

ASX announcement

CountPlus Limited



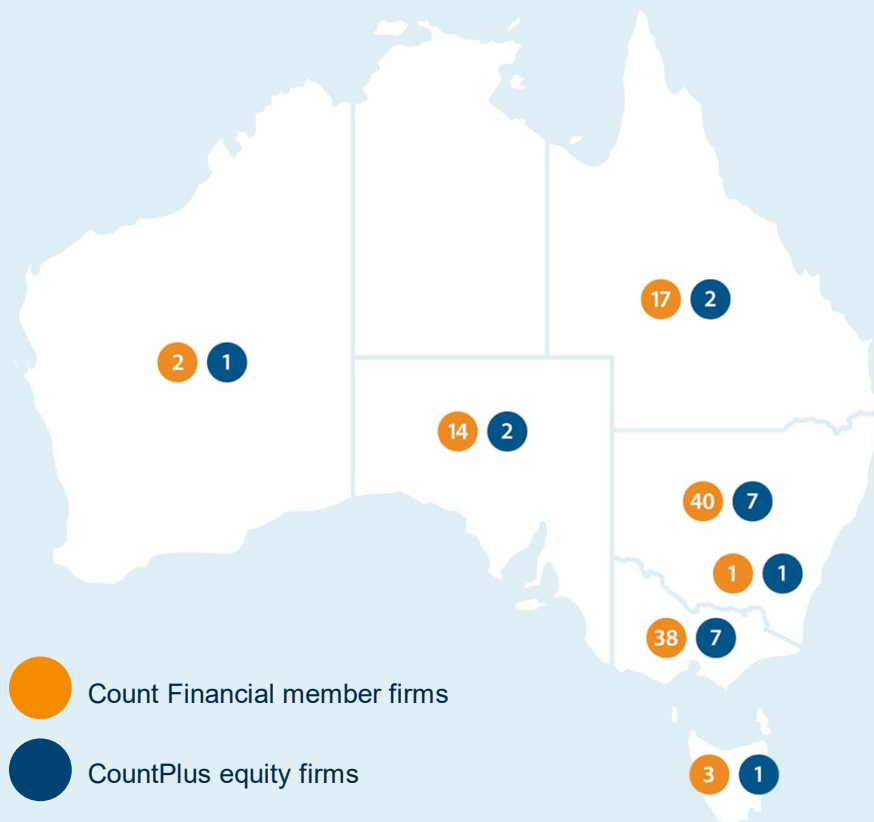
AGM Market Update Presentation

15 November 2022 (Sydney).

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

CountPlus Network

The CountPlus and Count Financial network now represents 136 firms and 3,455 people across our three operating segments of Accounting, Wealth and Services.



2022 Full-Year Underlying Headline Results

FY22 results saw continued growth in our three segments in challenging conditions, enabling a +33% increase in the final dividend per share.



Aggregated revenue

↑ 24%

to \$221M

Aggregated contrib. margin

↑ 17%

to \$68M

Underlying EBITA

↑ 49%

to \$11.35M

Underlying NPAT

↑ 90%

to \$7.2M

Underlying NPAT attr. CountPlus

↑ 127%

to \$5.0M

Final Dividend per share

↑ 33%

to 2.00 cents

Net tangible asset per share

↓ 26%

to 27.72 cents

Underlying earnings per share

↑ 127%

to 4.47 cents

Comments

The above data reflects underlying figures.

On-market share buy-back progress*

The ASX: CUP share buyback is progressing well with c1.3m shares now acquired at a volume weighted average price of c.\$0.71 per share.



* Data as at close of business 8 Nov 2022

Acquisitions and divestment summary YTD FY2023

The acquisition of two new tuck-ins, a stake in WSC Group, and the divestiture of Cooma Accounting are evidence of execution against CountPlus' strategic growth plans.



Acquisitions

Equity Partnership - WSC Group

- CountPlus acquired a 32.75% shareholding for c.\$3M.
- WSC Group revenues were c.\$7M in FY2022.
- WSC Group is a financial services and advice practice with offices in South Sydney, Sydney CBD, Brisbane, the Gold Coast, Melbourne and Newcastle.
- The financial advice business of WSC Group, WSC Group (Aust) – Private Wealth Pty Ltd is now authorised by Count Financial Limited, adding additional three Authorised Representatives to the CountPlus-owned licensee.

Tuck-ins

- Two tuck-ins were completed in FY2023 by CountPlus member firms (CountPlus One and Advice Co) with revenues totaling c.\$1.1M.

Divestiture

Sale of Cooma Accounting and Financial Services Pty Ltd

- Subsidiary firm (part of the group of companies forming Addvantage Financial Freedom), Beames & Associates, sold a 100% stake in Cooma Accounting and Financial Services Pty Ltd (Cooma Accounting) to MLJ Accounting Pty Ltd, a firm owned by the Cooma Accounting Principals (Mark Kenmir, Lisa Rowbotham, Jodie Dobbie).
- The consideration for the transaction was c.\$1.5M.
- Their Canberra-based accounting and financial planning arm has become part of Twomeys Group Pty Ltd, which post-transaction is a 55% owned subsidiary of CountPlus Limited.
- The transaction was part of a CountPlus strategy to retain and merge part of the business that fits the CountPlus strategy (Addvantage Financial Freedom) and exit Cooma Accounting.

Our M&A and Recruitment pipelines

Our M&A pipeline is strong with a number of active discussions, whilst recruitment of Advisers into Count Financial shows positive momentum



Active M&A opportunities

12

Qualified M&A leads

80

**New Advisers
FY23 YTD**

+16

With 24 Advisers in
the due diligence stage

**Early-stage M&A
discussions**

24

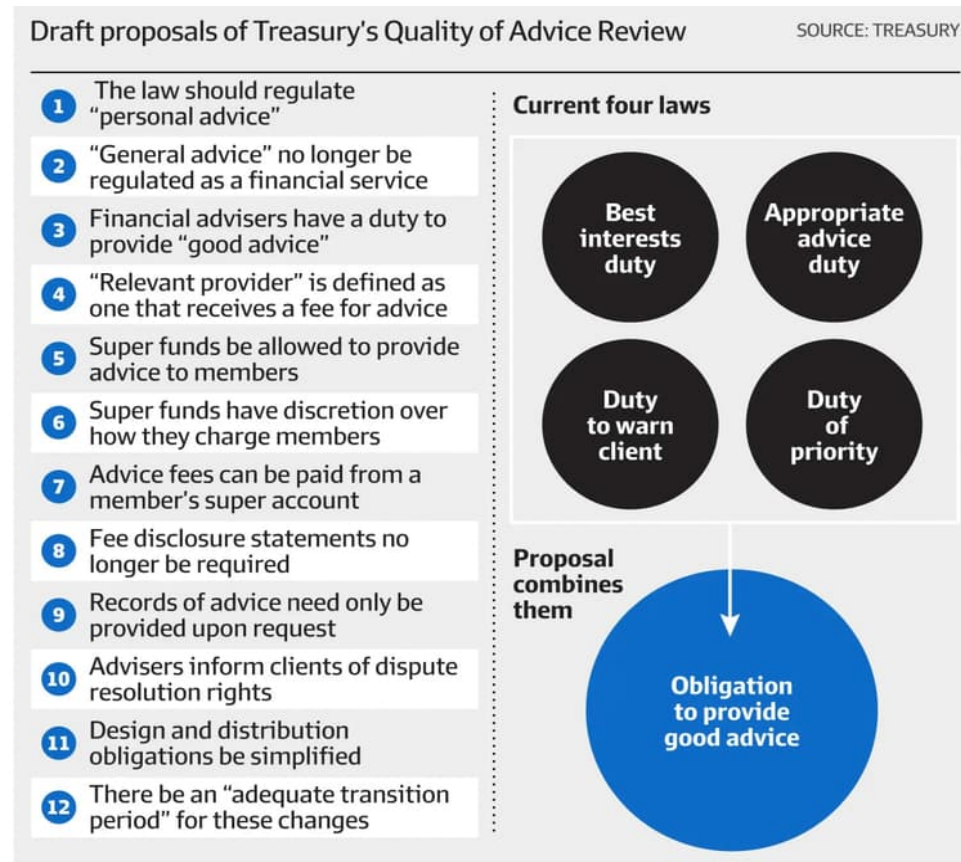
Prospective Advisers

156

At various stages

Quality of Advice Review and CountPlus House Views

In early 2022 the Federal Government announced the Quality of Advice Review to consider if changes should be made to the advice regulatory framework to improve accessibility and affordability.



CountPlus House Views

CountPlus has made a submission to the Review and included the following principles in support of better outcomes for clients and their advisers:

- ✓ We believe in the power of advice and the importance of presenting high quality advice documents to clients, as this serves as a critical the physical (or digital) artefact from the advice experience. We are passionate about improving the advice experience, and we included a number of suggestions in our submission.
- ✓ We believe that some information currently included in Financial Services Guides can be loaded on firm websites as an alternative means of disclosure to clients.
- ✓ We are supportive of a standardised single fee consent form, and the removal of the current duplicated fee disclosure regime.
- ✓ We believe that the costs of upfront and one-off advice must be tax deductible, greatly reducing the cost to clients and improving access to advice for more Australians.
- ✓ We have shared doubts and concerns whether the intention of replacing some existing duties with a requirement to provide 'good advice' will be achieved.
- ✓ Financial advice provided by professional advisory firms must be less regulated and less constrained than financial product advice provided by an organisation that manufactures financial products. This will help to ensure that historical conflicts do not re-emerge.

CBA indemnity and the advice remediation provision

CBA continues to report progress towards meeting the remediation program milestones and expects substantive completion at the end of 2022.



- As of today, CBA have not identified any material concerns to the achievement of the schedule.
- CBA anticipates being able to substantially meet its commitment to finalise sending remediation outcome letters to customers by the end of 2022.
- As at 12 October 2022, approximately 51,000 remediation outcome letters had been sent with approximately \$111m offered or paid through the program.
- Based on the advanced state of the remediation program, CountPlus expects CBA will shortly be in a position to confirm the average refund rate.
- In the event that the actual average refund rate is found to be higher than the assumed refund rate, and where that meant customer payments would exceed the remaining headroom in the \$300 million indemnity, consistent with past practice a variation to the indemnity deed would be required.

Important information



This presentation is provided for information purposes only. The information in this presentation is in a summary form, does not purport to be complete and is not intended to be relied upon as advice to investors or other persons. The information contained in this presentation was provided by CountPlus Limited ABN 11 126 990 832 (CountPlus) as of its date and remains subject to change without notice. This presentation has been provided to you solely for the purpose of giving you background information about CountPlus and should be read in conjunction with CountPlus' market releases on the ASX.

No representation or warranty, express or implied, is made as to the accuracy, reliability, completeness or fairness of the information, statements, opinions or matters contained in this presentation. CountPlus, its related bodies corporate, shareholders or affiliates, nor any of their respective officers, directors, employees, related bodies corporate, affiliates, agents or advisers makes any representations or warranties that this presentation is complete or that it contains all material information about CountPlus or which a prospective investor or purchaser may require in evaluating a possible investment in CountPlus or applying for, or a subscription for or acquisition of, shares in CountPlus.

To the maximum extent permitted by law, none of those persons accept any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this presentation or in relation to the accuracy or completeness of the information, statements, opinions or matters, express or implied, contained in, arising out of or derived from, or for omissions from, this presentation.

Certain statements in this presentation may constitute forward-looking statements or statements about future matters (including forecast financial information) that are based upon information known and assumptions made as of the date of this presentation. These statements are subject to internal and external risks and uncertainties that may have a material effect on future business. Actual results may differ materially from any future results or performance expressed, predicted or implied by the statements contained in this presentation. As such, undue reliance should not be placed on any forward-looking statement. Past performance is not necessarily a guide to future performance. Nothing contained in this presentation nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee, whether as to the past, present or future by CountPlus or any other person.

The provision of this presentation is not a representation to you or any other person that an offer of securities will be made and does not constitute an advertisement of an offer or proposed offer of securities. CountPlus has not independently verified any of the contents of this presentation (including, without limitation, any of the information attributed to third parties).

This presentation is not, and does not constitute, an offer to sell or the solicitation, invitation or recommendation to purchase any securities in CountPlus and neither this presentation nor any of the information contained herein shall form the basis of any contract or commitment. This presentation does not constitute financial product advice to investors or other persons and does not consider the objectives, financial situation or needs of any particular investor. A reader should, before making any decisions in relation to their investment seek their own professional advice.

All currency amounts are in AUD unless otherwise stated.

Thank You