Response to media speculation

ASX Release: 17 November 2026, Melbourne

Praemium Limited (Praemium, ASX:PPS, the Company) notes recent press commentary in relation to an all-scrip merger proposal received by the Company from Bell Financial Group Limited (BFG, ASX: BFG).

Praemium confirms that it received a confidential, non-binding indicative proposal from BFG in mid-September (Proposal).

The Praemium Boad considered the Proposal but determined that the Proposal was not in the best interests of Praemium shareholders. Discussions between the parties ceased in early October.

The Praemium Board remains relentlessly focused on the operational delivery and opportunities from the transformation program of its core technology platform.

Subsequent discussions between Praemium and BFG have focused on the underlying commercial relationship between the parties.

This announcement is authorised by the Board of Praemium Limited. For further information contact Denis Orrock, Acting CEO, or Emma Stepcic, CFO, on investors@praemium.com or Ph: 1800 571 881.

About Praemium

Praemium empowers Australia's leading financial advisers with innovative investment, administration, and retirement solutions designed for Australia's wealthiest investors. Praemium's solutions provide seamless access to global markets, alternative assets, and over 350 integrated SMAs. With advanced technology and unrivalled reporting, Praemium enables advisers to manage, report, and administer complex and sophisticated wealth portfolios, with a digitised view of total wealth. From outsourced administration of non-custody assets to superannuation solutions, Praemium delivers a complete wealth management platform that drives superior results.

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