



Equity Story Group Ltd (ASX:EQS) | ASX Announcement

Placement to Raise Working Capital

24 September 2024

Equity Story Group Ltd (Equity Story or Company, ASX: EQS) is pleased to announce that it has received firm commitments to raise \$708,000 (before costs) by way of a placement. The Company will issue up to 27,230,769 new fully paid ordinary shares at \$0.026 per share (Shares) together with 27,230,769 unlisted options exercisable at \$0.05 and expiring two years from issue (Options) (Placement) with the Options being subject to shareholder approval.

The Shares will be issued within the Company's existing 15% placement capacity under ASX Listing Rule 7.1 and 10% placement capacity under ASX Listing Rule 7.1A totalling 16,331,423 and 10,899,346 respectively. The Options, to be issued as free attaching options on a one for one basis, are subject to Shareholder approval. It is expected that the Shares will be issued on Tuesday, 1 October 2024.

Capital raised from the Placement (after costs) will be used to expand sales and marketing activities, drive revenue within the education and trading division and Funds Management, hiring of a Senior Wealth Advisor to drive Wealth Advisory growth and revenue and an Office Manager to support Securities, Wealth & Membership divisions and for general working capital to explore and assess expansion opportunities.

This announcement has been authorised for release by the Chief Executive Officer of Equity Story Group Ltd.

Corporate Enquiries

Shane White, CEO

T: +61 02 9907 9652

support@equitystory.com.au

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.

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