

ASX ANNOUNCEMENT - KPG

Monday, 15th February 2021

Kelly+Partners Acquisition Tuck-In Announcement

Kelly Partners continues to deliver on its published 5 year plan (Appendix A). The key elements of that plan are to grow the group organically and continually make tuck in acquisitions to the existing sites. KPG is also growing its complementary wealth, finance, general insurance, alternative investments and investment office business gradually over time.

In line with this plan, Kelly Partners Group Holdings Limited ("Group", ASX:KPG) announces today that it has acquired an accounting firm located in the Inner West, NSW.

The acquisition is expected to contribute approximately \$800,000 in annual recurring revenue to the consolidated Group and approximately \$100,000 NPATA to the parent post transaction improvements. The acquired firm will relocate to the Group's existing Inner West office located in Rozelle, NSW.

Founder and Chief Executive Officer of Kelly+Partners, Brett Kelly said

"The acquisition confirms the attractiveness of the Kelly+Partners offer and our Partner-Owner-Driver™ model to owners of progressive accounting firms. We are excited that the Inner West office will be approaching the most dominant firm in its region.

We are pursuing a focused strategy of building each of our locations to a size that dominates their local region and would have each of them qualify in their own right as a Top 100 accounting firm by size. We believe that this scale in each location makes our businesses more competitive and sustainable, and more attractive to clients as well as talent."

This is the Group's ninth acquisition since IPO in June 2017 and second acquisition in this financial year. Acquisition discussions continue with other firms.

The business continues to receive significant levels of interest from talented professionals and firms looking to join the Group.

The Board of Directors of Kelly Partners Group Holdings Limited, has approved the release of this document to the market.

Kelly Partners Group Holdings Limited ABN 25 124 908 363

Level 8/32 Walker Street, North Sydney, NSW, 2060

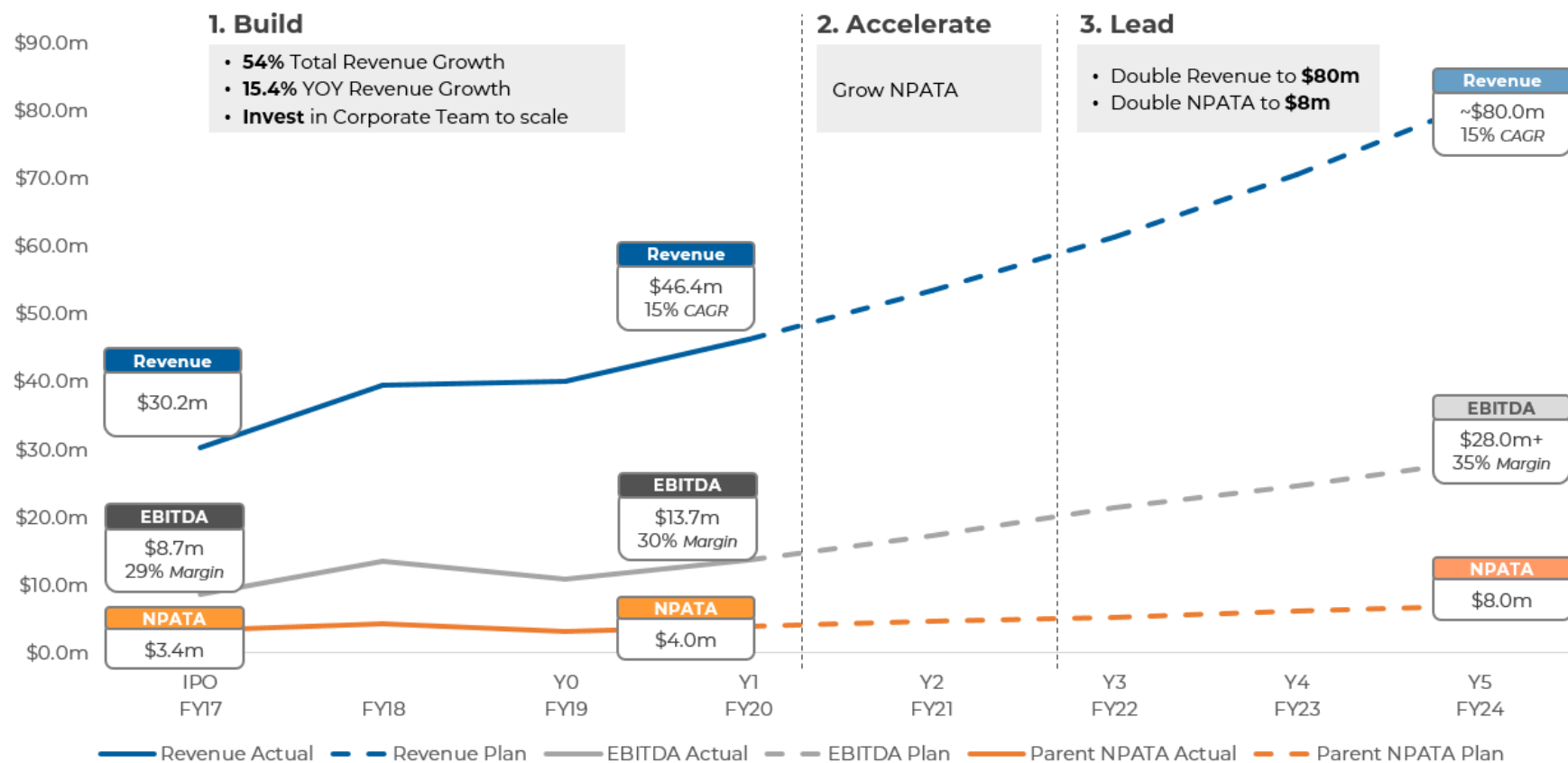
PO Box 1764, North Sydney, NSW, 2059

T 02 9923 0800 E info@kellypartners.com.au W kellypartnersgroup.com.au

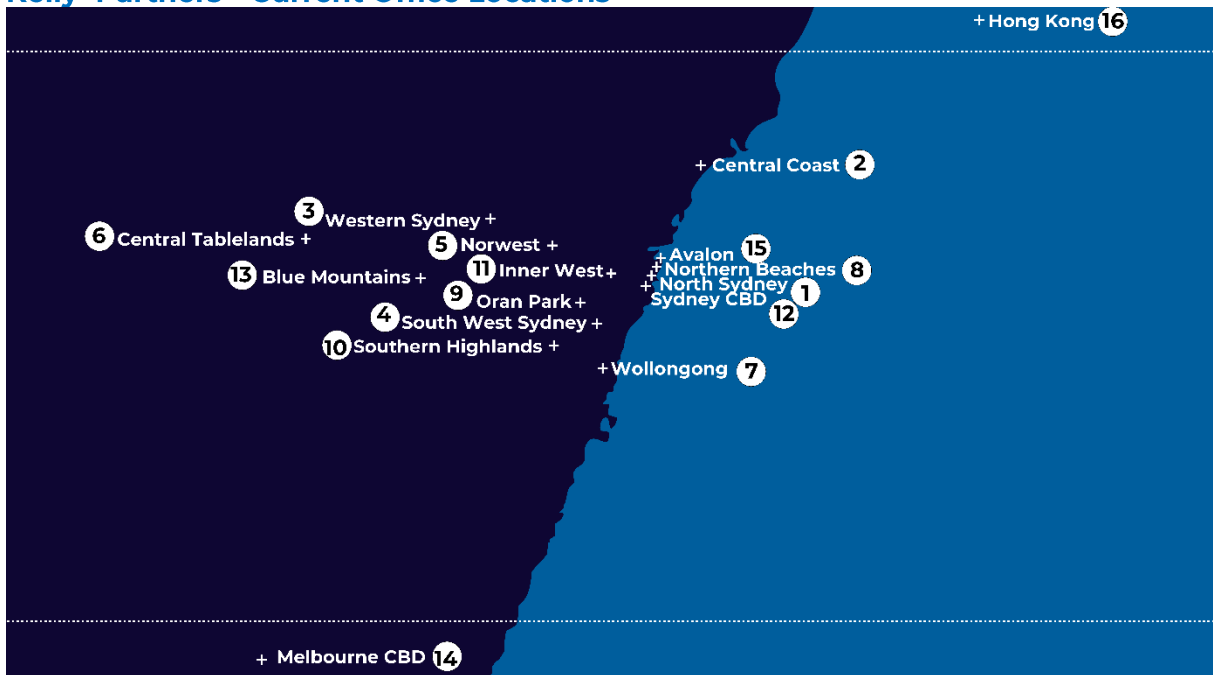
Appendix A: KPG - 5 Year Growth Plan

Build, accelerate and lead

Double revenue to \$80m+ by FY24



Kelly+Partners – Current Office Locations



About Kelly+Partners

Kelly+Partners is a specialist chartered accounting network established in 2006 to provide a better service to private clients, private businesses & their owners, and families. Growing from two greenfield offices in North Sydney and the Central Coast, Kelly+Partners now consists of 22 operating businesses across 16 locations in Greater Sydney, Melbourne and Hong Kong. In total, the team consists of more than 250 people, including 51 partners, who service over 8,000 SME clients. Our holding company, Kelly Partners Group Holdings, was successfully listed on ASX on 21 June 2017. Over the past 14 years, Kelly+Partners has undertaken 38 individual transactions in order to build the current accounting network. This includes the transformation of 23 external firms, and the launch of 15 greenfield businesses. Our ownership structure and operating model is unique in the Australian accounting market, and provides a strong platform for long-term sustainable growth. The combination of a proven business model and specialist operational expertise enables Kelly+Partners to help solve many of the issues currently facing both the accounting sector and our SME clients.

For more information, please contact:

Brett Kelly

Founder and CEO

P: +612 9923 0800

E: brett.kelly@kellypartnersgroup.com.au

W: kellypartnersgroup.com.au