Strategic Investor Acquires 11.6% of Equity Story and New Director Appointment

28 February 2025

The Board of **Equity Story Group Ltd (ASX: EQS)** ("Equity Story" or "the Company") is pleased to announce that **Capital Haus Pty Ltd** has acquired an **11.6% strategic stake** in the Company at **2.6 cents per share**, aligning with the last traded price on the ASX.

Capital Haus, a wealth management firm with offices in Australia, Dubai (U.A.E.) and Switzerland, specialises in tailored investment solutions for high-net-worth individuals, family offices, endowments, institutions, and foundations. Their collaborative approach focuses on developing lasting partnerships and providing comprehensive financial strategies.

As part of this strategic investment, Mr. Brendan Gow, Founder and Managing Director of Capital Haus, has joined the Equity Story Board as an Executive Director responsible for Operations. Mr. Gow brings over 17 years of global experience in wealth and financial management, having worked in Australia and the Middle East. He is recognised for his innovative approach to asset management and is a regular contributor to financial publications, including Yahoo Finance and Forbes.

Shane White, CEO of Equity Story, stated:
"This is an exciting and pivotal moment for Equity Story. Capital Haus' investment represents far more than financial backing—it is a strategic alignment with a progressive global wealth management innovator that shares our vision of empowering investors with knowledge, comfort and choice. Brendan's deep expertise and extensive international network will be invaluable as we accelerate our expansion. We are quite pumped about the strategic initiatives we are developing together. This is just the beginning of a transformative period for Equity Story, and we look forward to sharing more milestones with our shareholders."

Equity Story and Capital Haus will collaborate on new strategic initiatives to comprehensively support clients, members, and shareholders.

Mr. Gow's remuneration for his executive position will be $104,000 per year subject to performance-based metrics (company revenue, funds under management and clients) assessed and reviewed quarterly.

As previously announced, Equity Story recently appointed a new Chairman, Mr. Ross Landles, and entered a new licencing partnership. Equity Story sees the collaboration with Capital Haus as another substantive step in its growth and expansion strategy.

Brendan Gow, Founder & Managing Director of Capital Haus, commented:
"Capital Haus is delighted to become a strategic investor in Equity Story. The Company's growth opportunities, innovative approach to investor education, and expanding wealth management services align perfectly with our philosophy of delivering high-quality, tailored financial solutions. Our shared commitment to enhancing investor access to high-quality financial tools and opportunities will drive long-term value for our clients and shareholders. I am excited to join the Board and contribute to the next chapter of Equity Story's success."

Capital Haus will be issued with 19,230,770 shares voluntary escrowed for 12 months from issue for the consideration of $500,000.02, utilising the Company's placement capacity under ASX Listing Rule 7.1 (5,341,075 shares) and 7.1A (13,889,695 shares), together with 12,820,513 options with an exercise price of 5 cents, expiring on 19 December 2026. The options are subject to shareholder approval and the shares are expected to be issued on Monday, 3 March 2025. Funds from the placement will be used to expand the Company's wealth management service offering and general working capital.

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.

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