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PrimeGlobal welcomes New Zealand-based Aurora Financials as latest member firm

29 January 2026 – PrimeGlobal officially welcomes [Aurora Financials](#) as its newest member firm in the Asia Pacific region.

Aurora Financials is an audit and advisory firm serving businesses, charities, trusts, and other organisations across New Zealand. Built as a digital firm, Aurora Financials supports boards and leaders requiring high standards of assurance, governance, and reporting. The firm’s work emphasises professional advice, innovation and value creation.

PrimeGlobal membership extends Aurora Financials’ ability to connect clients with trusted local experts in other markets through a global community of independent firms. Aurora Financials combines deep local expertise with innovation to deliver timely, professional services regardless of location. Led by [Jonathan Maharaj](#), an experienced CPA and financial thought leader with more than two decades of experience, the firm has built a reputation for quality, trust, and innovation.

Jonathan Maharaj, Founder, Aurora Financials comments “PrimeGlobal is respected for the quality of its firms and collaborative global community. Joining PrimeGlobal strengthens our ability to support clients whose reporting, governance, or stakeholders span jurisdictions. New Zealand has so much potential as an investment destination. Our membership of PrimeGlobal gives us a stronger platform to support foreign direct investment with the right expertise across jurisdictions, and elevating the standard of assurance and advisory support available locally.”

George Guo, Executive Director - Asia Pacific, PrimeGlobal says “I am pleased to welcome Aurora Financials as the newest member of PrimeGlobal in the APAC region. Aurora Financials is a fast-growing, forward-looking, and technology-driven accounting and advisory firm, operating with a modern business model to meet today’s market challenges. Their expertise and innovative approach enhances our network’s capabilities and provides valuable market insights. We are pleased to welcome Jonathan and his team to PrimeGlobal and look forward to collaborating with Aurora Financials and bringing even greater value to the PrimeGlobal community.”

For editors

ABOUT AURORA FINANCIALS

Aurora Financials is an award-winning New Zealand-based audit and advisory firm providing audit and assurance, accounting services, advisory support, and consulting for clients nationally.

About PrimeGlobal

PrimeGlobal is an award-winning association of independent accounting and business advisory firms comprising over 300 highly successful independent member firms with a combined annual revenue of US\$6.4 billion. PrimeGlobal's independent member firms house a combined total of more than 3,900 partners and over 50,000 employees. With over 1200 locations in 120 countries, PrimeGlobal is firmly established as the top association worldwide in terms of diverse reach and geographically widespread coverage.

For more information about PrimeGlobal and the services it offers its independent member firms and their clients, visit the PrimeGlobal [website](#).