

## Board Changes

28 March 2025

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The Board of Equity Story Group Ltd (**Equity Story or Company, ASX: EQS**) wishes to advise that Mr Brendan Gow, Founder and Managing Director of Capital Haus, the Sydney and Dubai-based wealth management firm, has been appointed to the role of Executive Chairman of the company.

The move follows Capital Haus' acquisition of an 11.6% strategic stake in Equity Story earlier in March and aligns with Equity Story's broader strategy to expand its presence across private wealth and funds management, while actively pursuing M&A opportunities both in Australia and internationally.

The partnership and appointment strengthens both firms' ability to provide premium investment insights and private equity access to sophisticated investors. As Executive Chairman of Equity Story, Mr Gow will replace Mr Ross Landles as Chairman, who has stepped down from the Board to assist with the restructuring process.

Whilst Mr Landles' time on the Board was shorter than anticipated, the Board is very thankful to Mr Landles for his leadership and opportunities he brought to the company, which underpinned the current restructuring. The Board looks forward to continuing to work with Mr Landles in the future.

Mr Gow will work closely with CEO Shane White and Founder and Executive Director David Tildesley to marry Equity Story's expertise in market analysis with Capital Haus' wealth management experience to build a new financial advice leader.

Mr Gow, Executive Chairman of Equity Story, said: *"Equity Story has a loyal client base and outstanding reputation for market analysis, and I feel privileged to be joining the leadership team of this respected brand. Our two companies share a strong alignment and will work together to offer 'do it yourself', 'do it with you' and 'do it for you' investment advisory services. Drawing on Capital Haus' work for high-touch, HNW clients, I believe there is an opportunity for Equity Story to be a research-powered financial advisory powerhouse, and I look forward to working with Shane and David to realise this ambition"*.

The Board is also pleased to announce the appointment of Mr Trent McGraw to the Board of Equity Story. This move represents a return to the Company's organic roots, with Mr McGraw having been instrumental in the initial public offering of Equity Story and having previously led the company as CEO and having been on the Board previously.

Of his appointment, Mr McGraw said,

*"It is a privilege to rejoin Equity Story at such a pivotal moment for the Company. With my experience and the depth of expertise within our current team, I am confident we are well-positioned to drive forward the company's success and achieve our strategic objectives."*

The Company also advises that the Capital Haus team has moved into new office premises with Equity Story, located at Level 6, 22 Pitt Street Sydney.

There are no changes to Mr McGraw's remuneration as previously announced upon his appointment to the Board as an Executive Director. Mr McGraw current contract is \$104,000 per year and he will be entitled to Director remuneration of \$50,000 per year taken in equity, subject to shareholder approval.

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

### **Corporate Enquiries**

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### **About Equity Story Group Ltd**

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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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