Investor & Analyst Briefing

15th June 2022

Welcome

Bruce Higgins
Chairman

Corporate strategy & business update

Andrew Alcock
Managing Director / CEO

Empowering better financial futures, together

HUB24 Group Overview

HUB24 XPLORE WEALTH

PLATFORM

Custodial administration

Platform FUA
$51.0bn

3,432 Advisers using the platform

Managed Portfolio & MDA FUA
$22.4bn

PARS

Non-custodial administration

PARS FUA
$17.3bn

PARS accounts
8,020

Total FUA $68.3bn

HUBCONNECT

92
Financial Services Clients

96
Data Integrations^^

HUBconnect Broker
Customer management & operational support for stockbrokers

HUBconnect Licensee
Database insights to support advice licensees with business management & compliance obligations

CLASS

7,700+
Unique Customers^

220+
Data Integrations^^

Class Super
SMSF administration

Class Trust
Trust administration

Class Portfolio
Investment Reporting & Administration

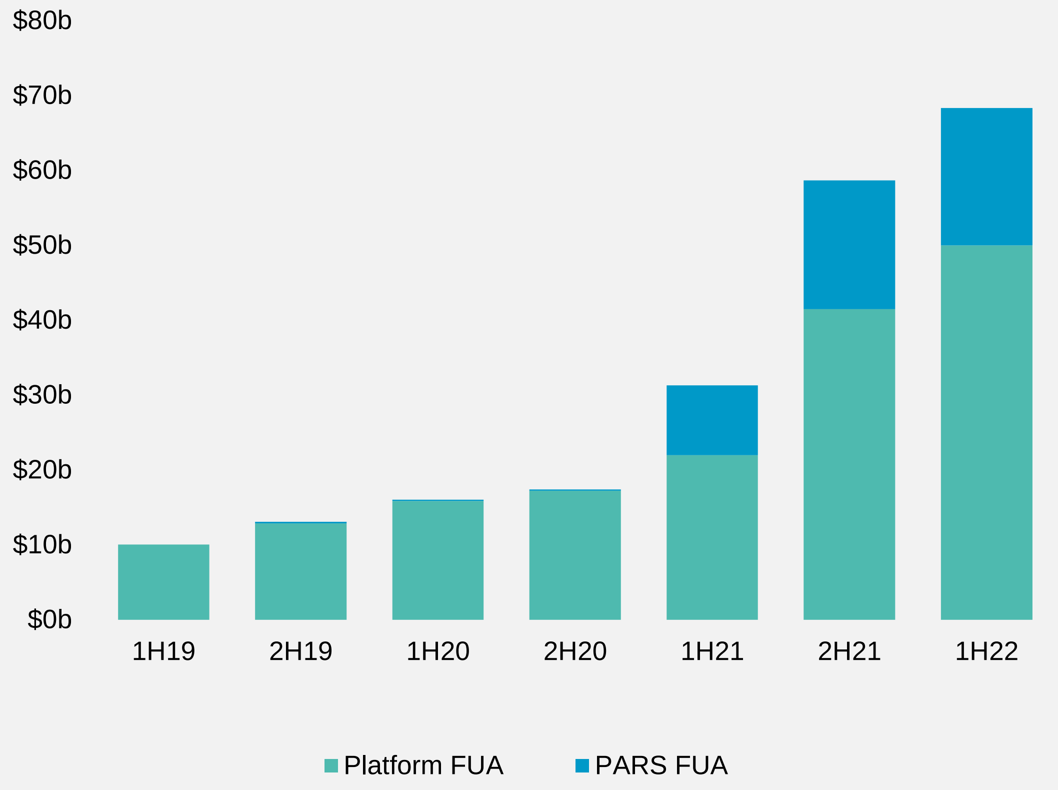
NowInfinity
Corporate compliance & documentation

1HFY22 Group UEBITDA $29.7m up 80% on pcp

Data as at 31 March 2022 unless otherwise stated
^ Class customer proforma using FY21 customers plus TopDocs customer base | ^^ Duplication between HUBconnect data integrations and Class partner integrations

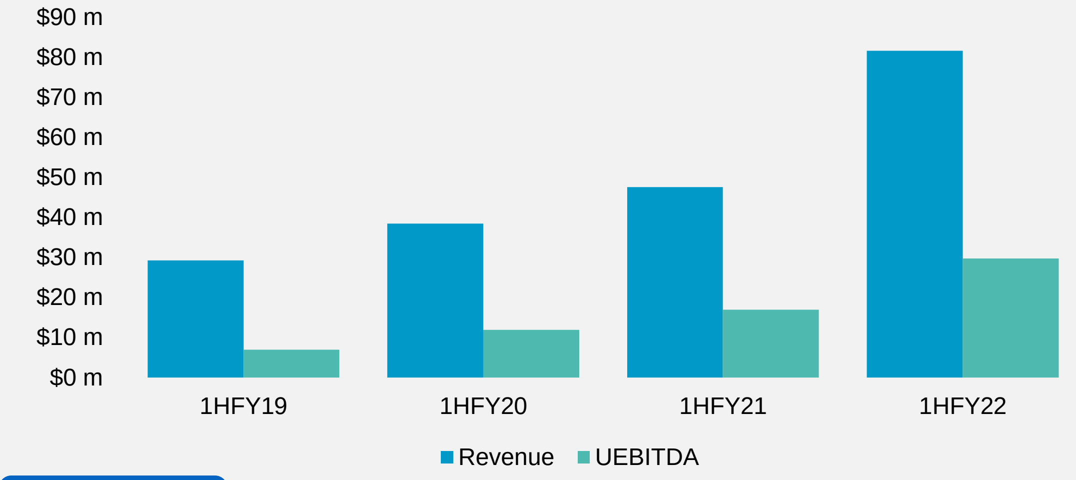
Consistently delivering on our growth strategy

Funds under administration



Group Revenue CAGR +41%[1]

Group UEBITDA CAGR +63%[1]

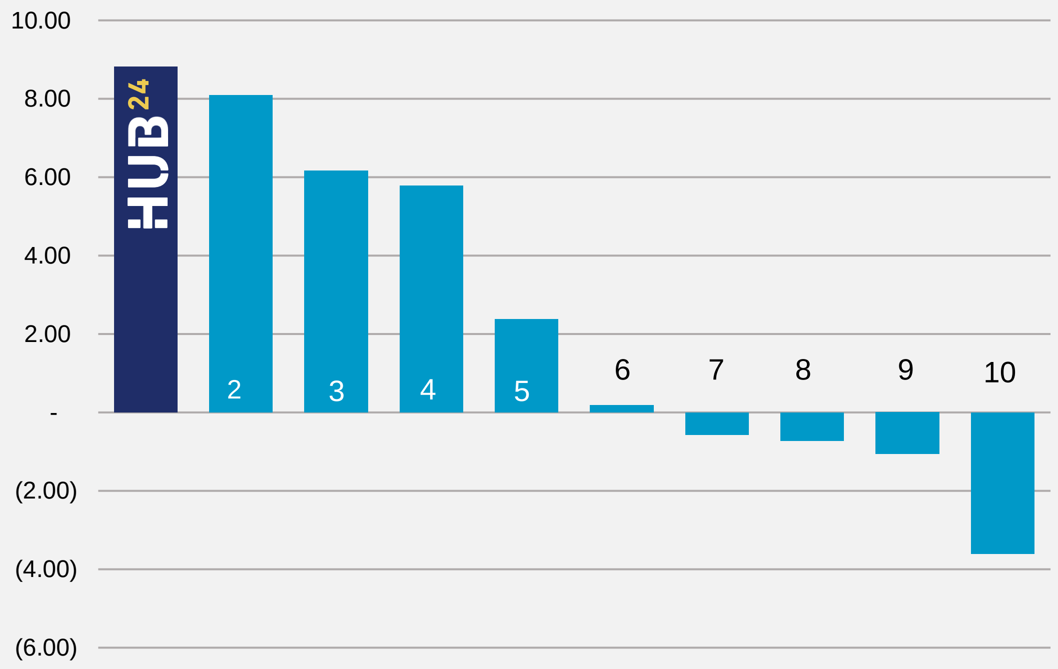


Platform	FY17	FY18	FY19	FY20	FY21	1HFY22
Platform Revenue	$26.3m	$39.7m	$54.1m	$74.3m	$101.1m	$77.3m[2]
% change pcp	71%	51%	36%	37%	36%	75%
UEBITDA	$5.1m	$11.9m	$18.0m	$28.7m	$37.9m	$30.0m[2]
% change pcp		135%	52%	59%	32%	72%

1. Group Operating revenue and Group Underlying EBITDA for continuing operations 4-year trend
2. Represents 6 months platform underlying EBITDA and revenue.

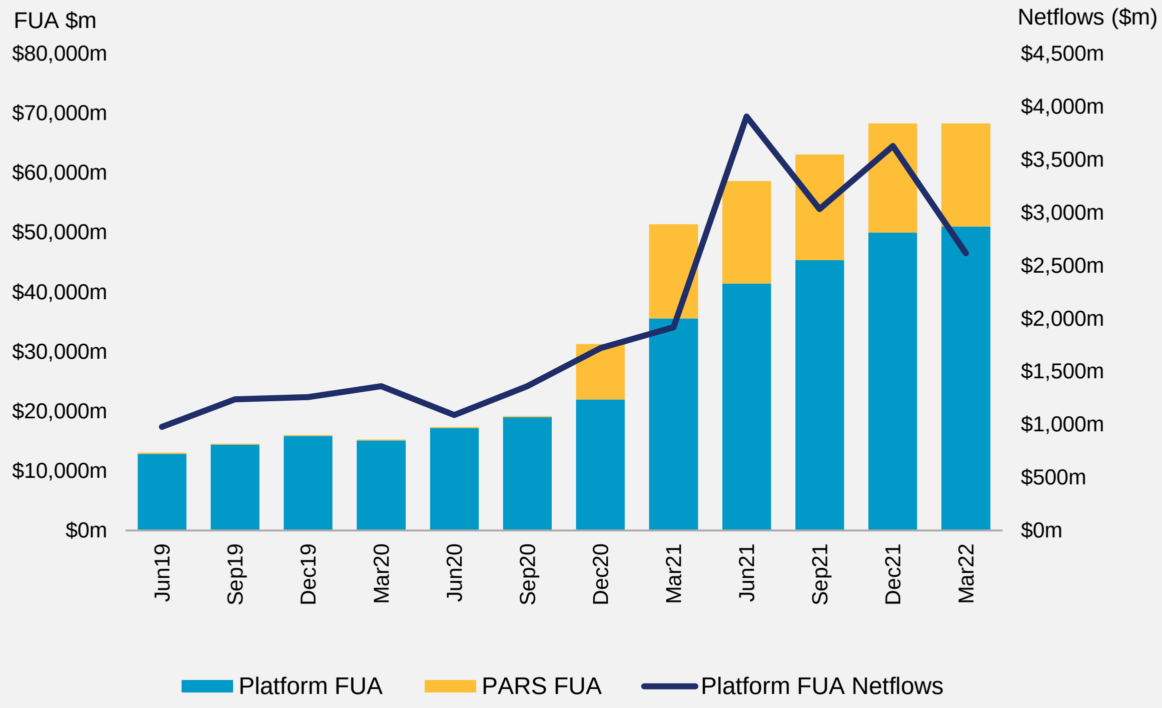
HUB24 – Australia's fastest growing platform provider[1]

Netflow share to underlying market share ratio[1]



- HUB24 market share has grown from 2.5% to 4.9%[3]
- 7th largest platform provider from 9th place by market share[3]

Growth in Platform FUA, PARs FUA & net flows per quarter[2]



- Ranked 2nd for annual net inflows[3]
- Platform FUA 5-year CAGR 65%[3]

1. Custodial platform data sourced from Strategic Insights comparison to key competitors. Analysis of Wrap, Platform and Master Trust Managed Funds at December 2021 based on share of FUA vs netflows
2. June Quarter 2021 includes bulk transition of $1.4bn
3. Strategic Insights. Analysis of Wrap, Platform and Master Trust Managed Funds at December 2021

Leading change & capturing opportunities

TRENDS

2010 - 2015
- Insto-owned platforms dominate inflows
- FOFA reforms introduced

2016 - 2019
- Use of Managed Portfolios accelerates
- Royal Commission established
- Insto's begin wealth exit
- SPPs begin dominating net inflows
- Growth in unaligned licensee segment

2020 – Present
- Increasing advice tech solutions driving need for data connectivity
- Client demand for single view of wealth
- Increasing demand for HNW solutions
- Convergence of advisory, stockbroking and accounting (multi-disciplinary firms)

HUB24 JOURNEY

2010 - 2015
- Launch of HUB24 Invest & Super with innovative Managed Portfolio functionality

HUB24 FY15

- $1.7bn FUA
- 484 advisers
- 0.22% market share
- EBITDA -$4.4m

2016 - 2019
- Continued enhancement with innovative solutions that deliver customer value
- Acquired Agility Applications
- Continued recognition as leading platform provider of Managed Portfolios
- Innovation lab established

HUB24 FY19

- $12.9bn FUA
- 1625 advisers
- 1.3% market share
- UEBITDA $14.8m

2020 – Present
- Market-leadership extended for overall platform & maintains managed portfolio leadership
- Continuing to build strong relationships with unaligned licensee segment
- HUBconnect launched on the back of licensee Think Tank
- Acquired XPL & Ord Minnett PARS and made strategic investment in Diverger
- Launch of private labels
- Acquired Class Ltd
- Building data-as-a-service & developing the platform of the future
- Designing products & solutions to support convergence of wealth professionals

HUB24 Q3 FY22

- $68.3bn FUA
- 3432 advisers
- 4.9% market share
- UEBITDA $29.7m (1HFY22)

Our strategic pillars

Lead the wealth industry as the best provider of integrated platform, technology & data solutions

Deliver customer value & growth

Continue to develop our core platform proposition to meet evolving customer needs, extend our market-leadership and grow market share

Enhancing our current proposition & extending our competitive advantage

Continue to build the platform of the future

Deliver an integrated customer experience that supports financial professionals to implement investment, tax and strategic advice

01
Single view of wealth

02
Seamless integration between Custody & non-Custody solutions

03
Product solutions that improve retirement outcomes for all client segments

Positioning for growing segments & customer need

Collaborate to shape the future of the wealth industry

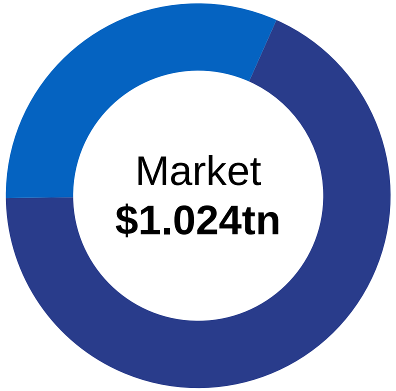
Leverage our technology & data expertise, collaborate with industry participants & build solutions that enable the evolution of our industry and the delivery of cost-effective financial advice

Collaborating with the industry for the future of advice

HUB24 well-positioned in attractive growth markets

Australian Investment Platform Market[1]

HUB24 market share
4.9%



Investment **$326bn**

Superannuation **$698bn**

Managed Account Market[2]

HUB24 market share
12%

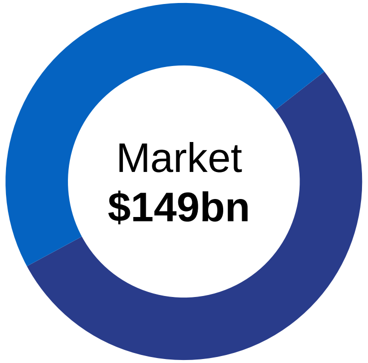
Other services **$10.7bn**

SMA **$68.19bn**

MDA **$52.76bn**

PARS Market[3]

HUB24 market share
12%

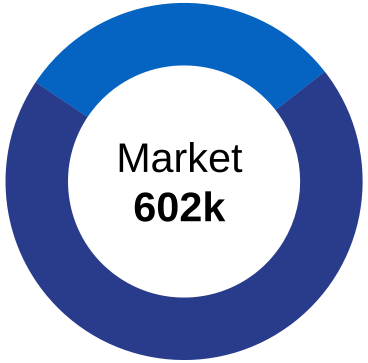


Inhouse **$70.5bn**

Outsourced **$78.5bn**

SMSF Market[4]

Class market share
30%



Class Super Accounts **181k**

1. Strategic Insights Data December 2021
2. IMAP market sizing 31 Dec 2021 – data updated annually
3. HUB24 estimates the private Client PARS market to be $149 billion based on readily identifiable participants. HUB24 internal analysis – July 2021 data updated annually
4. Based on latest confirmed ATO figures for Dec 21, raw SMSF fund numbers

Our people

Creating the right environment for our people to thrive

We have over

700

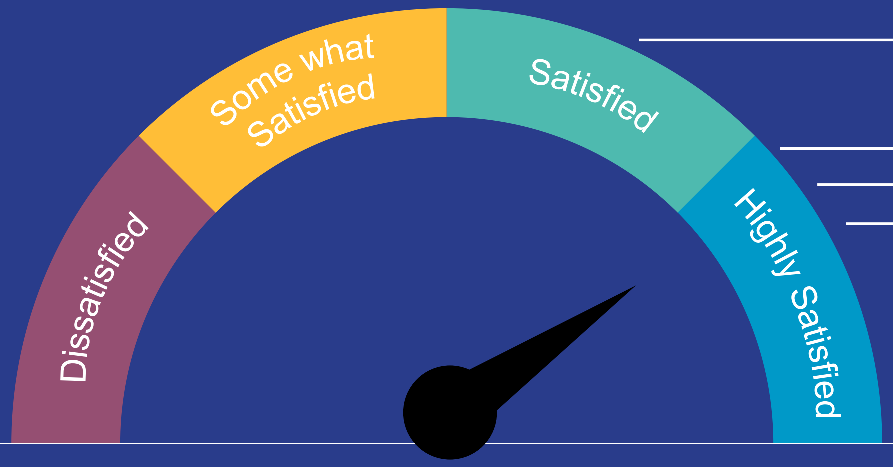
employees[1]

Class	HUB24
200	500

Attracting, retaining and developing talented people:

- Creating a strong client focused culture
- Prioritising employee wellbeing
- Supporting flexible working
- Investing in leadership development & providing career opportunities
- Continuing to support a diverse and inclusive workplace

HUB24 Employee Engagement[1]



- Learning & Development
- Communications
- Wellbeing
- Flexible working

HUB24 OVERALL SCORE
4.04 out of 5

Our Values

Integrity
Do the right thing

Collaboration
Act as one team, one company

Client Focus
Be easy to deal with

Excellence
Go above and beyond

Passion
Invest energy to make a difference

Innovation
Think big and outside the square

1. As at April 2022 2. HUB24 Employee engagement score

Industry leading executive team with depth of experience

Andrew Alcock
Managing Director

Kitrina Shanahan
Chief Financial Officer

Jason Entwistle
Director Strategic Development/Interim MD/CEO Class

Deborah Latimer
Chief Risk Officer

Craig Lawrenson
Chief Operating Officer

Wendy McIntyre
General Counsel

Paul Biggs
Group Chief Information Officer

Darren Stevens
Chief Product Officer

Chesne Stafford
Chief Growth Officer (from July)

Recruitment Underway

- Class CEO
- Chief People Officer

Customer experience

Craig Lawrenson
Chief Operating Officer

Customer Service

Competitive advantage driving long term growth

Delivering a differentiated and sustainable experience

- **Flexibility** — Working with licensees & advisers
- **Transparency** — Visible workflow
- **Accountability** — With advisers for the journey
- **Scalability** — Scalable platform for growth
- **Capability** — Experienced team

… and satisfied customers

Adviser Ratings[1]

- Best Platform Overall
- Best Investment Options
- Best Adviser Experience

Wealth Insights[2]

- Equal 2nd Platform
- Overall Satisfaction

HUB24 has the **highest adviser consideration** when choosing a new platform[3]

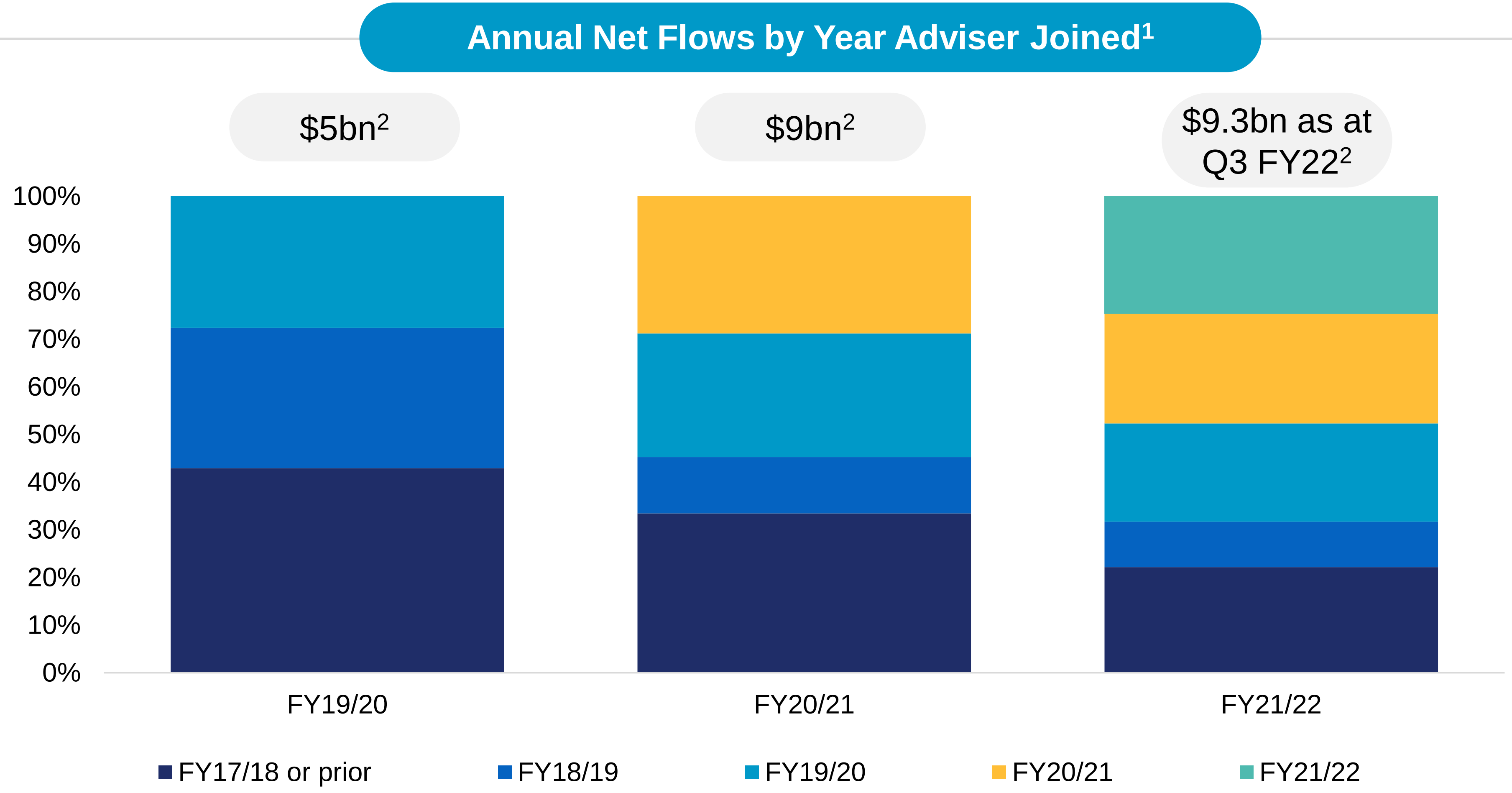
Advisers who use HUB24 are **the least likely to look for a replacement platform** in the next 12 months[3]

HUB24

1. Adviser Ratings Australian Financial Advice Landscape Report
2. 2022 Wealth Insights Service Report
3. May 2021 Investment Trends Adviser Technology Needs Report

A solid platform for future growth

New advisers remain productive over many years



~70%

of flows from advisers who started using HUB24 more than 12 months ago

~30%

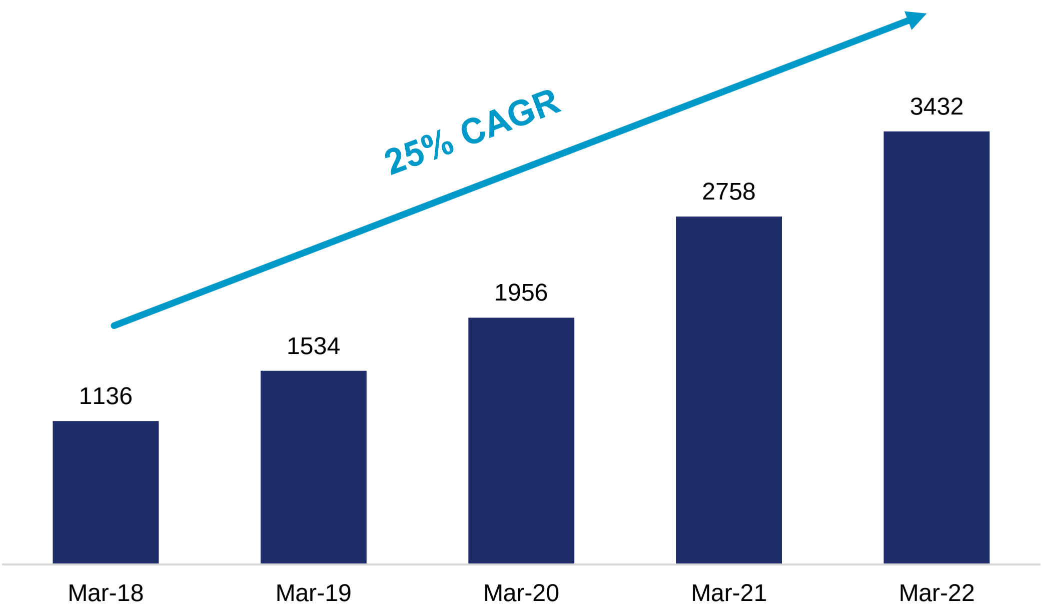
of flows come from advisers who started using HUB24 more than 3 years ago

1. Analysis based on HUB24 custody platform adviser base/registrations only
2. Total annual net flows represent HUB24 Group results

A solid platform for future growth

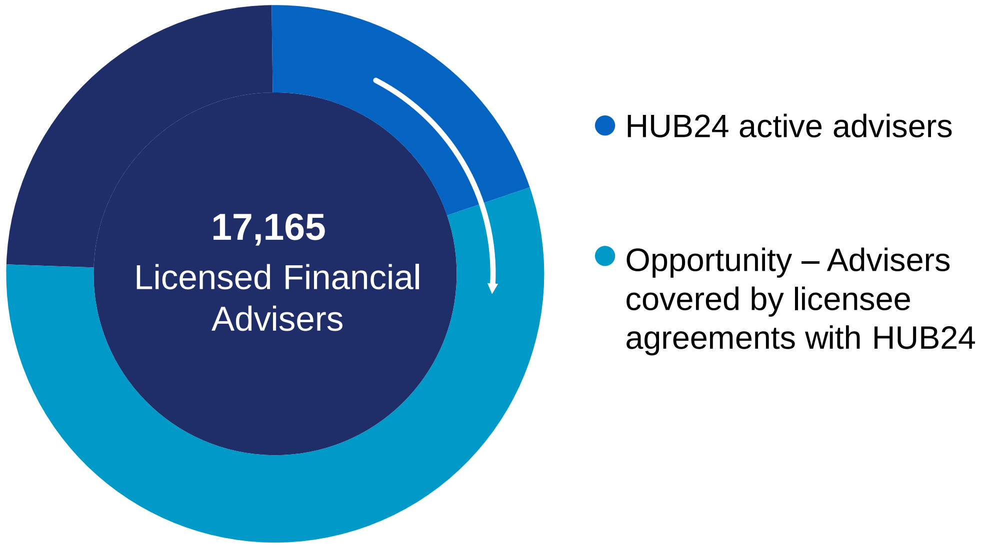
Consistent growth in our client base

3,432 active advisers supporting HUB24



Latent opportunity

HUB24 has relationships with/access to **75%** of the total adviser market



Managed Portfolios

Engaging and educating advisers

Building clear differentiation in our Managed Portfolios proposition

General benefits:

- Client directed customisation
- Transparency
- Portability
- Speed of implementation
- Individual tax outcomes

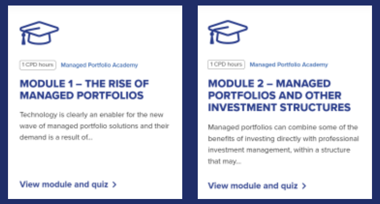
Unique benefits of HUB24 'Platform Alpha':

- Tax optimisation (whole of account)
- Trade execution – in house
- Portfolio Implementation
  - ManagerHUB
  - Progressive Portfolio Implementation

Helping to grow the Managed Portfolio market

Platform Alpha – Whitepapers

Managed Portfolio Academy



Managed Portfolio Education Guides

Extending our managed portfolio leadership position

No. 1
Platform Managed Accounts functionality - 6th year running[1]

No. 1
Awareness of Managed Account platforms across current and potential managed account advisers[1]

Greatest overall share of adviser relationships in Managed Accounts[1]

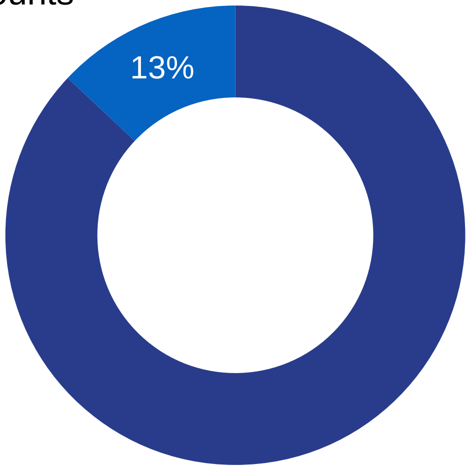
HUB24
the Platform of choice
for access to Managed Accounts[1]

1. Investment Trends: January 2022 Managed Accounts Report

Managed Portfolio leadership

Managed Accounts growth opportunity

$131.65bn
FUM in Managed Accounts[1]



Australian Investment Platform Market
$1.024trn[2]

Adviser adoption of Managed Accounts increasing and so is the proportion of assets being allocated to Managed Portfolios

53%
of advisers adopting managed accounts
(up from 44% in 2021)[3]

Advisers are recommending Managed Portfolios to
60%
of their active clients
(up from 44% in 2021)[3]

On average, advisers are directing
39%
of new client flows into Managed Portfolios[3]

HUB24 experience

44%
of Platform FUA is in Managed Portfolios

65%
of advisers using HUB24 use Managed Portfolios

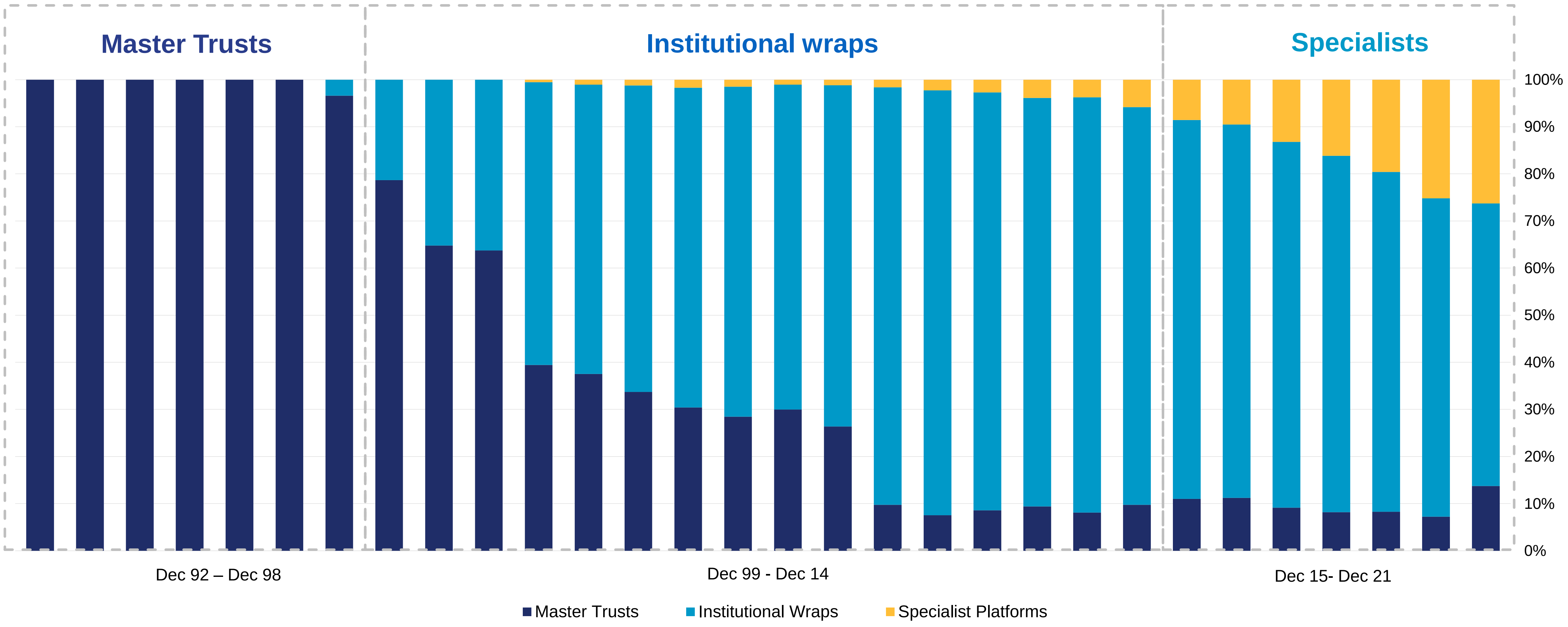
1. IMAP-Milliman 31 Dec 2021 FUM Census
2. Strategic Insights Master Funds Platforms and Wraps December 2021
3. Investment Trends: January 2022 Managed Accounts Report

HUB24 strategy & Class business

Jason Entwistle
HUB24 Director of Strategic Development & Interim MD/CEO of Class

Rise of Specialist Platforms

Gross flows by Platform Segment



Source: HUB24 analysis of Strategic Insights, Annual Gross Flows MasterTrust, Wrap and Platforms 30 year history

Why do platforms exist?

One way of doing business
Incorporating custody & non custody

Single view of wealth
for advisers and their clients

Efficient access
to investment manager IP

How successfully have we delivered into this purpose?

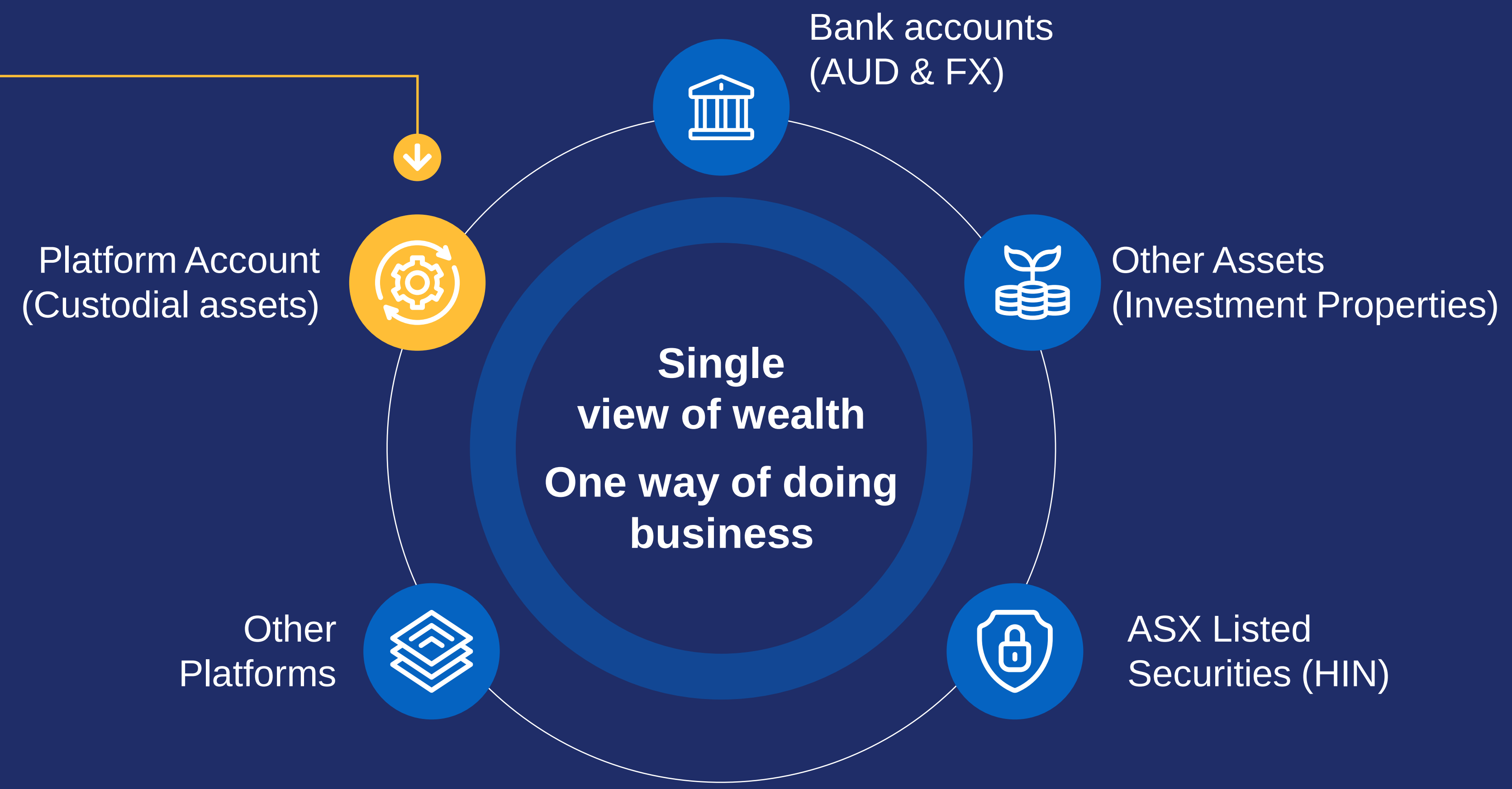
The future of platforms

Platforms Today

Managing custodial assets

- ASX Listed Securities
- Term Deposits
- Cash & FX
- Managed Portfolios
- Global & Domestic Bonds
- International Domiciled Managed Funds
- Australian Domiciled Managed Funds
- International Listed Securities

Platforms Tomorrow



How do we solve the original problem?

Single view of wealth for advisers and their clients

One way of doing business incorporating custody & non custody

Efficient access to investment manager IP

Flexibility for advisers & **Visibility** for licensees

Reporting & insights for businesses

HUB24 XPLORE WEALTH

HUB CONNECT

CLASS NowInfinity

A CLASS TECHNOLOGY COMPANY

Platform	PARS	Data and tech
Custodial administration	Non-custodial administration	Solutions and Services

HUBconnect technology infrastructure

Integration with other financial services and software providers

>300 data integrations^^

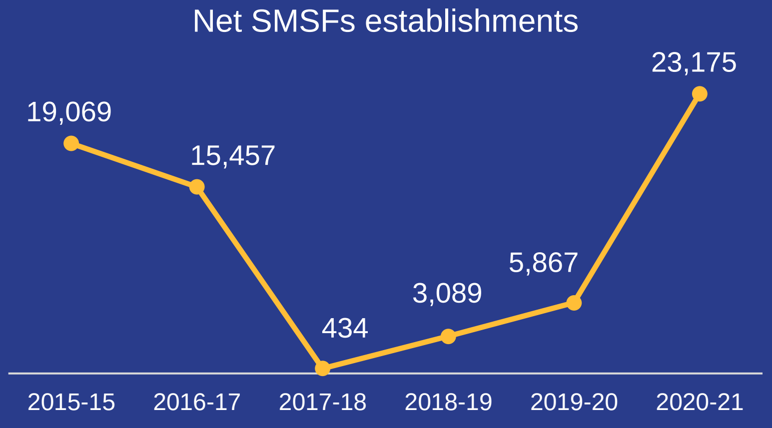
^^ Duplication between HUBconnect data integrations and Class partner integrations

Class business

Acquisition completed in February 2022

- Class is a pioneer in cloud-based wealth accounting & recognised as one of Australia's most innovative technology companies.
- Class delivers trust accounting, portfolio management, legal documentation and corporate compliance solutions to over 3,500 financial professionals across Australia.

No. of SMSF accounts[1]



74%
of advisers now advising on SMSFs
(Up from 68% in 2018)[1]

Annual SMSF establishment rate
4.7%[1]
(up from 3.7% in 2020)

NowInfinity
Most used legal document provider for SMSF related legal compliance[1]

Strategic priorities

CLASS

- Grow the SMSF market and market share
- Collaborate with HUB24 on the platform of the future
- Consolidate leadership position

1. Investment Trends 2022 SMSF Adviser & Accountant Report

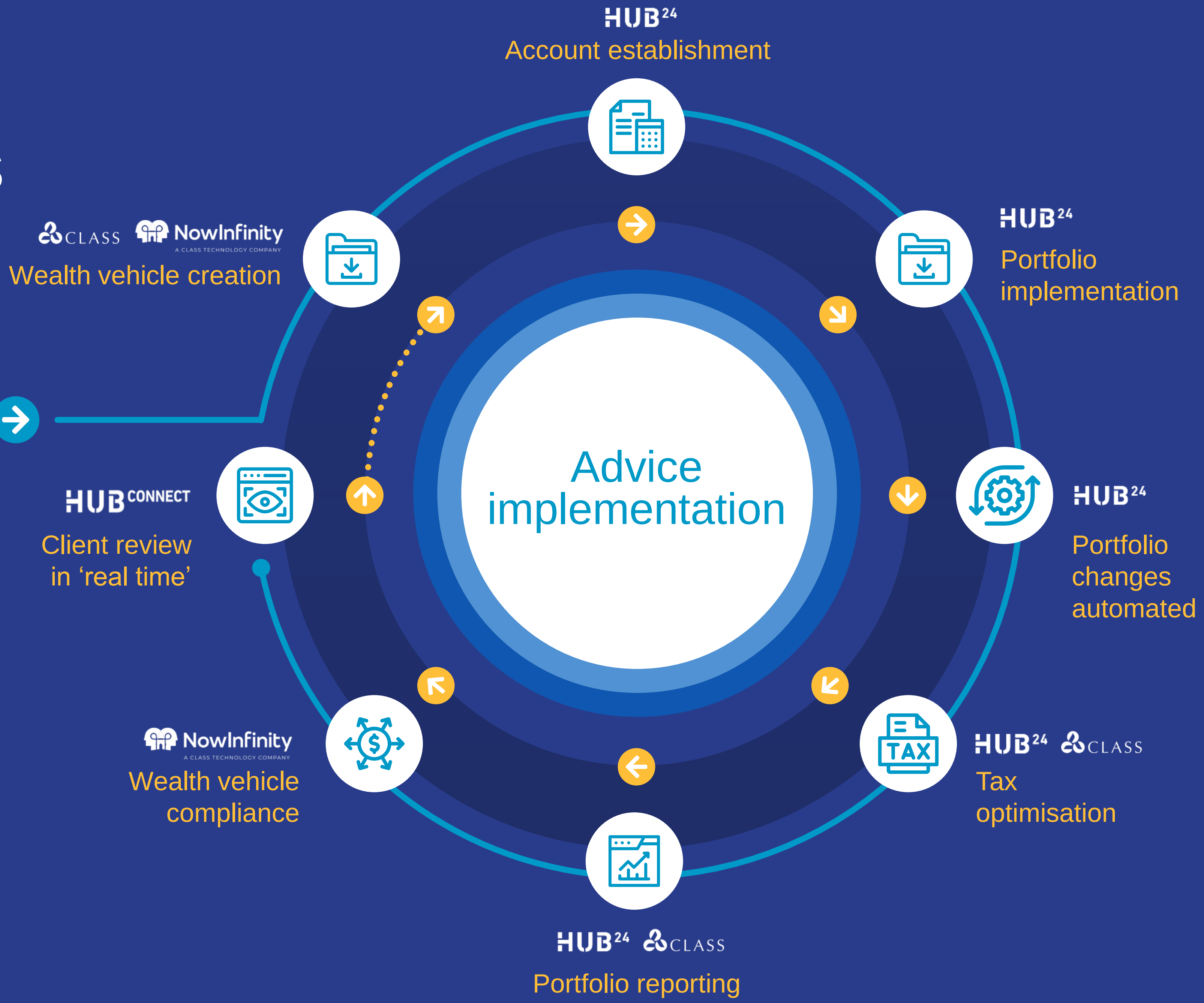
The Wealth Advice Implementation Process

Client

Financial professional

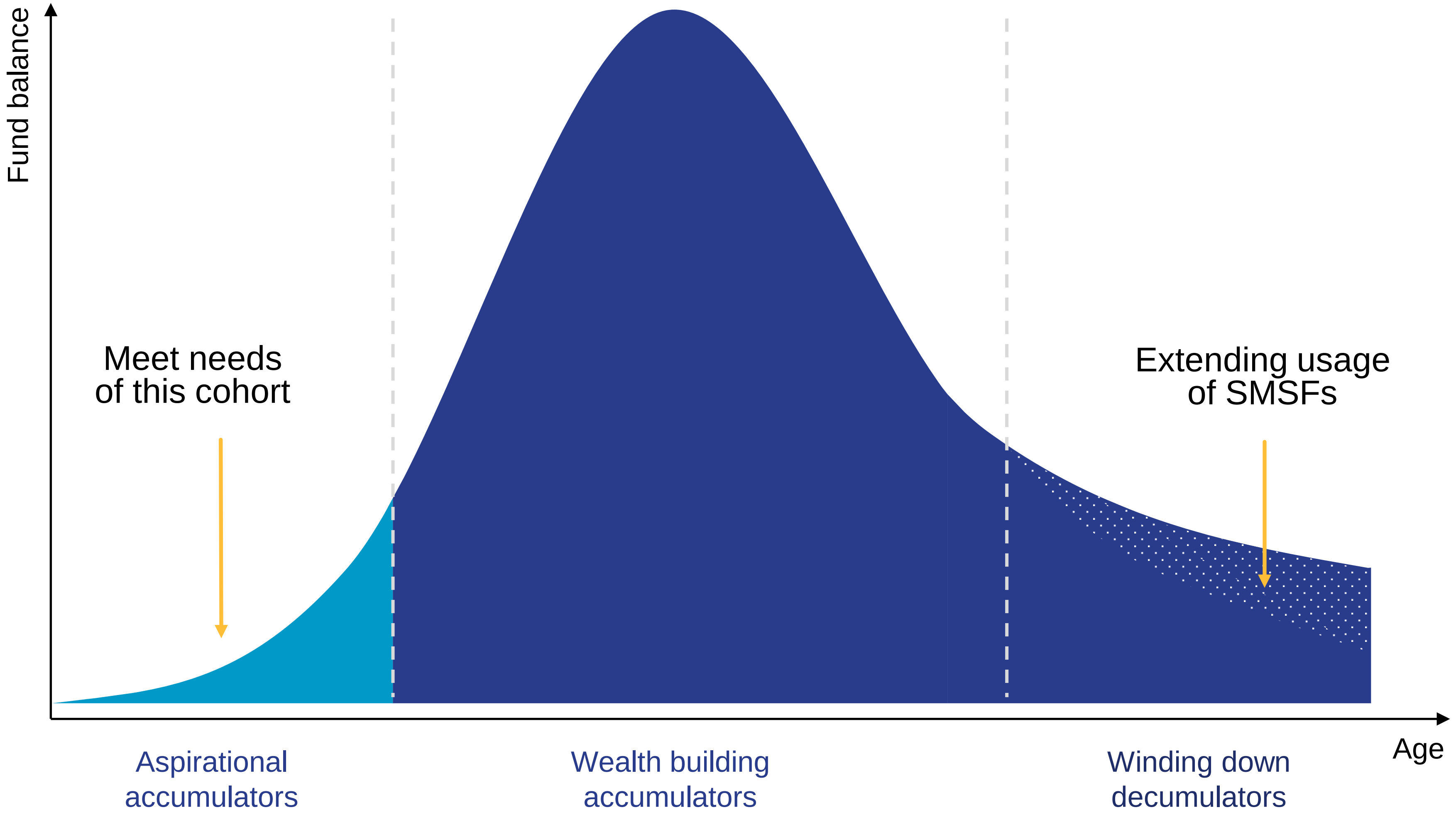
Focused advice delivery

- Strategic advice
- Investment advice
- Tax advice



Introducing a new SMSF service

Grow the SMSF market and build out the customer base of the future

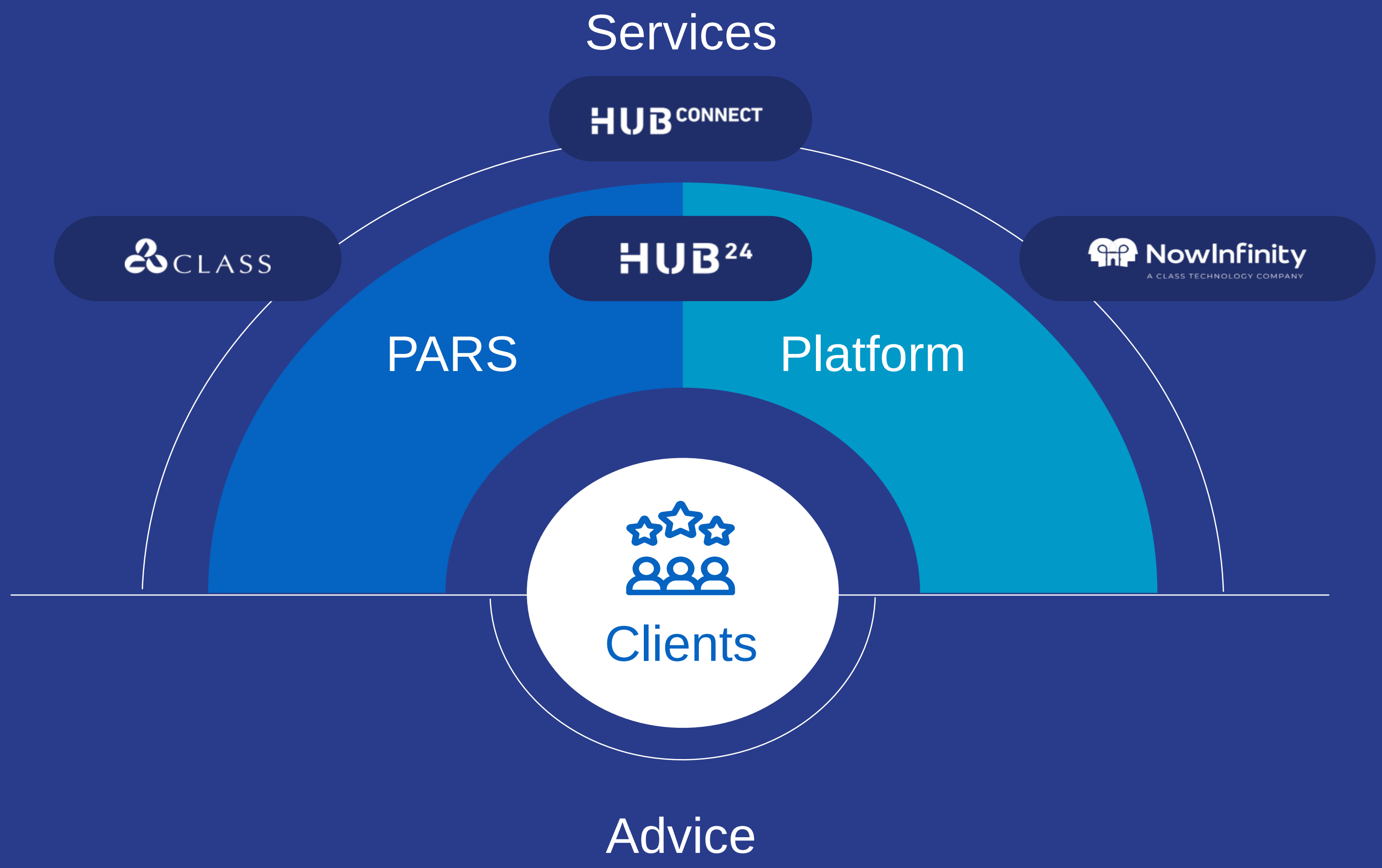


- Fully integrated end-to-end service bringing together SMSF establishment, administration and investment administration
- Leverages combined capabilities of HUB24, Class and NowInfinity
- Designed for aspirational accumulators who are on a journey to SMSFs but held back by their account balance
- Meets efficiency, diversification, cost and compliance needs of cohort
- Provides advisers with new solution for super clients & expands their market opportunities
- Incubator service designed to facilitate transition of investors to full service SMSFs
- Pilot commences Q1 FY23

HUB24 platforms & products

Darren Stevens
Chief Product Officer

Building our platform of the future capability



Single view of wealth
for advisers and their clients

One way of doing business
Incorporating custody &
non custody

Flexibility for advisers &
Visibility for licensees

Reporting & insights
for businesses

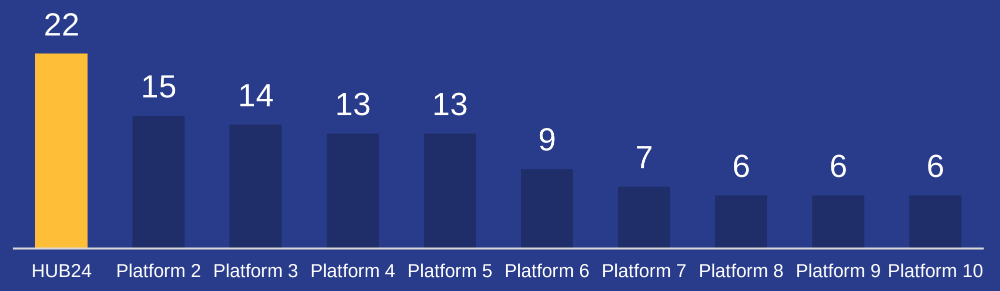
HUB24 Platform: award winning & market leading

HUB24 is an award-winning investment and superannuation platform with a leading Managed Accounts offering

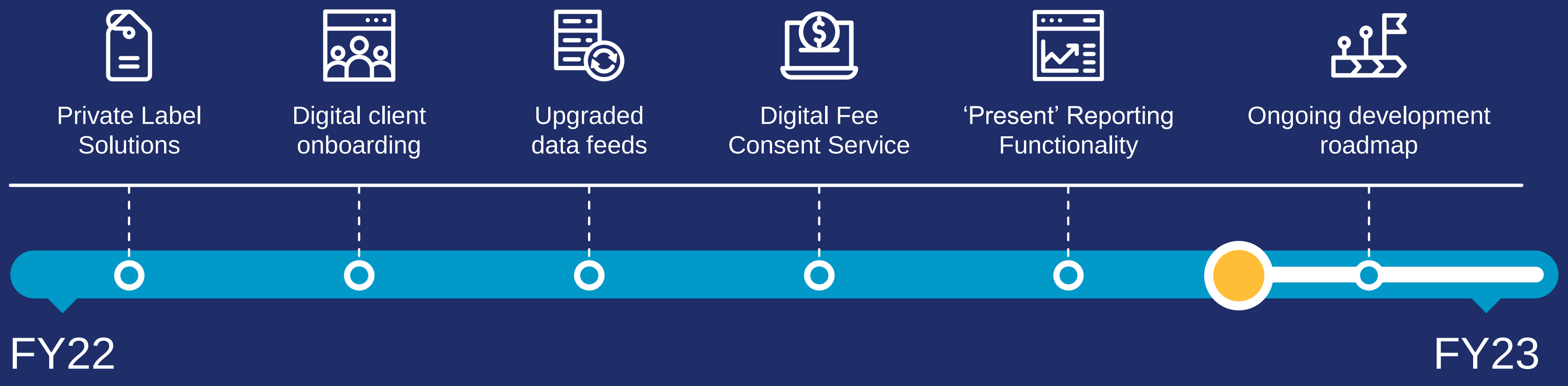
Investment Trends Platform excellence awards[1]

- Best in Product offering
- Best Platform Managed Account Functionality

HUB24 has the highest number of best practice functionality sub-categories among platform providers[1]



Recent developments:



1. Investment Trends 2021 Platform Competitive Analysis and Benchmarking Report

Non-custody service (PARS)

Offering a choice of services

HUB24 Portfolio Administration & Reporting Service

- Client onboarding
- Corporate actions
- Tax reporting
- Fees processing
- Portfolio administration
- Investment asset reporting
- Mail Service

HUB24 Technology infrastructure

- Fee engine
- Document Management
- Business Reports
- Invoicing
- Reconciliations
- Administration
- Bulk Reporting
- HUB CONNECT + partners

HUB24 has a $17bn share (8,020 accounts) of the estimated $149bn PARS market[1]

Foundations of HUB24 non custody service in place and servicing existing clients

Continue to enhance the service and scale to grow market share

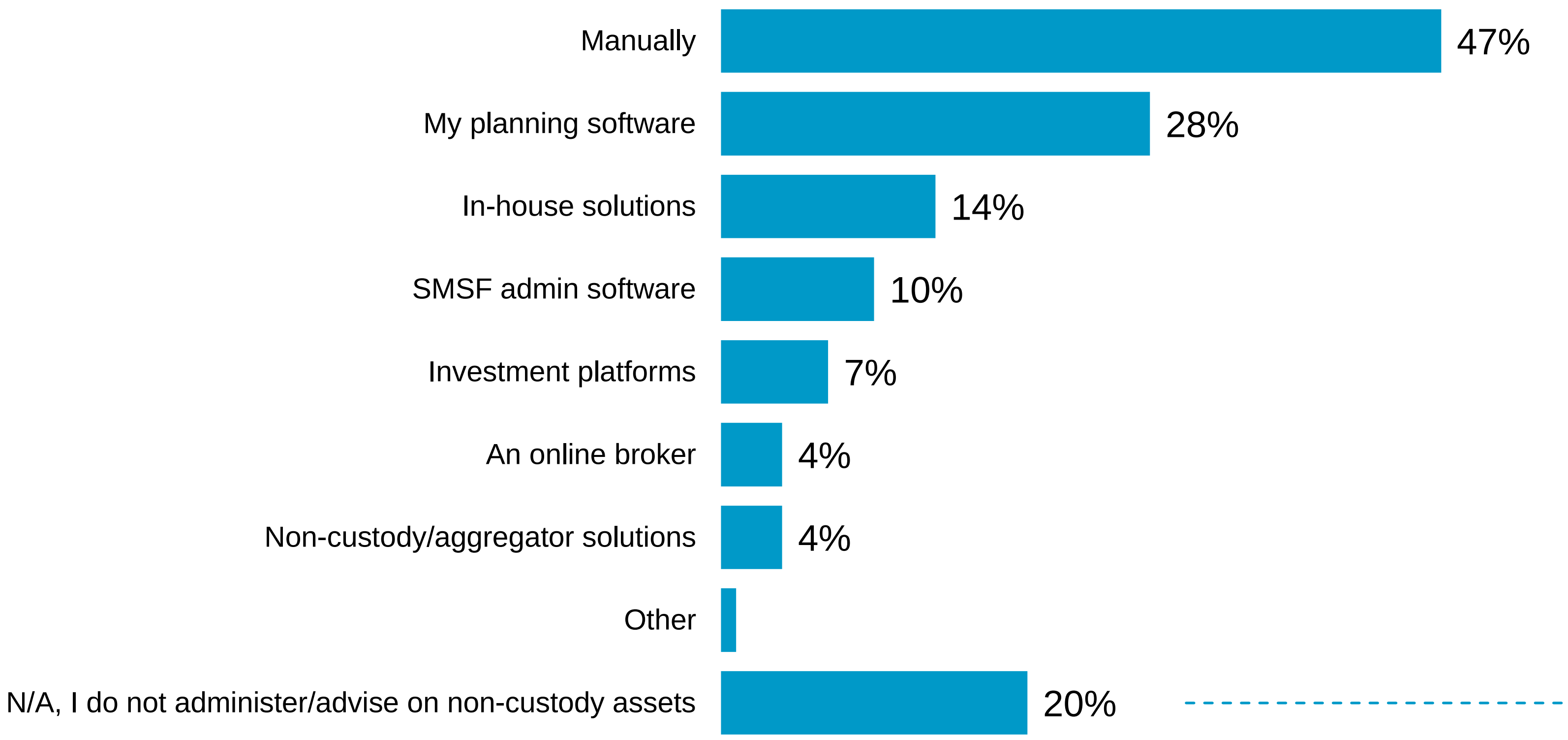
A key building block for the platform of the future

1. PARS FUA and account numbers as at 31 March 2022. HUB24 estimates the private Client PARS market to be $149 billion based on readily identifiable participants. HUB24 internal analysis – July 2021 data updated annually

Non-custody opportunity

80% of advisers dealing with non-custody, with half administering manually

Current system used to administer and report on non-custodial assets[1]



Half of advisers doing it manually

80% of advisers dealing with non custody assets

1. Investment Trends May 2021 Adviser Technology Needs Report Industry Analysis

Building our platform of the future capability

HUB24

PLATFORM — Custodial administration

PARS — Non-custodial administration

+

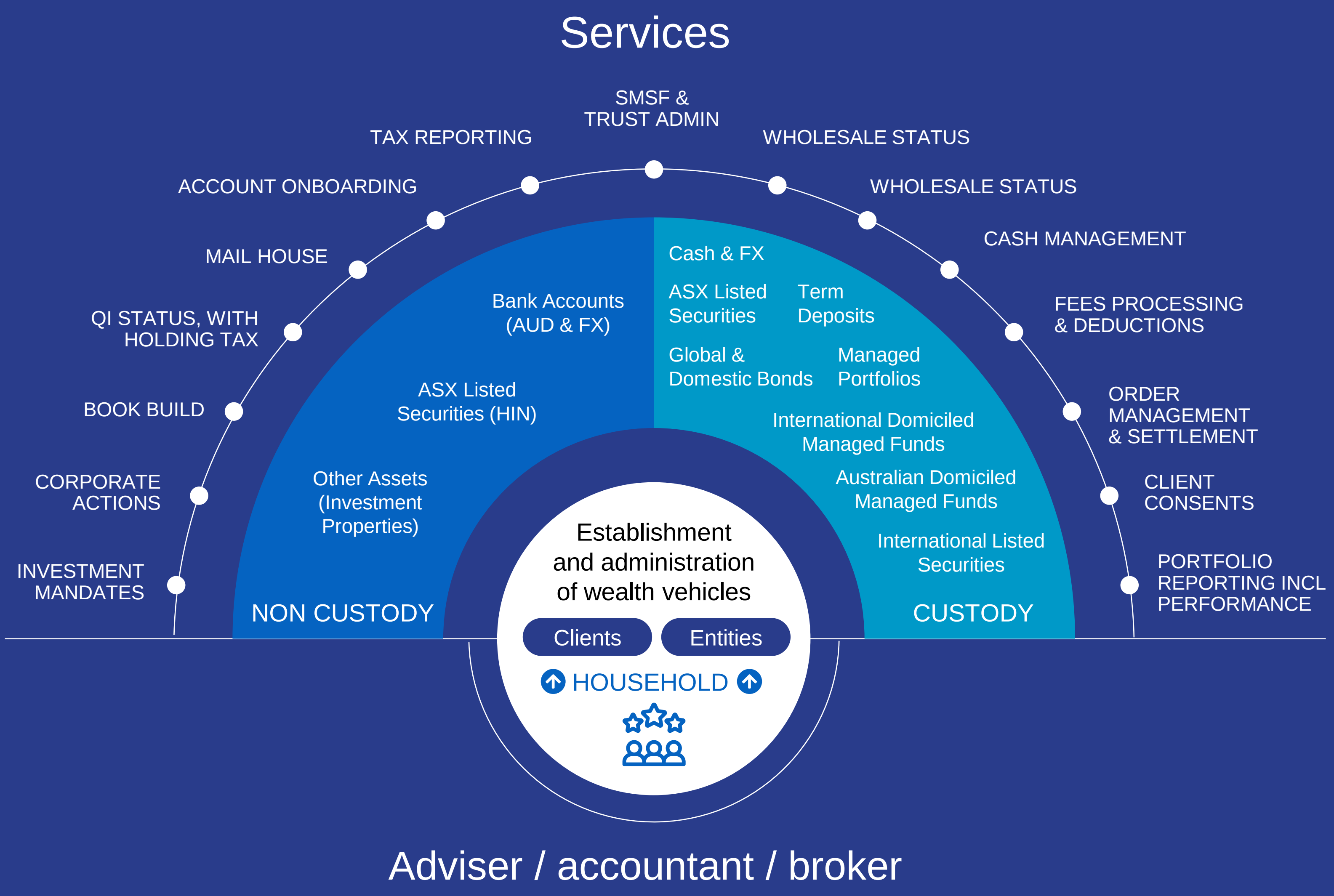
CLASS NowInfinity

- SMSF & Trust Admin Software
- Document Establishment & Corporate Compliance

+

HUB CONNECT

- Whole of Wealth reporting
- Digital engagement
- Data aggregation and enrichment



Single view of wealth for advisers and their clients

One way of doing business Incorporating custody & non-custody

Flexibility for advisers & **Visibility** for licensees

Reporting & insights for businesses

Pathway towards platform of the future

today

XPLORE WEALTH | HUB24 Platform | HUB24 PARS | CLASS | NowInfinity A CLASS TECHNOLOGY COMPANY | HUBCONNECT

Stage 1

Combining acquired technologies and capabilities to accelerate development

- Continuous Platform enhancements
- Enhanced HNW offer
- Creation of HUB24 non-custody service
- Develop & pilot SMSF incubation service
- Extend data-as-a-service capability
- Beta release 'whole of wealth' reporting & digital engagement

Stage 2

Actively promote custody and non-custody services to existing & new clients

- Unified experience across custody / non-custody
- Enhanced non-custody services
- Launch SMSF incubation service
- Combined Class & HUBconnect data capabilities
- Launch 'whole of wealth solution'

Stage 3

Grow scale and continually add functionality/ capability to our products & services

- Single view of wealth for advisers and their clients
- One way of doing business Incorporating custody & non-custody
- Flexibility for advisers & Visibility for licensees
- Reporting & insights for businesses

Underpinned by HUBconnect data infrastructure

HUB24 XPLORE WEALTH

HUB CONNECT

CLASS NowInfinity A CLASS TECHNOLOGY COMPANY

Platform	PARS	Data and tech
Custodial administration	Non-custodial administration	Solutions and Services

HUBconnect technology infrastructure

Integration with other financial services and software providers

We are seamlessly integrating our technologies and capabilities to provide a whole of wealth solution to financial professionals and their clients

Data first – building the foundations

Documents and Data from:

- Planning software
- CRM
- Email
- Files
- Platforms
- Brokers
- Banks
- Accounting

Data and Document Connector

Unstructured Data

- PDF's
- Emails
- Voice
- File notes
- Salesforce

Structured Data

Machine Learning

Document Classifier

23 Categories

- SOA
- ROA
- EFDS
- Centrelink
- Fact Find
- ID…

Data Extractor

Combine Cleanse Enrich

- Reporting
- Alerts
- Dashboards
- Data as a Service

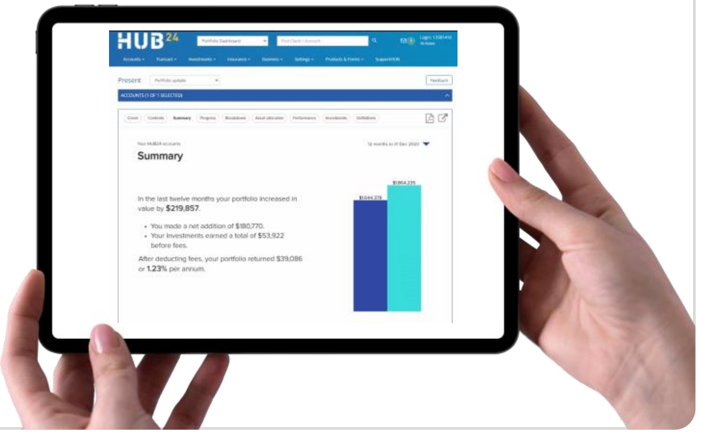
HUBconnect powering a range of services & solutions

Collaborating to deliver innovative solutions that solve common challenges in advice delivery

"Real-time" whole of wealth client reporting

Leading with "Present" reporting technology to develop tools for advisers that increase end-client engagement & retention

- Interactive client reporting/visuals
- Used live in client meetings or export to PDF



Licensee compliance & practice management

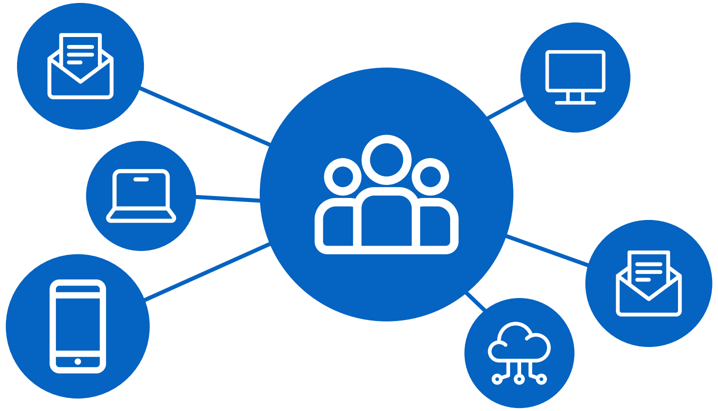
Leveraging machine learning and AI to provide comprehensive data, dashboards & insights for licensees

- Enabling proactive compliance and reducing the cost of advice

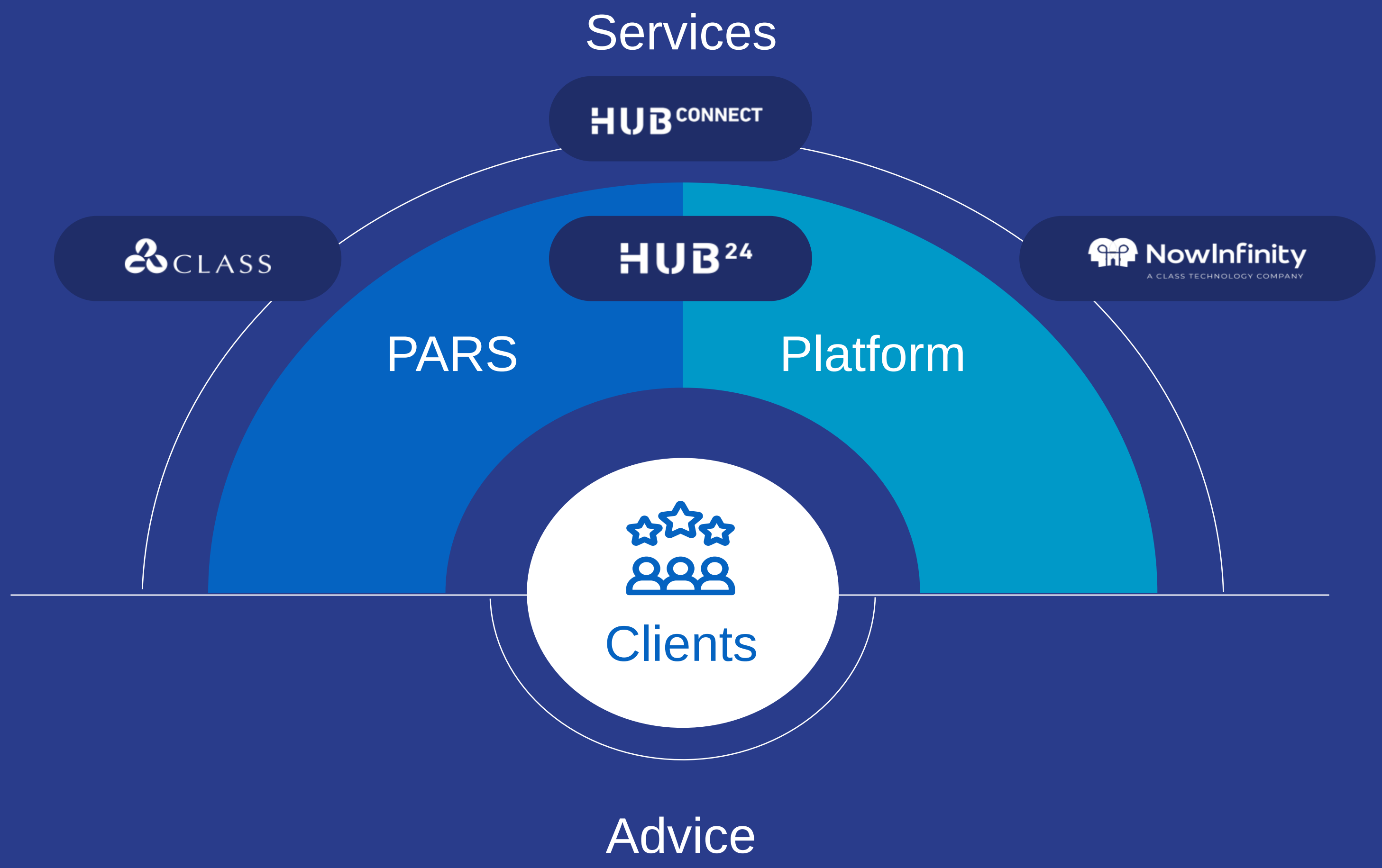
Data-as-a-Service

Leveraging our broad range of data integration points and data cleansing capabilities to provide access to holistic wealth data

- Putting advisers in control of their technology infrastructure
- Becoming the provider of quality, enriched data for Fintechs



Platform of the future - delivering to customer needs



Single view of wealth
for advisers and their clients

One way of doing business
Incorporating custody & non custody

Flexibility for advisers &
Visibility for licensees

Reporting & insights
for businesses

Financial Reporting Outlook

Kitrina Shanahan
Chief Financial Officer

Strong financial management

Capital management

Strong operating cashflows

Excess cash held significantly above regulatory requirements

Leveraging acquisitions to grow returns and scale

Environmental, Social & Governance

Continuing to build a sustainable future for customers, shareholders, employees and the broader community

1st edition ESG report to be included in the 30 June 2022 reporting suite

Reporting segments

Technology Solutions will include Class and the following metrics in the Analyst and Investor Pack.

Platform

Development and provision of investment and superannuation platform services.

Key metrics:

- Platform FUA
- Platform Net flows
- Portfolio Administration & reporting (PARS) FUA
- PARS No. of accounts

Corporate

Provision of corporate services and the investment in Diverger Limited.

Key metrics:

- Corporate overheads
- Diverger investment

Technology Solutions

Provision of application and technology products for the financial services sector.

Development and provision of cloud-based accounting, investment reporting, document and corporate compliance and administration software.

Key metrics:

- HUBconnect Financial services clients
- Class No. of accounts (excl. documents)
- Document orders (rolling 12 months)
- Companies on Corporate Messenger

Dividend (cps)[1]

Dividend payout ratio targeting 40% - 60% of underlying NPAT

Dividend (cps)

1. Dividend subject to market conditions and capital management priorities

Financial drivers

Guidance*

Platform FUA[1] (excluding PARS FUA)

31 MAR 22		FY24
$51bn	$83bn	$92bn

Net flow range $11-14bn p.a.
Market range 0 – 5%

Earnings drivers* (as at 31 March 2022)

Advisers	3,432
Platform net flows	$9.3bn
Platform revenue margin[2]	32bps
PARS No. of accounts	8,020
Class No. of accounts[3]	196,298
Document orders (rolling 12 months)[4]	164,212
Companies on Corporate Messenger[5]	567,518

Strong momentum is expected to see all earnings drivers continue to improve

Q4 net flows update

Q4 FY22 net flows expected to be in-line with Q4 FY21 excluding large transitions

Interest rate impacts

- HUB24 disclosed cash fee up to 1.75%
- Due to flexible pricing arrangements, the average cash fee on the HUB24 platform (excluding Xplore) is slightly below this cap following the June 2022 RBA rate increase
- HUB24's deposit agreement with ANZ expires 1 Dec 22. Negotiations ongoing with several providers for a new agreement

M&A in-line with targets

- Xplore integration progressing and on track for $10m synergies (incorporating both expense and revenue synergies) by FY24 and 13% EPS growth FY22
- Class 8% EPS growth FY23

* Statistics have been rounded and are not audited. Platform FUA refers to custodial administration services. Platform inflows exclude market movements. 1. The company expects strong growth and increasing profitability moving forward subject to consistent and stable investment markets, HUB24 terms of business and no unexpected events that may affect platform FUA and revenue. 2. Custody revenue margin as at 31 Dec 21 and is subject to the impacts of RBA official cash rate movements 3. Number of Class accounts consists of Class Super, Class Portfolio and Class Trust licences 4. Documents paid for by PAYG and subscription customers. 5. Number of active companies

Closing remarks

Andrew Alcock
Managing Director / CEO

Well-positioned to deliver sustainable long term growth

Market leadership in our core propositions

Strong leadership team with the right structure & culture to achieve growth

Continued investment to develop platform of the future & enable industry growth

Leveraging core products & capabilities into new market segments

Customer-centric innovative product & service solutions that deliver value

Continuing strong growth in financial results

Innovative technology enabled solutions that enhance client experiences

Coherent strategy driving competitive advantage

Questions?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SUMMARY INFORMATION

The material herein is a presentation of general background information about HUB24 Limited's ('HUB') activities current as at date of presentation. This information given in summary form does not purport to be complete and should be read in conjunction with previous ASX filings, Half Year Report and the audited Annual Report as applicable. Any arithmetic inconsistencies are due to rounding.

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This presentation was authorised for release to the market by the Managing Director.