

AGM Market Update Presentation

16 November 2021 (Sydney)

A copy of the presentation is attached.

This presentation has been authorised for release to the ASX by the Board of CountPlus Limited.

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CountPlus FY21 Summary



Adjusted EBITA **\$11.95M** (FY20 \$12.39M)

Adjusted NPAT **\$7.44M** (FY20 \$7.68M)

Adjusted net profit attributable to CountPlus shareholders **\$5.30M** (FY20 \$5.95M)

Firm average profit margin increased to **21.50%** (FY20 19.80%) excluding Government assistance

Financial Services Segment Adjusted EBITA **\$2.08M** (FY20 \$4.28M)

Earnings from Associate Firms under OD-P™ model **\$2.50M** (FY20 \$2.18M)

Aggregate Firm EBITA **\$23.03M** (FY20 \$20.19M)

Net cash on hand increased to **\$21.91M** (FY20 \$21.11M)

Dividend payable of **1.50** cents per share at FY21 (FY20 1.25 cents per share)

CountPlus Member Firms

The Company continues to expand through acquisition and has implemented the following transactions during the course of FY21:

- Seven tuck-in acquisitions
- One merger and OD-P™ transaction

In addition, since 1 July 2021, the Company has announced the following transactions:

- Two core-related transactions (Wealth Axis and Accurium)
- One OD-P™ transaction (Southern Cross Business Advisers)
- One merger and OD-P™ transaction (Unite Advisory)

The number of partner firms has grown to 22 (from 18 at 30 June 2020).

We have a strong pipeline of firms for investment under the OD-P™ model.

As at the 30th September 2021

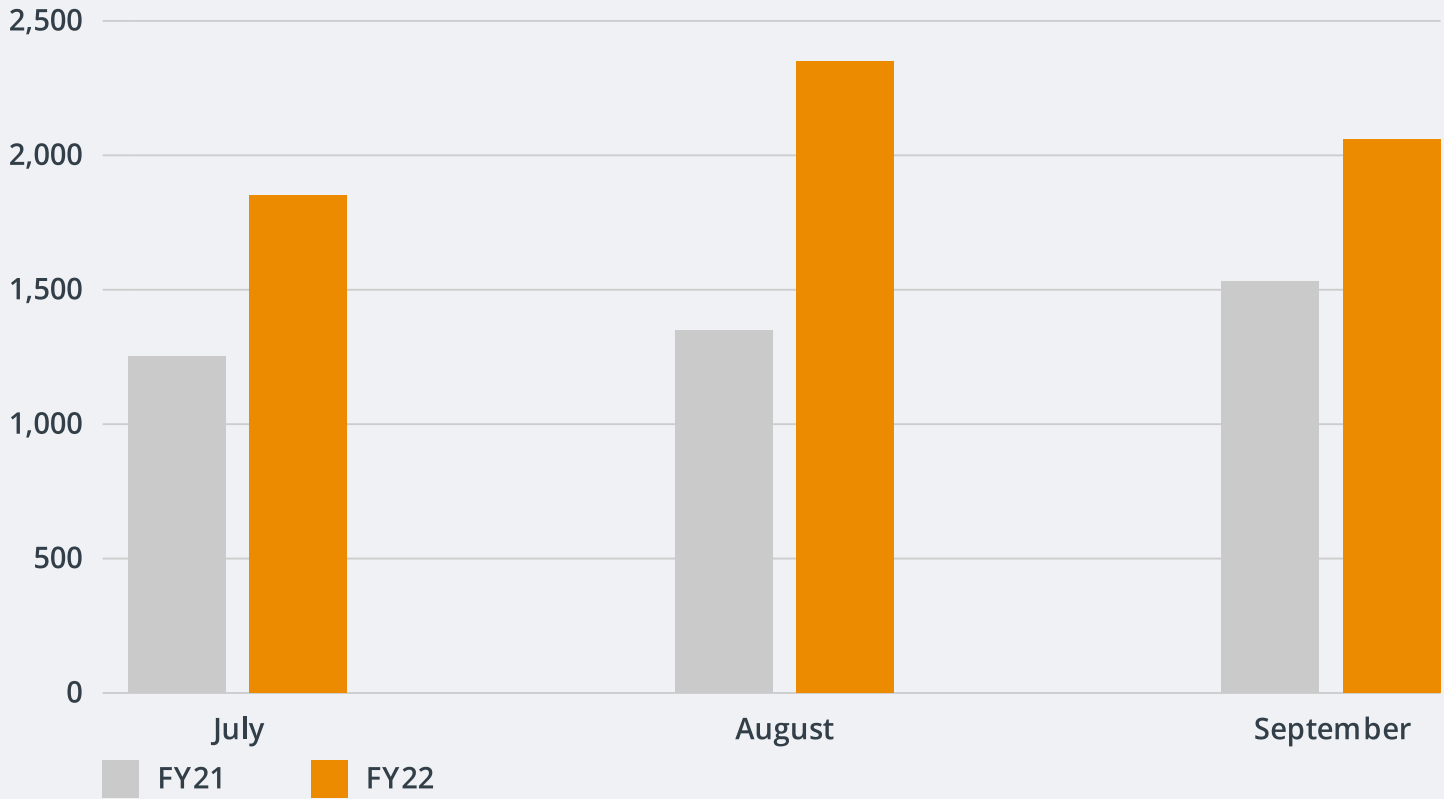
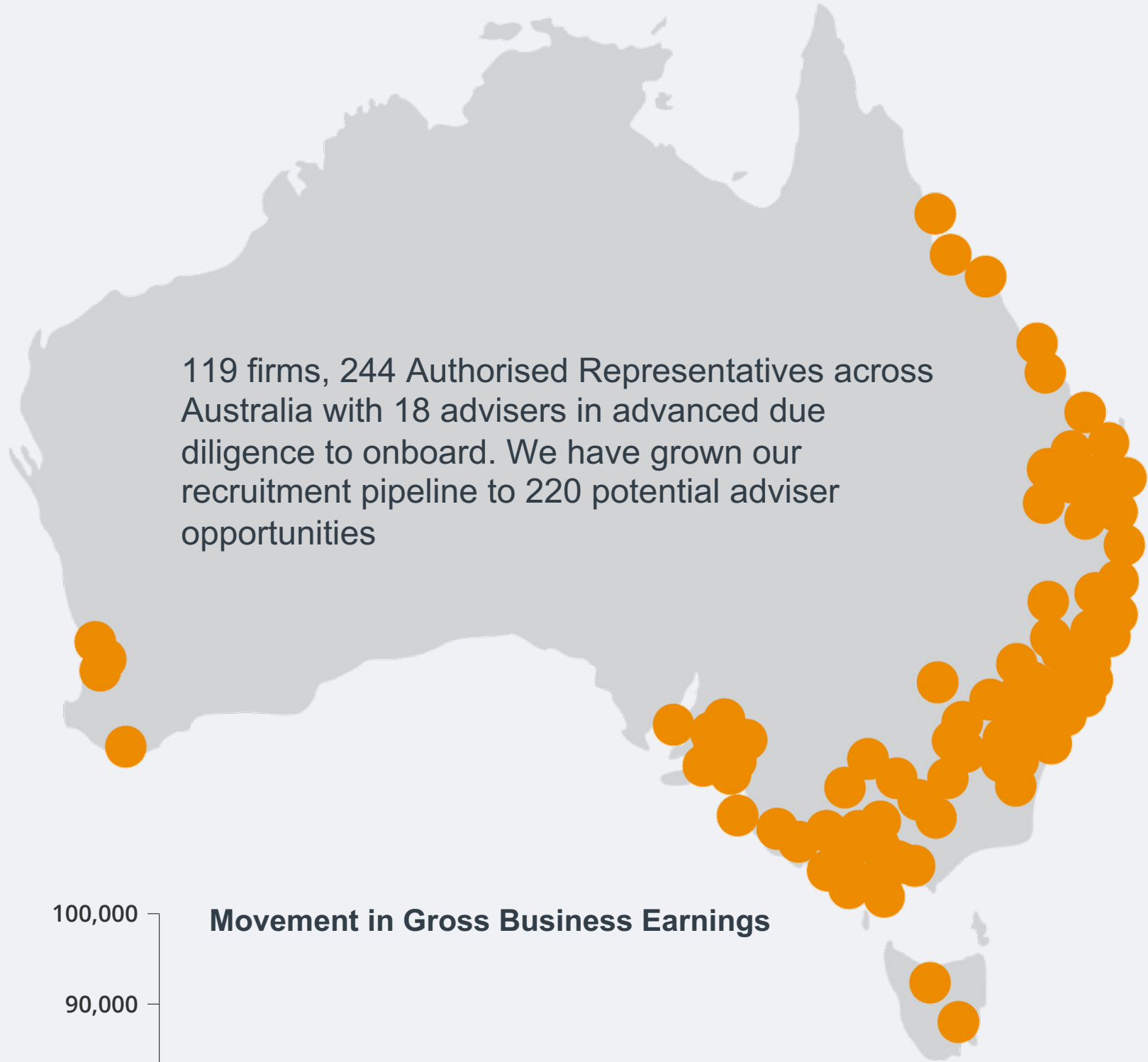
- Cash position: Gross: \$27.0M, Net: \$20.9M.
- Member Firm EBITA margin: 23% (30/09/2020: 21%).
- Aggregate Firm Revenue (ex JobKeeper) is up 3% for the three months to 30 September 2021 compared with the same period in the prior year.



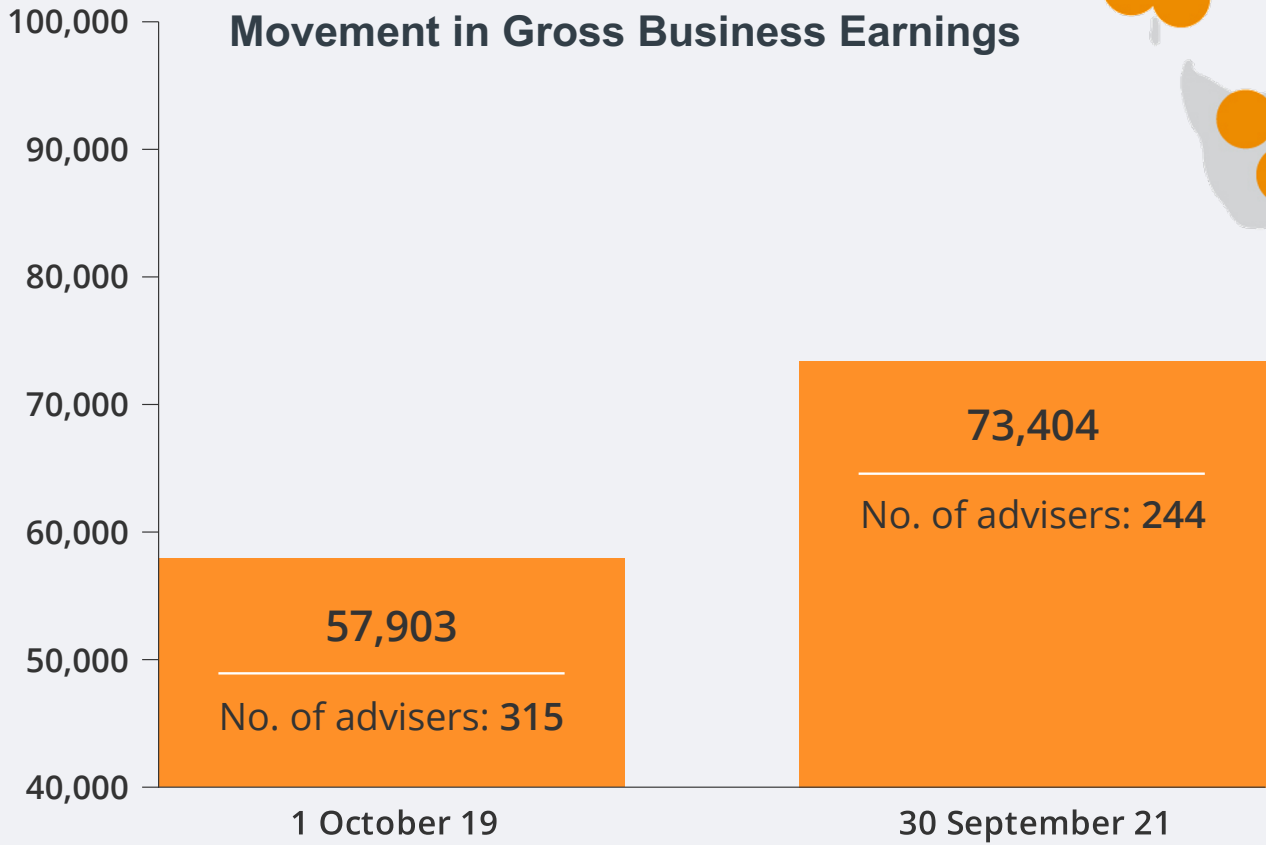
CountPlus does not provide earnings guidance or forward-looking statements regarding financial performance

Count Financial – 30th September 2021

- In 2H2021 Count Financial EBT was \$0.272M. Count Financial has produced an EBT of \$0.278M for the first quarter of this year.
- 95% of Count Financial advisers have passed the FASEA exam compared with an industry average of 76%. The remaining advisers will sit the FASEA exam in November 2021.
- 82% are relevant degree qualified or greater.
- 11 Professional Year candidates, with 3 already completed.
- 21 new firms that have joined Count Financial since the start of 2021
- 2,013 client remediation matters relating to Count Financial assessed by CBA with \$5.667M in client detriment payments made under the indemnity from CBA. The CBA have provided a \$300M indemnity to cover past conduct.
- Count Financial had 244 financial advisers in the network,.
- The number of advice documents produced per adviser has increased by 51% in the three months to 30 September 2021, as compared with the same period in the prior year.



Advice documents		
	Total	Avg. per adviser
3 months to 30 Sept 20	4,142	17
3 months to 30 Sept 21	6,228	25
Increase	50%	51%



Accurium – acquired by CountPlus on 1 November 2021



Accurium is a provider of actuarial certificates to the SMSF market which has c.45% market share

Background

- Accurium is the market leading provider of actuarial certificates to the SMSF market (~45% market share). The business is based online and is highly automated, using its proprietary actuarial calculator to generate certificates.
- Prior to the transaction, Accurium was a fully-owned subsidiary of Challenger.
- Accurium won the CoreData Actuarial Certificate Provider award for the last three years and was awarded the 2021 Best SMSF Education Provider by SMSF Adviser.

The transaction

- The total purchase consideration is \$9.00 million. CountPlus will hold an 85% shareholding in Accurium with Key Management Personnel of Accurium holding 15%, aligning with the CountPlus Owner Drive-Partner (OD-P™) strategy.
- Douglas McBirnie will become Managing Director of Accurium and it is anticipated that all current serving team members will be retained by the business.

The opportunity

- **Core related services:** the business is online, highly automated and scalable which can generate additional revenues without a significant increase in overheads
- **Education:** Accurium is on its pathway to commercialise its leading SMSF education content on a subscription-based model.
- **Cross-sell:** Accurium's database of ~2,800 accounting firms and ~11,000 SMSF professionals presents a valuable asset as CountPlus continues to grow its partnerships with core related businesses.

Key Financial highlights

- FY21 revenue: \$7.1M
- FY21 EBITA: \$2.8M

Vision, Purpose, Values, Strategic Drivers and Priority Outcomes



Strong vision, backed by values-led execution

Our Vision

We will partner with leading firms and provide valued services to a professional community of financial advisers. We will, collectively, secure the financial well being of our clients.

Our Purpose

CountPlus collaborates with partner firms for mutual success, growth, and positive client outcomes.

Our Values

Bold and Courageous

We challenge the status quo.

Commitment

We go above and beyond to get the job done.

Teamwork

We work together, share the load, and have fun.

Strategic Drivers

Clients

We deliver advice that secures financial well being.

Firms

We provide financial and intellectual investment capital.

People

We invest in people and build leaders.

Focus

We believe in excellence = process x culture.

Financial

We will make a decent profit, decently.

Community

Our reputation is the sum of what the community thinks of us.

Priority Outcomes

Clients

We will act fairly and in the best interest of clients.

We deliver value in line with agreed client expectations.

We make a positive difference in the financial wellbeing of our clients.

Firms

All principals are aligned owners with CountPlus.

CountPlus is a participatory investor in professional advice firms.

We add value through strategy, people systems, structure & governance, culture and leadership.

People

A recognition culture that incentivises the demonstration of our values.

We assist firms build a bench strength of leaders and stars.

Our leaders are coaches.

We are who we promote.

Focus

We build firms that transcend generations.

Culture is our competitive advantage.

We systemise the routine, but we lead people.

We invest in technology that is additive to our core business.

Financial

Efficient and disciplined use of capital.

We invest in people that fit our family photograph.

We deliver sustainable returns to our shareholders by providing advice that makes a positive difference in the lives of our clients.

Community

Our network is a complementor to our firms' success.

Engage with Professional Associations for best practice.

Embed pro-bono and philanthropic programs aligned with the Count Charitable Foundation.

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