

ASX AND MEDIA RELEASE

Tuesday, 30 January 2024

Sale and Strategic Alliance

Sequoia Financial Group Ltd (ASX: SEQ) (Sequoia) is pleased to announce it has sold the business of Yield Report Pty Limited to ASX listed company Finexia Financial Group Ltd (ASX: FNX) (Finexia) for 500,000 ordinary shares in FNX and formed a strategic relationship with Finexia to jointly market each other's services to the financial planning and accountancy marketplace that each serve.

Yield Report provides an online news portal focusing solely on fixed income and yield securities which is a market that has seen an increased level of interest in as interest rates have risen across the globe. Yield Report provides financial planners, accountants, and its subscribers a weekly report on:

CASH ACCOUNTS Compares the top cash account rates and term deposits market movements.

BONDS Provides a summary on a wide range of government and corporate bonds, along with news and commentary on market movements and the prices for the latest debt issues of Hybrids

MANAGED FUNDS Compare dozens of managed Australian and international bond funds, diversified income funds, cash funds, mortgage funds and ETF's that are specific to this asset class.

This announcement was authorised for release by the Board of Directors.

For further information please contact:

Garry Crole, Managing Director +61 3 9209 9777
Sally McDow, Company Secretary +61 420 213 035

ABOUT SEQUOIA FINANCIAL GROUP LTD

ASX-listed Sequoia Financial Group Ltd (ASX: SEQ) is an integrated financial services company providing products and services to self-directed retail and wholesale clients and those of third-party professional service firms.

It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

Sequoia operates various AFS Licenses and Its subsidiary Morrison Securities Pty Ltd is an ASX Market Participant.

Registered Office:

Level 7
7 Macquarie Place
Sydney NSW 2000

Phone: +61 3 9209 9777

Email: info@sequoia.com.au

Website: www.sequoia.com.au

Garry Crole, CEO of Sequoia said taking some ownership in FNX who was more specialized in this asset class provides the group an increased opportunity to align and work in collaboration across each group's services to the financial planning, accounting, and investment community.

Patrick Bell, CEO of Finexia commented that "Acquiring Yield Report is a pivotal move for Finexia, significantly enhancing our presence in the fixed income market. Yield Report's specialized focus complements our income funds, including our Childcare Income Fund, perfectly.

This acquisition, coupled with our collaboration with Sequoia Financial Group Ltd, marks a strategic expansion in our service offerings and presents new, dynamic opportunities for our clients. It opens exciting strategic avenues, enabling us to jointly market our complementary products and services. This collaboration is poised to enhance our overall offerings, providing a broader and more diverse range of options to our collective clients."

-END-

This announcement was authorised for release by the Board of Directors.

For further information please contact:

Garry Crole, Managing Director +61 3 9209 9777
Sally McDow, Company Secretary +61 420 213 035

ABOUT SEQUOIA FINANCIAL GROUP LTD

ASX-listed Sequoia Financial Group Ltd (ASX: SEQ) is an integrated financial services company providing products and services to self-directed retail and wholesale clients and those of third-party professional service firms.

It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

Sequoia operates various AFS Licenses and its subsidiary Morrison Securities Pty Ltd is an ASX Market Participant.

Registered Office:

Level 7
7 Macquarie Place
Sydney NSW 2000

Phone: +61 3 9209 9777

Email: info@sequoia.com.au

Website: www.sequoia.com.au