

ASX ANNOUNCEMENT - KPG

Tuesday 15th June 2021

Chairman's List

KPG wishes to release a copy of the letter emailed to shareholders on Friday 11th June 2021.

Dear Shareholder,

Quality Shareholders

Today marks Kelly+Partners' 15th Year Anniversary as well as our 4th year since listing the Company on the Australian Stock Exchange.

4 years ago, I personally invited you to purchase our shares at IPO. I am pleased to let you know that our shares have reached \$3 as of yesterday. Since IPO, your shares have returned a compound 33.92% per annum, and Total Shareholder Return to date of 219.1%

This year, we have begun a series of emails titled "Quality Shareholders" that provide regular updates to our shareholders. We hope to cultivate you, our valued shareholder, to be a part owner in KPG for the long run and share the values and vision of creating a truly outstanding business.

We hope you share with us in celebrating our achievements today and for many years to come.

Kelly Partners Group Holdings Limited ABN 25 124 908 363

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

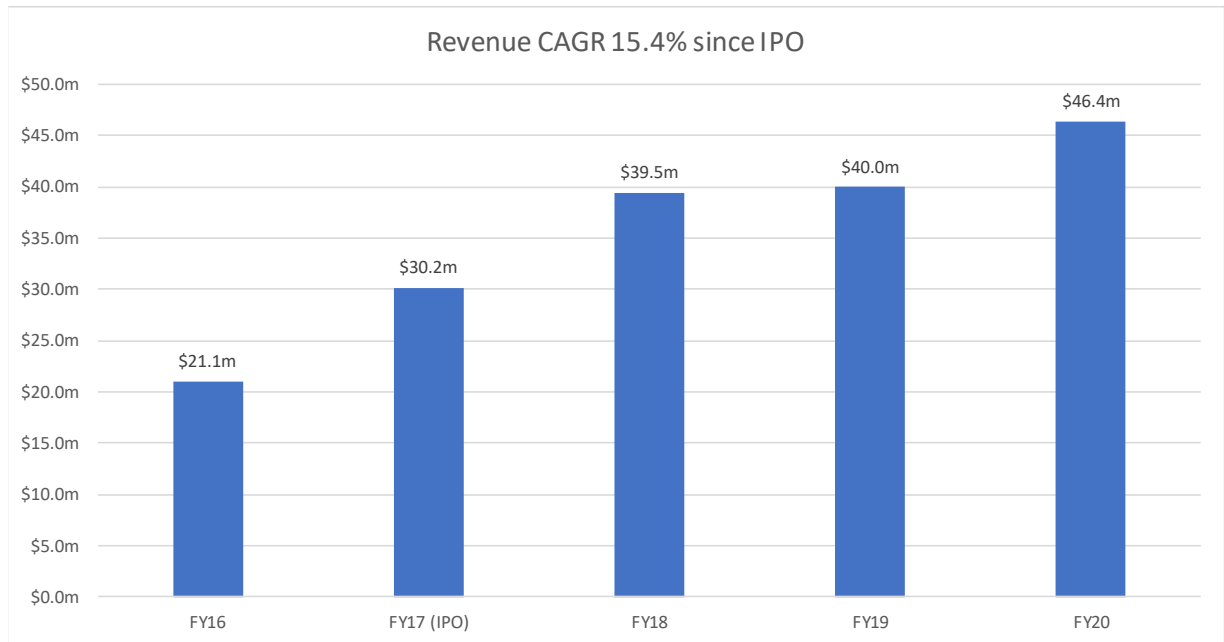
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15.4% Revenue CAGR since IPO

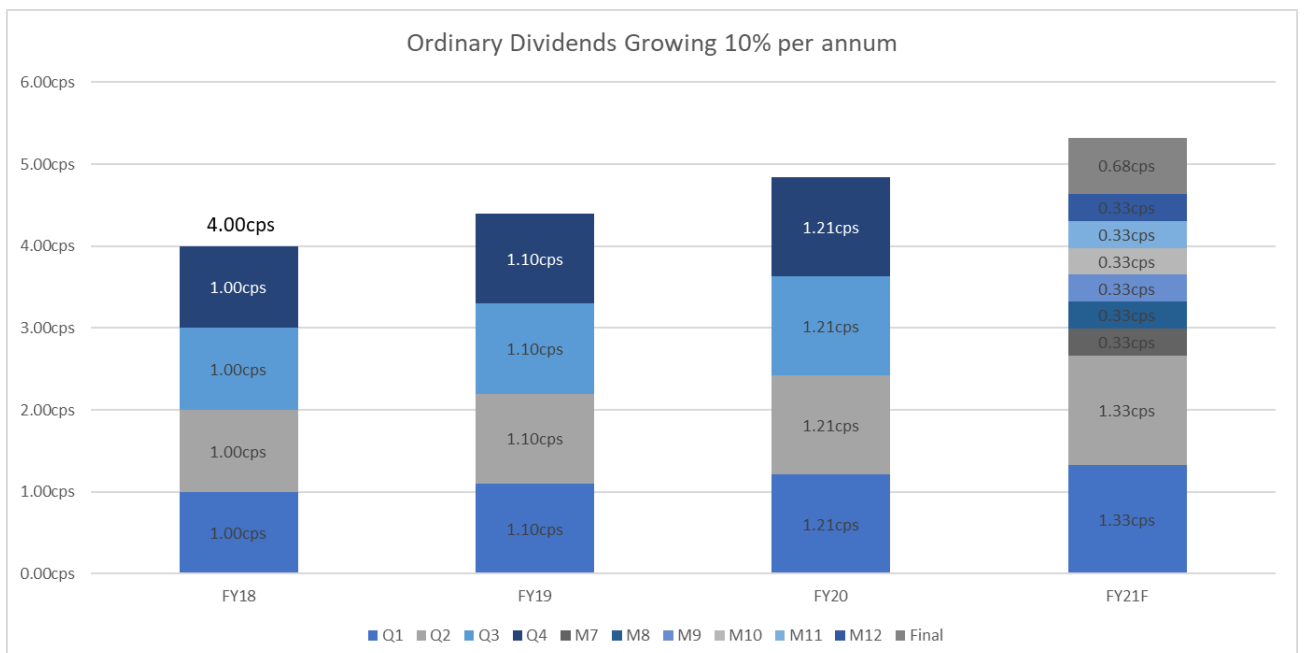
Since IPO, we have grown our group revenue at a CAGR of 15.4%.

| Kelly Partners Group Revenue | FY16 | FY17 (IPO) | FY18 | FY19 | FY20 | CAGR |
|------------------------------|---------|------------|---------|---------|---------|-------|
| Share Price | \$21.1m | \$30.2m | \$39.5m | \$40.0m | \$46.4m | 15.4% |



10% per annum Dividend Growth since IPO

We have also grown our ordinary dividends by 10% per annum, and we increased the frequency of dividends from quarterly to monthly cycles.



219% Total Shareholder Return since IPO

| KPG.ASX Return | Issue price at IPO | FY18 | FY19 | FY20 | FY21 | Closing Share Price 10/6/2021 | Total |
|---------------------------------------|--------------------|----------|----------|----------|----------|-------------------------------|----------|
| Share Price | \$1.0000 | | | | | \$3.0000 | \$2.0000 |
| Dividends per share - Ordinary | | \$0.0400 | \$0.0440 | \$0.0484 | \$0.0532 | | \$0.1856 |
| Dividends per share - Special | | | | \$0.0055 | | | \$0.0055 |
| Total Shareholder Return (\$) | | | | | | | \$2.1911 |
| Total Shareholder Return (%) | | | | | | | 219.1% |
| Total Shareholder Return - Annual (%) | | | | | | | 33.92% |

Yours sincerely,

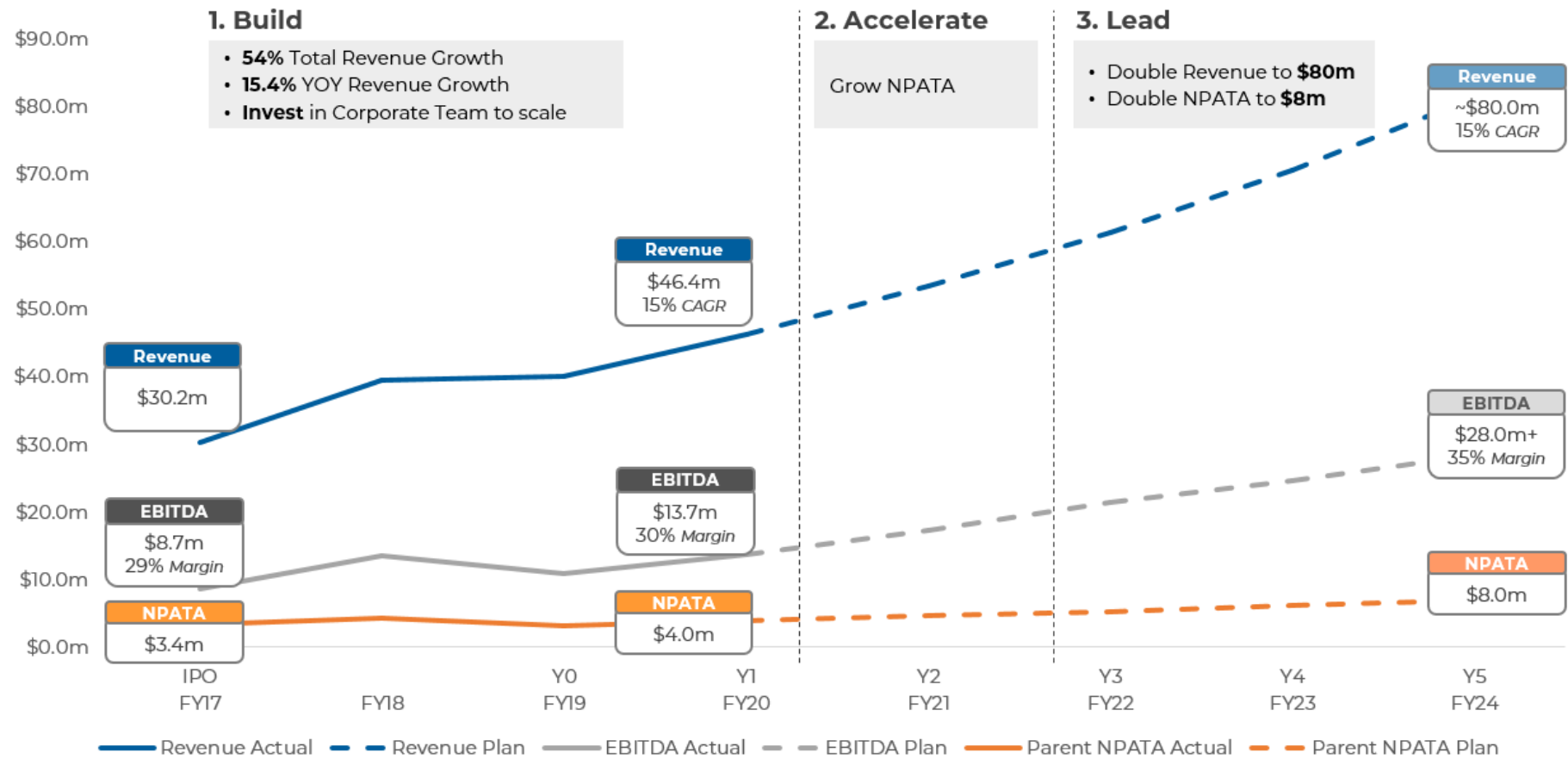


Brett Kelly
Founder & CEO

The Executive Chairman has approved the release of this document to the market.

Appendix: 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 23 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 42 individual transactions in order to build the current accounting network. This includes the transformation of 26 external firms, and the launch of 16 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

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