CEO Resignation & Appointment

12 September 2024

The Board of Equity Story Group Ltd (**Equity Story** or **Company**, ASX: EQS) announce the resignation of Mr. Robert Corlett as CEO, and the appointment of Mr Shane White as the Company's new Chief Executive Officer.

Mr. Corlett has stepped down as CEO for personal circumstances. The Board deeply appreciates Rob's dedication and contribution during his time, particularly in establishing the foundations for the development of the Wealth and Securities Division and new product offerings. The Board wishes Rob all the very best for the future.

As the new CEO, Mr. Shane White, said, "I t*hank Rob for his stewardship and I welcome the possibility he could return at some stage to assist with the Wealth Advisory division expansion. I have always loved the intent and values of Equity Story and the fine people behind it. Their passion and drive for helping others navigate the markets and build wealth strongly aligned with my beliefs. I have been involved with Equity Story since its seed round and am excited to be stepping into the CEO role.*

I am a shareholder with skin in the game. I am determined to work with the Board and the wonderful group of people we have as shareholders and clients. I look forward to building on the strong foundations my predecessors have created to help realise Equity Story's potential and shareholder value and develop client wealth."

Shane joined Equity Story this year as a consultant to build out the Securities & Wealth service. In this period, Shane has led and assisted with eleven equity capital deals, bringing new opportunities to the Company and actively supporting other components of the Equity Story service offering.

Shane brings a wealth of experience to his new role. His years in equity markets and advisory were preceded by a successful tenure as a Police Area Commander (Detective Superintendent). Shane holds a Master's Degree in Public Sector Management, a Bachelor's degree in Business (Accounting), a Diploma of Gov't (Fraud), and a Diploma of Security and Risk Management.

This unique blend of management skills and financial knowledge has been instrumental in his successful 2012 founding and leadership of Pinnacle Integrity, a specialist firm providing integrity-based services. His experience includes investigations of issues relating to conduct, culture, process, procurement, and governance issues for both the public and private sectors. Pinnacle Integrity led a major change management review one of Australia's tier-one banks in the lead-up to the Banking Royal Commission and several other high-profile and sensitive issues within the banking, finance, and government sectors.

Shane's academic achievements are matched by his farming and family-based values. He and his partner are proud parents of sons and step-sons, and his commitment to youth mentoring, surf lifesaving, and anti-bullying organisations reflects his dedication to community and social responsibility.

Details of Shane's terms of engagement are set out in Annexure A.

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

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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's 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

ANNEXURE A

Key terms of Mr. Shane White's Employment Arrangements

A summary of the material terms of the employment arrangements between Equity Story and Share White is set out below:

Position/Title	Chief Executive Officer
Term	On-going
Remuneration	$220,000 per annum including superannuation payable in cash ($150,000) and shares ($70,000)
Short-term Incentive	The Executive may be eligible to earn a performance related short-term incentive calculated with respect to each completed Financial Year (STI). Any STI will be communicated to the Executive separately in writing
Long-term Incentive	The Executive may be eligible to participate in the Company's long term incentive scheme. Any LTI will be communicated to the Executive separately in writing
Termination	Notice by Executive Four (4) months Notice Period Pay out The Employer may elect to pay the Employee the amount to which the Employee would be entitled to be paid under this Agreement during the Notice Period
Post-employment restraint	A 12-month restraint provision applies