

ASX ANNOUNCEMENT: CUP

Friday, 24 February 2017

**APPOINTMENT OF CHIEF EXECUTIVE OFFICER**

The Board of Countplus is pleased to announce the appointment of Mr Matthew Rowe as Chief Executive Officer and Managing Director of Countplus, effective 24 February, 2017.

Mr Rowe brings a track record in leading high-performing professional services firms, strong corporate and regulatory experience, and is a well-recognised change agent in lifting the education and ethical standards required of Australian financial planners.

Matthew was appointed a Director of Countplus in October, 2016 and he is the former Chairman of the Financial Planning Association of Australia, its longest serving chairman.

Matthew's previous experience includes leading the growth of Countplus member firm Hood Sweeney, based in Adelaide. As its former Chief Executive Officer, Matthew understands the strategic drivers of successful professional practices, and the industry dynamics.

Matthew holds a Bachelor of Economics, is a Fellow of CPA Australia, a Certified Financial Planner (Life) and completed the Harvard Business School General Management Program.

Following this appointment, the Countplus Board will have 5 Directors, 4 Non-Executive and 1 Executive Director.

For further information please contact:

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