 November 2026

Response to media commentary

Bell Financial Group Limited (ASX:BFG) refers to the recent media commentary regarding a proposal to merge with Praemium Limited (ASX:PPS).

Bell Financial Group confirms that it provided a confidential non-binding indicative proposal to Praemium in mid-September, and held preliminary discussions with Praemium, regarding a potential transaction under which Bell Financial Group would merge with Praemium. Those discussions ceased in early October 2026.

Bell Financial Group regularly assesses strategic opportunities to enhance the business and increase shareholder value in a financially disciplined manner.

Authorised for release by the Board.

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