

Equity Story Raises \$1,030,000 via Bond Issue

Sydney, 1 August 2023: Equity Story Group Ltd ("**Equity Story**" or "**the Company**", **ASX:EQS**) is pleased to announce that it has raised \$1,030,000 via the issue of 103 bonds to sophisticated investors to fund the acquisition of operating financial services businesses and working capital.

The Company flagged the proposed Bond Offer in the Mid-Year Shareholder Update released to ASX on 20 July 2023. This issue is the first tranche of Bonds to be issued in this initial series. The Bond Offer remains open and the Company is in discussions with additional investors.

Each Bond has a face value of \$10,000 each, bears interest at a rate of 10% per annum, paid semi-annually at 5% every six months, and mature five years from issue (**Bond**).

The Company will also issue and allot 5,000 free-attaching, unlisted options with an exercise price of \$0.10 and expiring three years from issue (**Options**) for each Bond for a total of 515,000 Options. The Options were issued utilising the Company's 15% placement capacity under ASX Listing Rule 7.1.

Equity Story has been pursuing negotiations with various boutique financial planning firms, exploring the prospect of widening the financial advice platform and client base via selected acquisitions of, and partnerships with, wealth advice and financial planning firms consistent with the objectives set out in the Company's IPO Prospectus dated 4 February 2022. Funds raised from the issue of Bonds will be used, in part, to fund these proposed acquisition/s.

ENDS

*This announcement has been authorised for release by the Board of Directors of
Equity Story Group Ltd*

About Equity Story Group Ltd

Equity Story Group Ltd (ASX:EQS) is an Australian investor media company providing stock market trading information, wealth advice, research, investor education, funds management and capital markets services.

The Company' subscribers pay annual membership fees for written content and podcast-based equities market advice and commentary through several subscription packages, as well as regular paid live and digital investor education courses.

The Company offers other adjacent financial services to its members including member access to corporate investment opportunities, funds management and additional financial services and content.

For more information, please visit us: www.equitystory.com.au

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