

## Quarterly Activities Report – December 2024

30 January 2025

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Sydney, 30 January 2025: **Equity Story Group Ltd (Equity Story or Company, ASX: EQS)** is pleased to present its **Quarterly Activities Report** and **Appendix 4C Cash Flow Report** for the December 2024 quarter.

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### Quarterly Highlights

- **33.4% Equity Story Growth Fund performance for the rolling 12 months, driven by the proprietary CTM methodology**
- **62% increase in funds under management (FUM) over the quarter.**
- **40% Equity Story membership fee growth for the quarter**
- **90% Equity Capital Markets revenue growth for the quarter**
- **Revenue growth and strategic cost reductions successfully implemented.**
- **EQS to receive performance fees from the Growth Fund in the current quarter**

We are pleased to report that **management's focus on consolidating core business, expanding Wealth Advisory services, and reducing non-essential expenditures** has gained traction. Membership revenue has increased, and operating expenses have been significantly reduced, positioning the Company for sustained growth in 2025. Additionally, fund performance was robust, attracting significant inflows.

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## Equity Story Growth Fund Performance

Period	EQS Growth Fund	Benchmark*	Outperformance
<b>December Month</b>	0.00%	(3.20%)	3.20%
<b>December Quarter</b>	4.01%	(1.27%)	5.28%
<b>Rolling 12 months</b>	33.40%	18.14%	25.81%

\*Benchmark: Barclay Hedge Fund index

The **Equity Story Growth Fund** applies a **proprietary blend of fundamental and technical analysis (CTM methodology)** to achieve **strong investment outcomes**. Despite broader market declines, the fund held steady in December and **outperformed the benchmark by 5.28% for the quarter**, closing the year with an **exceptional 33.4% net return**.

Since returning to the CTM strategy, the strong performance in the growth fund has continued to drive new investment money into the Fund. The momentum has continued in the first month of this quarter, with **an additional \$850,000 (a 17% increase in FUM) received in January 2025 alone**.

Following **some profit-taking and additional** inflows, the cash position expanded to ~42%, enabling the Fund to capitalise on upcoming market opportunities. Performance fees (20% above the benchmark) are expected to contribute to the Company's revenue in the current quarter.

Additionally, Equity Story has formally commenced the **SQM Research rating process** to enhance fund accessibility, with completion expected within **12 weeks**. Securing this rating will enhance the fund's credibility and visibility, by opening new distribution channels, particularly for financial advisers and investment platforms who require rated funds.

For more information on fund performance and how to invest in the fund please, visit: <https://equitystoryfund.com.au>.

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## Membership Growth & Strategic Partnerships

Membership revenue grew **40% over the prior quarter**, reflecting a successful realignment to core business priorities. **Equity Story has entered into a strategic**

**partnership with HELIOS Scale**, a leader in performance-driven sales solutions to enhance sales efficiency and membership retention. To drive membership expansion, HELIOS will collaborate with **global marketing firm Creative Dreams Agency**. These initiatives are being implemented in the current quarter, and the next update expects initial results.

**Share Holder Discount Offering:** Equity Story Shareholders are seen as part of the EQS family and we offer a 25% discount on new memberships to anyone holding a minimum of 40,000 EQS shares.

For more information of the EQS membership please register at [support@equitystory.com.au](mailto:support@equitystory.com.au)

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## Wealth Advisory Division

### 1. Equity Capital Markets (ECM)

- Equity Story increased ECM **revenue by 90%** quarter on quarter (**from \$57,103 to \$110,160**) by providing distribution support for 5 ECM transactions.
- Qualified EQS members can get access to ECM deals by emailing [support@equitystory.com.au](mailto:support@equitystory.com.au)

### 2. Portfolio Services (Wealth Management)

- Equity Story has entered into a **new AFSL licensing agreement with Baker Young**, a wealth management firm with a heritage of 40 years of wealth advisory and broking experience. This partnership provides **access to Individually Managed Portfolios (IMPs), expanded wealth services, and corporate benefits**.
  - The agreement aligns with Equity Story's strategy to **expand personalised wealth management services** for its members.
  - Qualified EQS members can get access to these additional services by registering with [support@equitystory.com.au](mailto:support@equitystory.com.au)
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## Financial Summary

- **Cash receipts increased by 50% to \$194K** for the quarter, reflecting revenue recovery following prior disruptions.
- **Staff, corporate, and administrative expenses were halved**, demonstrating cost-efficiency measures.
- The remaining **\$226,000 from the September capital raise was received** in the quarter.

## Related Party Transactions

- Payments to related parties and associates totalled **\$151K**, covering directors' fees and salaries.
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## Outlook

Equity Story remains committed to **further revenue growth, strategic partnerships, and capital market opportunities**. We are currently reviewing a number of potential opportunities aligned with this strategy and will be providing a strategic and management update for the market in the near future. With accelerating growth and an expanding membership base, the Company is well-positioned for **sustained growth in 2025**.

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

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## Corporate Enquiries

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CEO

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### **About Equity Story Group Ltd (ASX: EQS)**

Equity Story Group Ltd is an Australian investor media company offering stock market trading insights, wealth advisory services, research, investor education, fund management, and capital markets expertise. The Company provides paid subscription-based content, corporate investment opportunities, and financial services.

For more information, visit: [www.equitystory.com.au](http://www.equitystory.com.au).



## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

**Name of entity**

Equity Story Group Limited

**ABN**

84 653 383 478

**Quarter ended ("current quarter")**

31 December 2024

<b>Consolidated statement of cash flows</b>	<b>Current quarter A\$'000</b>	<b>Year to date (6 months) A\$'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	194	322
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	-	-
(c) advertising and marketing	(11)	(11)
(d) leased assets	-	-
(e) staff costs	(243)	(523)
(f) administration and corporate costs	(396)	(856)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	5
1.5 Interest and other costs of finance paid	-	(52)
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	-
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(456)</b>	<b>(1,115)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	-
(d) investments	-	-
(e) intellectual property	-	-
(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter A\$'000	Year to date (6 months) A\$'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>-</b>	<b>-</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	226	708
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	4	4
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(6)	(6)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>224</b>	<b>706</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	632	809
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(456)	(1,115)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	-

Consolidated statement of cash flows		Current quarter A\$'000	Year to date (6 months) A\$'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	224	706
4.5	Effect of movement in exchange rates on cash held	-	-
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>400</b>	<b>400</b>

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter A\$'000	Previous quarter A\$'000
5.1	Bank balances	400	632
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>400</b>	<b>632</b>

6.	Payments to related parties of the entity and their associates	Current quarter A\$'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	151
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

<b>7.</b>	<b>Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	<b>Total facility amount at quarter end A\$'000</b>	<b>Amount drawn at quarter end A\$'000</b>
7.1	Loan facilities	1,030	1,030
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	<b>Total financing facilities</b>	1,030	1,030
7.5	<b>Unused financing facilities available at quarter end</b>		-
7.6	<p>Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.</p> <p>On 1 August 2023, the Group announced that it had raised \$1,030,000 via the issue of 103 bonds. Each bond has a face value of \$10,000 each, at an interest rate of 10% per annum, paid semi-annually at 5% every 6 months. The bonds mature five years from issue.</p>		

<b>8.</b>	<b>Estimated cash available for future operating activities</b>	<b>A\$'000</b>
8.1	Net cash from / (used in) operating activities (item 1.9)	(456)
8.2	Cash and cash equivalents at quarter end (item 4.6)	400
8.3	Unused finance facilities available at quarter end (item 7.5)	-
8.4	Total available funding (item 8.2 + item 8.3)	400
8.5	<b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	0.88
	<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6	If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1	Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
	<p>Answer: No. In the current quarter, a significant number of payments were made and will be non-recurring costs, as well as the clearance of several aged creditors. Cash receipts are also anticipated to increase in the March 2024 quarter, due to additional performance fees derived from the Equity Story Fund, and an increase in revenue from membership fees.</p>	
8.6.2	Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
	<p>Answer: Yes, the Company is anticipating that it will raise additional capital in the March 2024 quarter in respect to potential expansion opportunities and will provide further information when available.</p>	

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Yes. The Directors believe that if required, the Company has the ability to raise additional capital on a timely basis and has a proven capability of doing so.

*Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.*

## Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 30 January 2025

Authorised by: The Board  
(Name of body or officer authorising release – see note 4)

## Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.