



17 November 2023

The Manager – Listings  
Australian Securities Exchange Limited  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

### **Purchase of Centerpoint Alliance Limited (ASX: CAF) shares**

COG Financial Services Limited (ASX: COG) has acquired 19.99% of CAF for a consideration of \$13m. COG has utilised cash and debt to fund the acquisition of this interest.

COG's core strategy has two limbs; to own interests in businesses that are involved in the distribution of financial services (asset finance broking, novated leasing and insurance broking being examples of these) and building a scale business in retail funds management. The strategic rationale for the acquisition of the CAF interest is that it builds on the first limb of COG's strategy.

By acquiring the CAF stake, COG is further applying its expertise in the identification, due diligence, integration, and management of interests in financial services distribution businesses, in this case wealth management services.

*Announcement authorised by: Patrick Tuttle, Chair*

For further information please contact:

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#### **Who we are:**

COG Financial Services Limited (COG) has three complementary businesses:

1. Finance Broking & Aggregation ("FB&A"): Through its membership group of independent and equity owned brokers (brokers in which COG has invested), COG is Australia's largest asset finance group, representing over \$7.7 billion per annum of Net Assets Finance (NAF). Further growth is being achieved through organic growth in equipment finance, insurance broking, and through equity investment in brokers.
2. Novated Lease ("Novated"): Through Fleet Network and its subsidiaries Paywise and Be Car Wise, COG operates in the novated lease and salary packaging business. Further growth is being achieved through organic growth, with a significant opportunity arising from existing tax incentives associated with electric cars financed through a novated lease arrangement.
3. Funds Management & Lending ("FM&L"): Through broker distribution, COG provides equipment finance to SMEs, and real property loans via its subsidiary Westlawn Finance Limited.

In all three businesses COG's market share is small relative to the market size in which it operates, and there are significant growth opportunities through consolidation and organic growth.