

Equity Story Group Strategic Expansion in Retail Broking

Shane White, CEO

Date: 17 April 2025

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Equity Story's History

- Listed on ASX in 2022 (ASX: EQS)
- Investor Education, Technical Analysis (CTM), Funds & Wealth Management, ECM
- 35,000+ Content subscribers & community members
- EQS Fund: \$4.8M | outperformed benchmark by +17.31% over 12 months
- Licencing partnership (CAR) - Baker Young – December 2024
- Strategic Investment into EQS by Capital Haus - March 2025

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Equity Story's Vision

- Build a national financial services ecosystem
- Deliver holistic investor services: Retail & Wholesale, Corporate Advisory, Education, Funds
- Empowering clients through education, tools, and full-service advice
- Growth via selective M&A and organic expansion

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Acquisition Overview

- Binding HOA signed 16 April 2025
- Boutique stockbroking firm with 40+ year history
- \$700M FUM incl. \$180M under discretion
- 6,000+ client accounts | High-net-worth and retail focus
- 9 Advisors in two states (SA and QLD)
- Over a decade of Individually Managed Accounts with measured performance history
- Extensive history in corporate activity
- \$4.5m in revenue (FY24)

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Acquisition Strategic Resonance

- Cultural and strategic fit with EQS
- Proven track record, strong client trust
- Enhances EQS's national footprint
- Leadership continuity: Alan Young & David Baker remaining on board
- Experienced advisory and management team

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Acquisition Offers opportunity to Advisors

- Building a national network of teams with decades of supporting history, products and services
- Discretionary Accounts to better serve your clients
- Remuneration linked to commissions and a divisional profit share
- Opportunity to have listed equity ownership

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Acquisition Cost

- Purchase Price: \$4.2M
 - \$3M upfront via debt
 - \$1.2M earn-out
 - 10M options to Seller's nominees
- Profit-share model to incentivise and retain advisors and staff
- Baker Young is retained as the Full Service Advisory brand under EQS

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Expanded Equity Story

Lifetime investor engagement from learning to delegation

- **Do-It-Yourself:** EQS Membership, CTM tools, education
- **Do-It-With-You:** Group coaching, Ask-the-Analyst, reviews
- **Do-It-For-You:** Discretionary Portfolio management, full-service advice, HNW advisory, Investment Fund

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Expanded Equity Story

High Net Worth and Family Office Support

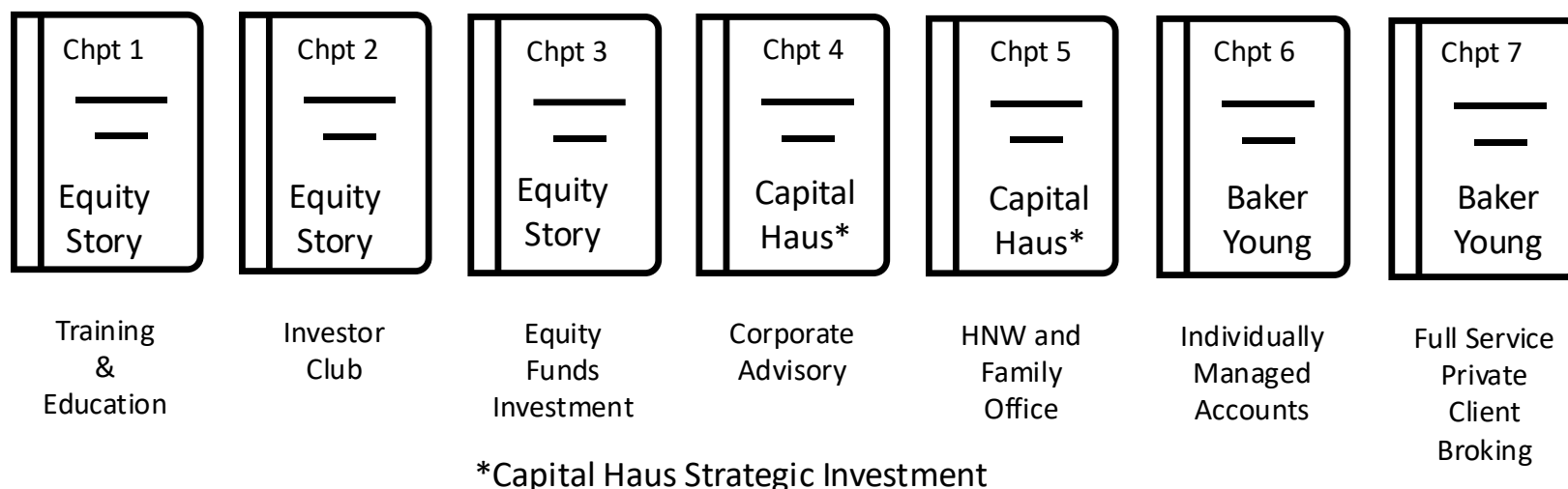
- Expanded Emerging Capital Market Access
- Expanded alternative investment opportunities

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Adding chapters to Equity Story

Lifetime investor engagement



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Equity Story's Vision in action

- Building Australia's most accessible, trusted and innovative investor services group.
- Combining legacy excellence with digital tools and education to improve investment outcomes for all Australians.
- Expand investment services and opportunity for HNW, Private Clients and Advisors through acquisition and strategic alignment (Baker Young, Capital Haus)

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Equity Story's Next Chapter is about Growth

For more information, please visit:

EquityStory.com.au

EquityStoryFund.com.au

BakerYoung.com.au

CapitalHaus.com

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Equity Story's Next Chapter is about Growth

HNW Investors	Join for access to deal flow
Private Investors	Join for full-service stockbroker support
Listed Companies	Join for exposure to more than 35k investors
Advisors	Join with an aligned belief in offering the best service, and being rewarded for profitable performance

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