

26 July 2021

**INVESTOR WEBINAR PRESENTATION**

WT Financial Group (ASX: WTL) (**WTL** or the **Company**) is pleased to provide a copy of the Investor Presentation to be delivered at the WTL Investor Webinar to be held today, Monday 26<sup>th</sup> July 2021, at 10:30 am AEST.

Founder and managing director, Keith Cullen will provide a company update, followed by a Q&A session.

**Details of the event are as follows:**

**Event:** WTL Investor Webinar

**Presenters:** Keith Cullen, managing director

**Time:** Monday 26th July 2021 at 10:30 am AEST

**Where:** Zoom Webinar, details to be provided upon registration. To register your interest for the webinar please click through to the link below.

**Registration Link**

[https://janemorganmanagement-au.zoom.us/webinar/register/WN\\_rlt8Pxb3RbWnbrKXWCxSTQ](https://janemorganmanagement-au.zoom.us/webinar/register/WN_rlt8Pxb3RbWnbrKXWCxSTQ)

After registering your interest, you will receive a confirmation email with information about joining the webinar. Participants will be able to submit questions via the Panel throughout the presentation, however, given we are expecting a large number of attendees we encourage shareholders to send through questions via email beforehand to [jm@janemorganmanagement.com.au](mailto:jm@janemorganmanagement.com.au)

Authorised for release by Keith Cullen

For further information:

Jane Morgan

Investor and Media Relations

[jm@janemorganmanagement.com.au](mailto:jm@janemorganmanagement.com.au)

+ 61 (0) 405 555 618

**ENDS**

WT | FINANCIAL GROUP

# THE FUTURE OF QUALITY ADVICE

**WTL Investor Presentation**

**JMM Webinar Series – 26 July 2021**

# IMPORTANT INFORMATION

## Issuer and Date

This investor presentation (**Presentation**) has been prepared by WTL Financial Group Limited (ACN 169 037 058) (**WTL**) and is dated 10 June 2021. It has been prepared in relation to a proposed capital raising comprising an issue of new fully paid ordinary shares in WTL (**New Shares**), and on the basis that prospective applicants under the offer (**Offer**) are "sophisticated" or "professional" investors" (in accordance with subsection 708(8), (10) or (11) of the Corporations Act). The following notice and disclaimer apply to this Presentation. You are advised to read it carefully before reading or making any other use of this Presentation or any information contained herein. By accepting this Presentation, you represent and warrant that you are entitled to receive it in accordance with the restrictions, and agree to be bound by the limitations, contained within it.

## Summary Information

This Presentation contains summary information about WTL and its subsidiaries (the **Group**) and their respective activities which is current as at the date of this Presentation. Information contained herein is of a general nature and does not purport to be complete, nor does it contain all the information which a prospective investor may require in evaluating a possible investment in WTL or that would be required in a prospectus, or other disclosure document prepared in accordance with the Corporations Act. This Presentation should be read in conjunction with WTL's other periodic and continuous disclosure announcements lodged with the ASX, which are available at [www.asx.com.au](http://www.asx.com.au).

## Not an offer

This Presentation is for information purposes only and is not a prospectus, disclosure document, product disclosure statement or other offering document under Australian law or any other law (and will not be lodged with ASIC) and is not and should not be considered an invitation or offer to acquire New Shares or any other financial products and does not and will not form any part of any contract for the acquisition of the New Shares.

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## Not financial product advice

This Presentation does not constitute investment or financial product advice (nor tax, accounting or legal advice) nor a recommendation to acquire New Shares. Recipients of the Presentation should make their own enquiries and investigations regarding information herein, which is not intended to be relied upon as advice and has been prepared without taking account of any person's individual investment objectives, financial situation or needs. Before making an investment decision, investors should have regard to their own objectives, financial situation and needs and seek appropriate financial, legal, accounting and taxation advice. Cooling off rights do not apply to the acquisition of New Shares under the Offer.

## Investment Risk

An investment in New Shares is subject to known and unknown risks, some of which are beyond the control of the Group. WTL does not guarantee any particular rate of return or the performance of the Group, nor does it guarantee any particular tax treatment.

## Financial data

All references to dollar values, cents, \$, AUD, or A\$ in this Presentation are to Australian dollars (\$), unless otherwise stated. This Presentation contains certain financial information being the pro forma consolidated balance sheet as at 31 December 2020 assuming completion of the Offer and the acquisition of Sentry Group Pty Limited (**Acquisition**) (net of WTL's associated after-tax transaction costs) (the **Pro Forma Historical Financial Information**).

The Pro forma Historical Financial Information was derived from the consolidated financial statements of WTL for the half year ended 31 December 2020, which were reviewed by its auditors in accordance with Australian Auditing Standards, and on which an unqualified opinion was issued. The Historical Financial Information has been prepared using the recognition and measurement requirements of Australian Accounting Standards (**AAS**) adjusted for pro forma adjustments relating to the Offer and the Acquisition less associated after-tax transaction costs as if they had occurred as at 31 December 2020.

The Pro Forma Historical Financial Information has been prepared by WTL in accordance with the measurement and recognition requirements of AAS other than it includes adjustments which have been prepared in a manner consistent with AAS that reflect the impact of certain transactions as if they had occurred as at 31 December 2021.

The Pro forma Historical Financial Information is presented in an abbreviated form insofar as it does not include all the presentation and disclosures, statements or comparative information as required by the AAS, the International Financial Reporting Standards (including the interpretations of the International Financial Reporting Interpretations Committee) (**IFRS**) and other mandatory professional reporting requirements applicable to general purpose financial reports prepared in accordance with the Corporations Act. The Pro Forma Historical Financial Information provided in this presentation is for illustrative purposes only and is not represented as being indicative of WTL's views on its, nor anyone else's, future financial condition and/or performance.

Certain financial information included in this Presentation are (i) "non IFRS financial information" as allowed under ASIC Regulatory Guide 230: "Disclosing non IFRS financial information" and (ii) "non GAAP financial measures" under Regulation G of the U.S. Securities Exchange Act of 1934, as amended - and do not have a prescribed definition under AAS or IFRS and therefore may not be directly comparable to similarly titled measures presented by other entities. These should not be construed as an indication of, or an alternative to, corresponding financial measures determined in accordance with AAS or IFRS. Although WTL believes these non IFRS financial measures provide useful information for measuring the financial performance and condition of the business, readers are cautioned not to place undue reliance on any non IFRS financial measures included in this Presentation.

Several figures, amounts, percentages, estimates and calculations of value in this Presentation are subject to the effect of rounding.

# IMPORTANT INFORMATION

## Forward-looking statements and forecasts

This Presentation contains certain “forward-looking statements” that are based on management's beliefs, assumptions and expectations on information currently available to management. Forward looking statements can generally be identified by the use of forward looking words such as, “expect”, “anticipate”, “likely”, “plan”, “propose”, “believe”, “forecast”, “estimate”, “target”, “guidance” and similar expressions within the meaning of securities laws of applicable jurisdictions. Such forward-looking statements include statements regarding the timetable, conduct and outcome of the Offer and the use of proceeds thereof, statements about the plans, objectives and strategies of the Group and about the markets in which the Group operates and about future performance. Indications of, and guidance or outlook on, future earnings or financial position or performance, future earnings and distributions are also forward-looking statements.

You should not place undue reliance on forward looking statements. which are provided as a general guide only and are not indications, guarantees or predictions of future performance. The success of any of WTL’s business strategies is subject to uncertainties and contingencies beyond its control, and no assurance can be given that they will be effective or the anticipated benefits will be realised in the period for which the forward looking statements may have been prepared or otherwise.

Other risks may materially affect the future performance of WTL and the price of WTL's shares including risks and uncertainties not presently known to management or that management currently believe not to be material may also affect WTL's business.

No representation, warranty or assurance (express or implied) is given or made in relation to any forward-looking statement by any person (including WTL or any of its advisers). Except as required by law or regulation (including the ASX Listing Rules), WTL disclaims any obligation or undertaking to update forward looking statements in this Presentation to reflect any changes in expectations in relation to any forward looking statement or change in events, circumstances or conditions on which any statement is based.

## Past performance

This Presentation contains a pro forma consolidated historical balance sheet. Past performance and pro forma historical financial information given in this Presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of the Group's views on its future financial performance or condition. Investors should note that past performance, including past share price performance, of WTL cannot be relied upon as an indicator of (and provides no guidance as to) future WTL performance including future share price performance.

## Disclaimer

None of WTL nor any of their respective advisers nor any of their respective affiliates, related bodies corporate, directors, officers, partners, employees or agents (together, the **Beneficiaries**), have authorised, permitted or caused the issue, submission, dispatch or provision of this Presentation and, except to the extent referred to in this Presentation, none of them makes or purports to make any statement in this Presentation and there is no statement in this Presentation which is based on any statement by any of them.

To the maximum extent permitted by law, WTL and its advisers, and each of their respective Beneficiaries: (i) exclude and disclaim all responsibility and liability, including, without limitation, for negligence or for any expenses, losses, damages or costs incurred by you as a result of the information in this Presentation being inaccurate or incomplete in any way for any reason, whether by negligence or otherwise; and (ii) make no representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of information in this Presentation, and with regards to each Underwriter, and its advisers, and each of their respective Beneficiaries, take no responsibility for any part of this Presentation.

The Company and its advisers, and each of their respective Beneficiaries, make no recommendations as to whether you or your related parties should participate in the Offer or do they make any representations or warranties to you concerning the Offer. You represent, warrant and agree that you have not relied on any statements made by the Company or its advisers, or any of its Beneficiaries in relation to the Offer. You further expressly disclaim that you are in a fiduciary relationship with any of WTL or their advisers or any of their respective Beneficiaries.

To the maximum extent permitted by law, you agree to release and indemnify WTL their advisers from and against all claims, actions, damages, remedies or other matters, whether in tort, contract or under law or otherwise, arising from or which may arise from or in connection with the provision of, or any purported reliance on, this Presentation and you covenant that no claim or allegations will be made against any of the them in relation to this Presentation.

You acknowledge and agree that determination and eligibility of investors for the purposes of all or any part of the Offer is determined by reference to a number of several matters, including legal and regulatory requirements and the discretion of WTL. You further acknowledge and agree that WTL expressly disclaims any duty or liability (including for negligence) in respect of the exercise of that discretion, to the maximum extent permitted by law.

Statements made in this Presentation are made only as at the date of this Presentation. None of WTL or its advisers nor any of their respective Beneficiaries have any obligation to update statements in this Presentation. The information in this Presentation remains subject to change without notice.

WTL reserves the right to withdraw the Offer or vary the timetable for the Offer without notice. All references to time are to AEST, unless otherwise indicated.

## Acknowledgement and representation and warranty

By attending or receiving this Presentation you acknowledge and agree that you understand the contents of this notice and that you agree to abide by its terms and conditions. By attending or receiving this Presentation you further agree, irrevocably and unconditionally, to submit to the non-exclusive jurisdiction of the courts of New South Wales, in respect of any disputes, actions, suits or proceedings arising out of, or relating to, this Presentation.

# TODAY'S AGENDA

Introduction to WT Financial Group Limited (WTL)

What's happening with financial advice in Australia

Acquisition of Sentry Group – deal terms and resulting scale

A powerful combination

Expanded board and management

Guidance for FY2021 and FY2022

Q & A

# INTRODUCTION TO WTL

Founded in 2010 and listed in 2015 with a direct to consumer (B2C) focus offering financial advice and related services



**Strong dividend history** – circa \$7M in dividend payments before industry disruption caused a hiatus and rethink of strategy



**Successful transformational restructure to switch to B2B focus** underpinned by the acquisition of Wealth Today 2018



Through Wealth Today, WTL provides a **comprehensive range of “dealer group” services** to financial advisers



**Advisers are independent business operators** acting as authorised representatives of WTL

## Services include:

- 1 Licensing
- 2 Compliance
- 3 Education
- 4 Training and technical support
- 5 Practice management
- 6 Development services



More than **120 advisers across 105 practices** – up from 42 when Wealth Today was acquired



**Significant revenue increases**, concurrently rationalised B2C operations and achieved significant cost reductions

WTL is capitalising on industry disruption created by the unravelling of institutional advice models and industry rationalisation driven by increased compliance and education standards.

# DEMAND FOR ADVICE CONTINUES TO GROW

## \$3.5 Trillion

The largest inter-generational wealth transfer in our history is upon us



Largest cohort ever to enter aged care



Superannuation assets to double by 2029

*The nature and complexity of advice required for this wealth transfer is forcing advisers to upskill to address increased demand for:*

- Estate and legacy planning
- Retirement income advice
- Aged care advice
- Strategic investment advice for the recipients



Source: Oliver Wyman, Citi, FirstLinks

## Australian Household Assets, 2020



Residential property  
**\$5,498Bn**



Funds under Advice  
**\$962Bn**



Non-advised investments  
**\$3,648Bn**



Non-advised superannuation  
**\$2,049Bn**



Other  
**\$1,492Bn**

# UK EXPERIENCE SHOWS GROWTH AHEAD

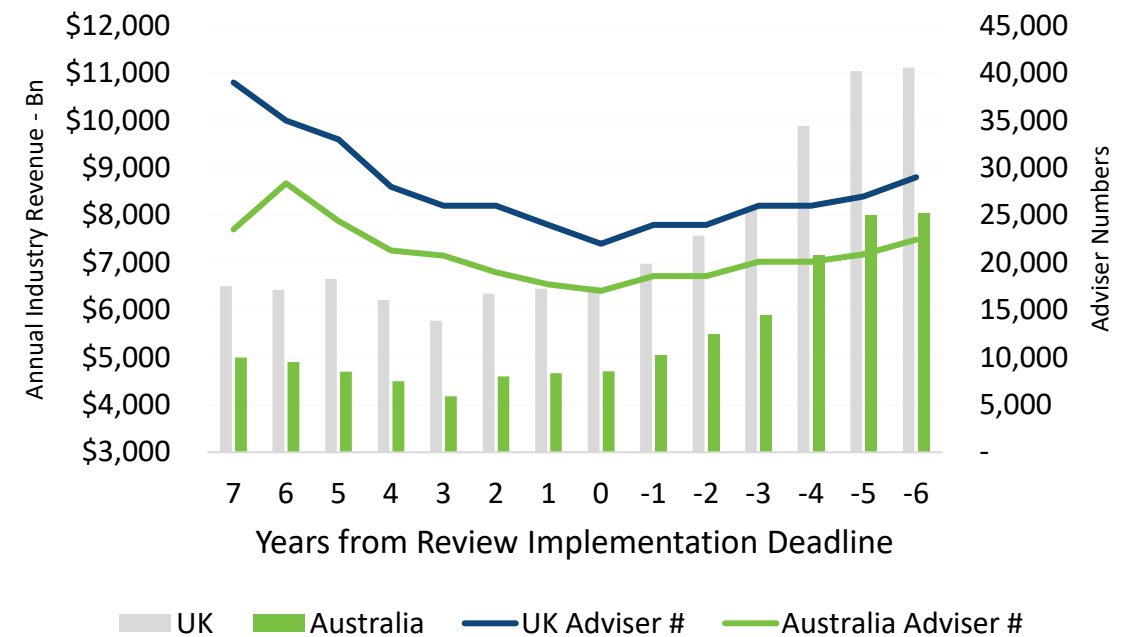


**9.4%pa**

Growth in revenue 2021-26, based on UK post-review experience

*The Australian industry is in upheaval following a decade of regulatory reform and the revelations of the Royal Commission – similar upheaval occurred in the UK following the RDR (Retail Distribution Review) and this ultimately led to growth for the industry.*

## UK Experience post 2006-2012 regulatory review period



Source: Oliver Wyman, FPA, Deloitte



# ACQUISITION OF SENTRY GROUP

Following the success of its Wealth Today acquisition, WTL is now acquiring the dealer group Sentry Group Pty Ltd (Sentry) to leverage its B2B transformation, deliver an immediate return to strong profitability, and set a platform for significant share price appreciation.



Established in WA in 2005, Sentry provides dealer group services Australia-wide



More than **155 authorised representatives**, across **95 advice practices**

- 1 **Strategic transformation over the past three years** under a new highly-experienced board and executive
- 2 **Evolved from an acquisition-based growth strategy**, tied to a (now redundant) commission and volume rebate revenue model
- 3 Now a **pure organic growth strategy with a modernised revenue model**
- 4 **Success has seen it win several coveted industry awards** and enabled it to attract high quality practices and advisers



WTL has paid **\$7.0M** to acquire 100% of Sentry comprised

50% cash  
50% vendor shares



Subject to **performance hurdles**, up to a **maximum of a further \$3.0M will be payable in 12-months** - which may be satisfied by up to 50% in shares



Purchase price is in line with industry multiples of **2-times recurring (net) dealer group revenue**, presenting significant accretive value to WTL

# TRANSACTION AND PLACEMENT

## Key transaction details

Settlement consideration	\$7.0M
Cash (by share placement)	\$3.5M
Vendor shares	\$3.5M
Additional cash raised	\$1.5M
Issue price	7.5 cents
Upside payment	up to \$3.0M

## Metrics post-acquisition

FY2022 revenue guidance	>\$70.0M
FY2022 NPAT guidance	>\$2.0M
Shares on issue	280.5M
Market cap	\$25.0M
PE on FY2022 guidance	12.5 times

Past performance is not a reliable indicator of future returns.

PE: price to earning ratio calculated as market capitalisation divided by FY2022 NPAT guidance



Completion payment of \$7.0M comprised 50% cash and 50% WTL shares issued to the vendors, with the cash component funded through the issuance of WTL new shares



WTL raised a further \$1.5M in cash to fund acquisition and integration costs, bringing total cash raised to \$5.0M at a price of 7.5 cps



The synergistic nature of the acquisition will provide immediate operating expense reductions resulting in FY2022 NPAT guidance of >\$2M



A committed group in charge with board holdings exceeding 26% and non-director executives holding more than 10%. Committed Sentry vendors will hold circa 17% post-acquisition.

# HIGHLY COMPLEMENTARY & TRANSFORMATIONAL ACQUISITION

The acquisition of Sentry provides a powerful combination of complementary IP, skills, and experience and sets the platform for further organic and strategic transactional growth as industry disruption continues.



Scale and efficiencies  
to **deliver strong  
profit result year one**



Expanded WTL board  
and **management  
team**



**Restructured balance  
sheet** to provide  
management clear runway



**Management  
targeting** return to  
dividends

*Post-acquisition WTL will emerge with around 275 advisers across more than 200 practices Australia-wide making it one of a select number of new heavyweight independent groups.*

# OLD BIG 6 BEING REPLACED BY NEW INDEPENDENT HEAVYWEIGHTS



**Big Six down 54%**

Group	Advisers 2018	Advisers 2020
AMP	2,607	1,808
IOOF <sub>1</sub>	1,604	1,879
NAB	1,506	0
CBA	1,501	251
WBC	957	0
ANZ	398	0
<b>Big 6</b>	<b>8,573</b>	<b>3,938</b>

Source: Money Management Top 100 Dealer Groups

1. IOOF assumed control of NAB's MLC advice networks on 1 July 2021



**Top Ten Independents up 40%**

Rank	Group	Advisers 2018	Advisers 2020
1	Synchronised Business Services	460	505
2	Sequoia (ASX: SEQ)	250	393
3	Centrepoint Alliance (ASX: CAF)	351	311
<b>4</b>	<b>WT Financial Group (ASX: WTL)<sub>1</sub></b>	<b>59</b>	<b>275</b>
5	Countplus Limited (ASX: CUP) <sub>2</sub>	91	268
6	Capstone Financial Planning	163	261
7	Lifespan Financial Planning	148	251
8	Easton (ASX: EAS) <sub>3</sub>	295	246
9	Fortnum Private Wealth Ltd	102	205
10	Morgans Financial Limited <sub>4</sub>	166	201
<b>Total Top Ten</b>		<b>2,085</b>	<b>2,916</b>

Source: Money Management Top 100 Dealer Groups 2020 report. Note: numbers are fluid and may have varied from publication of the Money Management report and are therefore indicative only.

1. WTL approximate number of advisers post acquisition of Sentry

2. CUP acquired Count Financial advisers from CBA in 2019

3. EAS excludes limited license accountants

4. Morgans stockbrokers are excluded

# COMPLEMENTARY IP, SKILLS AND EXPERIENCE

“

WTL has developed impressive risk management and advice creation processes, and a key selling point for us was that they actually have advisers at the helm

David Newman, Sentry shareholder & MD

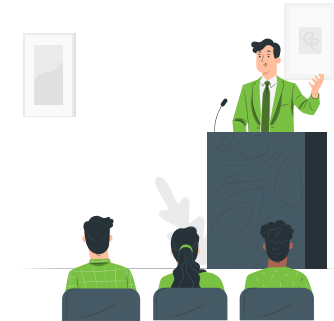
## Best of breed service offering

A powerful combination to help advisers grow their largest asset with confidence



### Yield Management

Significant uplift in revenue via price, value and efficiency coaching  
**Modernising practices**



### Risk Management

Digital Platform avoids breaches, rather than via audit after event  
24-48hr SoA approval  
**vs up to 2mths at others**

# EXPANDED BOARD & MANAGEMENT TEAM



**Keith Cullen**  
**Managing Director**

WTL founder and largest shareholder. 36yrs experience as a corporate executive and entrepreneur across the broadcast media, technology and financial services sectors. Successfully conceived and implemented the strategy to pivot WTL to B2B through Wealth Today and now Sentry acquisitions.



**Guy Hedley**  
**Non-Executive Chairman**

15yrs as head of Macquarie Bank global private banking unit and BNP Private Banking, now Chair at Stoic Asset Management and Atlas Advisors Australia. Has helped steer WTL through industry upheaval and supported management team with its transformation to a B2B focussed enterprise.



**Michael Harrison**  
**Non-Executive Director**

Significant Sentry shareholder and director. 20yrs industry experience. Chairman of leading financial services growth consultant Peloton Partners. Chairman of Mainstream, one of the world's largest barramundi breeders and suppliers. Played a key role in the formation and growth of ASX-listed Shadforths ahead of its acquisition by IOOF in 2014.



**Chris Kelesis**  
**Executive Director**

Foundation director and significant shareholder of WTL with 15yrs experience as an equities trader and technical analyst. Private and wholesale client adviser roles with Spring Equities, Ark Equities and the Rivkin Group. Has helped steer WTL with its transformation to a B2B focussed enterprise.



**Rob Jones**  
**Advisory Committee Chair**

Significant Sentry shareholder and director. MD at Peloton Partners and an accomplished industry executive with 20yrs experience. CEO of The Money Managers, and sold into ASX-listed Shadforths where he headed M&A ahead of its acquisition by IOOF. Will chair the expanded group's internal advisory committee in a non-executive capacity.

# EXPANDED BOARD & MANAGEMENT TEAM



## **David Newman**

### **Joint COO, MD of Sentry subsidiary**

Significant Sentry shareholder and MD. 35yrs in financial services, specialising in strategic planning and execution incl 8yrs at Sentry in key roles. Joint-COO focussing on business development operations and management of west-coast operations. Will remain as MD of the Sentry subsidiary.



## **Jack Standing**

### **Group Head of Advice, Responsible Manager**

8yrs with WTL in key B2B and B2C advice roles. Responsible for adviser training and education, and oversight of advice creation within WTL's innovative peer review and risk management framework. Responsible manager, and member of compliance and investment committees.



## **Frank Paul**

### **Joint COO, Group Head of Risk**

Significant WTL shareholder. 25yrs in financial advice, as a practice principal and senior executive including 7yrs with WTL in head of advice and COO roles. Joint-COO of the expanded group, focussing on east coast operations and group risk management processes.



## **Shelly Radford**

### **Group Head Legal, In-house Counsel**

12yrs financial services legal experience, including M&A experience in the building of Sentry. Successfully navigated Sentry and its advisers through significant legislative and regulatory changes over 7yrs. Admitted to the Supreme Court of WA.



## **Ricton Jones**

### **Group Head of Finance**

Broad experience in financial accounting, treasury, audit coordination and tax in technology and financial services, including 7yrs with Sentry. Regulatory reporting and HR management experience for public and private companies in the UK and Australia. CIMA and CPA qualified.

# GUIDANCE

**FY2021 results mid-August**

**Revenue guidance 13.6M**

**EBITDA guidance breakeven**

**NPAT will be impacted by balance sheet adjustments detailed in WTL's 15 June 2021 announcement on Sentry acquisition (and subsequent announcements and presentations)**

**These adjustments ensure management has clear runway to deliver in FY2022**

**FY2022 revenue guidance >\$70M**

**FY2022 NPAT guidance >\$2M**





# Q&A