

**ASX AND MEDIA RELEASE**

**Friday, 20 September 2024**

**Sale of Informed Investor**

Sequoia Financial Group (ASX:SEQ) announces the sale of its Informed Investor subsidiary to Powerhouse Ventures (ASX:PVL) for 2,000,000 shares in PVL, which SEQ has agreed to voluntarily escrow for 12 months as a commitment to the partnership.

SEQ and PVL will enter an ongoing agreement that will see SEQ continue to distribute Informed Investor's content and PVL become a client of Share Café and Finance News Network for production and distribution of video content for its platform.

PVL intends to rebrand the Informed Investor website content to create a professional, high conviction investment communication platform, leveraging off the relationships and scale of PVL to deliver clear cut and concise articulation of the investment opportunities it identifies for its community of investors.

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

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**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 Licences.

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