

ASX AND MEDIA RELEASE

Wednesday, 23 November 2022

CHAIRMAN'S ADDRESS AT 2022 ANNUAL GENERAL MEETING

Sequoia Financial Group Ltd (ASX: **SEQ**) provides a copy of its Chairman's address at the Annual General Meeting to be held today, Wednesday 23 November 2022 at 10.30 am (Melbourne time).

I would like to welcome and thank my three fellow directors alongside me in Melbourne today, for their ongoing commitment and professional business acumen. I'd also like to thank our diligent and dedicated executive team led by CEO Garry Crole and CFO Lizzie Tan, for everything they've done over the past 12 months, and all of our staff who truly are the 'heart beat' of our business.

For those of you who were able to attend in person today, we all look forward to talking with you after today's formal meeting concludes. For those shareholders who are joining us online, we also welcome you and thank you for attending the meeting 'virtually'.

In terms of today's Agenda, apart from reflecting on the financial year just completed, we look forward to sharing a strategic update with you, as well as most importantly, providing all shareholders with an opportunity to ask questions of your Board.

In a moment I will pass over to our CEO Garry Crole to commence his commentary on the various business issues impacting our business and what we're doing to address these challenges and opportunities. He will also briefly update you on the progress of our business in the current period.

Following this we will move to the formal business of the meeting and vote on the various resolutions, noting we withdrew Resolution 4 last week after receiving strong shareholder feedback on the matter proposed.

This announcement was authorised for release by the Chairman.

For further information please contact:

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ABOUT SEQUOIA FINANCIAL GROUP LTD

ASX-listed Sequoia Financial Group Ltd (ASX: SEQ) is an integrated financial services company providing products and services to self-directed retail and wholesale clients and those of third-party professional service firms.

It provides:

- Investment and superannuation products
- Wealth management and advisory services
- Corporate advisory and capital markets expertise
- Retail, wholesale and institutional trading platforms
- Market data and financial news services

Sequoia operates various AFS Licenses and its subsidiary Morrison Securities Pty Ltd is an ASX Market Participant.

Registered Office:

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Since the last AGM, despite the increased costs of operating a services business to our industry, significantly reduced adviser numbers, pressure on wages and continued legislative uncertainty, Sequoia remains in a strong position to continue growing its market share in nearly all of our individual businesses.

Our main concern has been the changes imposed on our advisors, with the exit of the banks post-Hayne, the requirement for advisors to now have tertiary degree qualifications, increased vigilance from authorities, and the impact of trying to improve transparency to consumers. Fortunately, now for the first time in many years, Stephen Jones, the newly appointed Financial Services Minister, recognises the importance of a strong advice community, and early indicators have us optimistic that we can 'stem the bleeding' in terms of advisor numbers.

The need and rise in demand for advice has never been greater. We have therefore continued to increase the range of services available to our various customer segments so that we help drive that turnaround in advisor numbers, which has seen 10,000 advisers depart the industry nationally since 2018.

It was pleasing to see our Group continue to perform well financially throughout the 2022 financial year, achieving strong revenue growth and a positive operating cash flow of \$14.7M, which was up 36% on the 2021 financial year. The full year dividend of 1.4 cents fully franked was up 40% on the previous 12-month period, on a conservative payout ratio of 33%. We intend to increase this payout ratio to 40% in FY 2023, growing towards 70% by 2026 as the need for acquisitional growth flattens. In the short term, acquisitions and organic growth remain equally important whilst reaching 'scale' in the services we provide remains our core focus.

-END-

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