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CUP ASX ANNOUNCEMENT

COUNTPLUS MAKES STRATEGIC INVESTMENT IN DMG FINANCIAL

Sydney, 18 November 2019: CountPlus Limited (ASX: CUP) today announces its acquisition of a 30% interest in DMG Financial Holdings Pty Ltd.

The acquisition extends the CountPlus network from 19 to 20 member firms and is expected to be earnings accretive in the first year. Consideration for the investment is a cash payment of \$2.891 million.

DMG Financial is a significant regional practice located in Sale, Victoria (Gippsland). DMG Financial is one of the largest accounting and financial planning firms in the Gippsland area and has seven shareholder principals.

The existing key principals and management personnel of DMG will remain in place and together with CountPlus will seek sustainable growth assisted by the CountPlus 'Owner-Driver, Partner' model.

Matthew Rowe, Chief Executive Officer of CountPlus said: "The CountPlus 'Owner-Driver, Partner' model allows for businesses to retain their identity while simultaneously working with CountPlus to sustainably grow their businesses. The investment in DMG is a model example of this strategy in operation, and we look forward to working with the DMG team on building for their future.

"The CountPlus model only allows for quality firms that meet the highest standards to join, and we are excited that DMG will be joining our network."

Managing Principal of DMG, Mathew Johns, echoed the enthusiasm for the new partnership.

"CountPlus is a network that puts the client at the centre of everything, and that belief mirrors the DMG way of doing business," Johns said. "We very much look forward to continuing to provide a vital service for our clients across the greater Gippsland region, while availing of the strategic vision, resources and capabilities of the CountPlus network."

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