



**CountPlus**  
Quality Partnerships, Leading Advice

**RAY KELLERMAN**  
**Chair's Address to AGM**

**Our vision at CountPlus is to be Australia's leading network of professional accounting and financial advice firms, and recent decisions by the leadership team, supported by shareholders, has placed CountPlus in a position to change our narrative from turnaround to sustainable growth.**

## **COUNT FINANCIAL**

Finalising the Count Financial acquisition has been a welcome development. CountPlus is focused on revisiting all aspects of the Count Financial business, to both enhance the sense of members being part of a professional network that understands them and their business, and to focus member firms on the needs and expectations of the client.

The leadership team that is in place within Count Financial has been formed with the aim of focusing on the future of financial advice. It is comprised of experienced leaders from the profession and the Board is confident of its ability to meet the challenges of the future.

## **THE MARKET**

We remain focused on the potential for our business in the changing financial advice landscape, and we are aware that the financial advice space in Australia is facing into major dislocation events. There are significant changes impacting the supply side of financial advice.

We believe that there remains an unmet need for financial advice. The changing face of Australia, driven by population growth and the growth in superannuation will present reputable and trusted businesses the opportunity to grow. We aim to increase CountPlus' share of these markets through strategic acquisitions and partnering with suitable firms.

We believe the CountPlus proposition and its reputation as a trusted provider of advice and accounting services will present a path for growth. Our focus on values-based leadership, governance and ethical frameworks will be key factors when clients are looking for professional advisers in this post-Royal Commission world.

## FINANCIAL STRENGTH

The Company's improved financial base and its focus on improving the quality of its network firms, has set it up to both grow its core business and also be ready to expand its network as and when viable opportunities arise.

The fundamentals of the CountPlus business continue to improve as evidenced in the Annual Report, including a growth in profit by 33% over the previous year, and the continued improvement in the operating performance of our firms.

The CountPlus Core + Satellite approach will continue to deliver revenue for the business as it earns revenue through ownership and also from the delivery of products and services to the wider network. This reliable cash flow will continue as we focus on funding growth strategies and strengthening our financial position, to enable us to reward shareholders.

## OUR FUTURE

Now that the turnaround strategy is complete, and the Count Financial acquisition has been finalised, we are actively examining future opportunities that will add to our business and create value for shareholders.

We are confident that the work undertaken in recent years, in addition to the vision for the future, will lead to the ongoing development of the CountPlus network, and growth built on client value and trust.