

7 July 2023

The Manager  
Market Announcements Office  
Australian Securities Exchange  
Level 5, 20 Bridge Street  
SYDNEY NSW 2000

By electronic lodgement

**Letter to Shareholders: BIR outlines strategic plans in new website launch**

**Highlights**

- **BIR plans broadening of wholesale and development of retail financial product offerings as part of strategic expansion**
- **Growth plans encompass previously announced planned acquisitions:**
  - **Investor Centre, with 40,000 client database and management team**
  - **Capital Financial Planning, earning 2% fees from clients currently on funds under management**
- **New opportunities under discussion include Australian equity trading through US affiliates and other strategic partners**

**Dear Shareholders**

Following BIR's recent change in management, the new team is now in a position to release its vision for the new BIR and our growth strategy for the Company.

This is based on a clear vision, strategy and execution plan for delivering increased value for shareholders and an enhanced offering for our clients, in both wholesale and retail financial markets.

**Vision**

Our vision is clear. We strive to become an exceptional financial services institution, based on client service and operational excellence, and a commitment to fairness, integrity and responsibility.

We are focused on advancing the success of our clients and increasing shareholder value. We seek to utilise world-leading technologies and participate in global financial markets, both wholesale and retail, to benefit all stakeholders.

**Strategy**

BIR plans to broaden our base from wholesale to retail financial markets as part of a diversified expansion plan.

Our proposed acquisitions and new partnerships are targeted at achieving this goal, with a focus on innovation and applying best practice from overseas to the Australian market.

BIR also plans to expand internationally, providing investors with access to U.S. markets.

Our new action plan seeks to achieve this strategy in a timely fashion, maximising the benefits of our existing assets and resources while adding new complementary businesses and people.

### **Key near term action plans**

The growth in the value of the Company over the past months has reflected shareholder support of the above business model.

Your Board believes there is significant opportunity for further growth as it expands its base of clients and introduces new products and services across wholesale and retail markets.

Through the proposed acquisitions and partner relationships the Company is bringing in new client management systems and facilities, including the opportunity to manage hybrid investments both nationally and internationally, together with other product offerings.

These initiatives, while subject to ongoing negotiations and successful capital raisings, are set to expand the Company's service offerings for wholesale and retail investors, both in Australia and internationally.

### **New growth opportunities**

The new growth opportunities include the expansion of our existing, 100% owned financial services and securities trading company, **Pulse Markets Pty Ltd** (AFSL #220383) ([www.pulsemarkets.com.au](http://www.pulsemarkets.com.au)), with a business focus on wholesale investors, equity capital raising and the development of hybrid investment products.

As per our 7 March 2023 announcement, BIR plans the acquisition of **Investor Centre Pty Ltd** ([www.investorcentre.com.au](http://www.investorcentre.com.au)) a marketing company with a database of 40,000 clients, which will significantly enhance the reach of Pulse Markets to include retail investors.

Investor Centre offers a range of products including ASX education and training, newsletters and subscriptions, market data and corporate advisory services.

In March, BIR appointed a new CEO for Pulse Markets, Trishella Geitz, a highly experienced financial services practitioner who is focused on integrating the two businesses and maximising potential synergies. Her contacts and experience with external brokerages are expected to create greater opportunities for Pulse's Authorised Representatives.

Internationally, BIR plans to offer Australian clients access to the U.S. stock markets via **IC Stock Broking USA**.

IC Stock Broking USA will also introduce U.S. investors to Australian listed companies and assist in US market listings for Australian companies. In addition, it will provide access to high-yielding listed products and precious metals and also derivatives and hybrid investments to all existing Pulse, Investor Centre and new clients.

In addition, the planned acquisition of Capital Financial Planning WA Pty Ltd (CFP) (refer ASX release 12 January 2023), will, once complete, strengthen BIR's presence in the retail financial services market. A fast-growing company, CFP is earning 2% fees from clients currently on its funds under management, with the leadership team having more than 20 years retail financial services experience.

The CFP business has a retail AFSL and will focus on writing retail business to increase commission returns from clients, concentrating on small and medium-sized retail super funds.

BIR has also identified a number of other potential affiliates and strategic partners that will, if implemented, further support the Company's growth plans.

Importantly, the Company continues to enhance its investor outreach, including the launch of a new website, [www.biraustralia.com.au](http://www.biraustralia.com.au).

Through these initiatives BIR aims to develop positive growth momentum across both retail and wholesale financial markets, broaden its potential earnings bases and reduce risk through increased diversification.

With shareholder support, the Directors believe BIR has a bright future ahead as we focus on completing these planned acquisitions and delivering on the other potential opportunities for expansion.

We look forward to progressing these initiatives further, at which time we will update the market accordingly.

Authorised for release by the Board.

**Jody Elliss**  
Director

#### **References to previous ASX releases**

- 8 March 2023 – Appointment of new Pulse Markets CEO
- 7 March 2023 – Planned acquisition of Investor Centre Pty Ltd
- 12 January 2023 – Company update

#### **Forward Looking Statements**

This announcement contains certain forward-looking statements. Such statements are only predictions, based on certain assumptions and involve known and unknown risks, uncertainties and other factors, many of which are beyond BIR Financial Limited's control. Actual events or results may differ materially from the events or results expected or implied in any forward-looking statement. The inclusion of such statements should not be regarded as a representation, warranty or prediction with respect to the accuracy of the underlying assumptions or that any forward-looking statements will be or are likely to be fulfilled.