

## Appendix 4E

### Preliminary Final Report

29 August 2025

#### 1. Company details

Name of entity:	Equity Story Group Ltd
ABN:	84 653 383 478
Reporting period:	For the year ended 30 June 2025
Previous period:	For the year ended 30 June 2024

#### 2. Results for announcement to the market

			\$
Revenues from ordinary activities	up	8.2% to	1,155,785
Loss from ordinary activities after tax attributable to the owners of Equity Story Group Ltd	down	14.5% to	(1,638,821)
Loss for the year attributable to the owners of Equity Story Group Ltd	down	14.5% to	(1,638,821)

##### *Dividends*

There were no dividends paid, recommended or declared during the current financial period.

##### *Comments*

Revenue for the year increased by 9.1% to \$1,150,763, primarily due to increased performance in the Group's Securities division.

The loss for the Group after income tax decreased by \$277,440 or 14.5% to \$1,638,821 (30 June 2024: \$1,916,261), noting there was a loss on disposal of subsidiary of \$344,496 recorded in the comparative period.

### 3. Consolidated statement of profit or loss and other comprehensive income

	<b>Consolidated</b>	
	<b>30 Jun 2025</b>	<b>30 Jun 2024</b>
	<b>\$</b>	<b>\$</b>
<b>Revenue</b>	1,150,763	1,055,211
Interest revenue calculated using the effective interest method	5,022	13,420
<b>Expenses</b>		
Advertising and marketing expense	(69,786)	(36,383)
Consulting fees	(398,514)	(265,297)
Employee benefits expense	(987,602)	(1,038,265)
Share-based payments expense	(251,990)	(163,154)
Depreciation and amortisation expense	(14,709)	(21,701)
Loss on disposal of subsidiary	-	(344,496)
Finance costs	(93,914)	(165,037)
Other expenses	(978,091)	(950,559)
<b>Loss before income tax expense</b>	(1,638,821)	(1,916,261)
Income tax expense	-	-
<b>Loss after income tax expense for the year attributable to the owners of Equity Story Group Ltd</b>	(1,638,821)	(1,916,261)
Other comprehensive income for the year, net of tax	-	-
<b>Total comprehensive income for the year attributable to the owners of Equity Story Group Ltd</b>	<u>(1,638,821)</u>	<u>(1,916,261)</u>
	<b>Cents</b>	<b>Cents</b>
Basic earnings per share	(1.17)	(1.78)
Diluted earnings per share	(1.17)	(1.78)

#### 4. Consolidated statement of financial position

	<b>Consolidated</b>	
	<b>30 Jun 2025</b>	<b>30 Jun 2024</b>
	<b>\$</b>	<b>\$</b>
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	174,902	808,458
Trade and other receivables	122,367	28,592
Income tax refund due	-	7,860
Other assets	99,092	33,933
Total current assets	<u>396,361</u>	<u>878,843</u>
<b>Non-current assets</b>		
Financial assets at fair value through other comprehensive income	126,798	126,798
Property, plant and equipment	4,831	3,092
Right-of-use assets	785,257	-
Intangibles	525,000	525,000
Total non-current assets	<u>1,441,886</u>	<u>654,890</u>
<b>Total assets</b>	<u>1,838,247</u>	<u>1,533,733</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	476,321	541,110
Contract liabilities	95,804	275,229
Lease liabilities	113,437	-
Employee benefits	101,395	106,502
Total current liabilities	<u>786,957</u>	<u>922,841</u>
<b>Non-current liabilities</b>		
Contract liabilities	152,915	190,994
Borrowings	1,064,033	1,102,428
Lease liabilities	685,129	-
Total non-current liabilities	<u>1,902,077</u>	<u>1,293,422</u>
<b>Total liabilities</b>	<u>2,689,034</u>	<u>2,216,263</u>
<b>Net liabilities</b>	<u>(850,787)</u>	<u>(682,530)</u>
<b>Equity</b>		
Issued capital	6,793,506	5,316,278
Reserves	913,460	920,124
Accumulated losses	<u>(8,557,753)</u>	<u>(6,918,932)</u>
<b>Total deficiency in equity</b>	<u>(850,787)</u>	<u>(682,530)</u>

## 5. Consolidated statement of cash flows

	<b>Consolidated</b>	
	<b>30 Jun 2025</b>	<b>30 Jun 2024</b>
	<b>\$</b>	<b>\$</b>
<b>Cash flows from operating activities</b>		
Receipts from customers	938,067	1,147,524
Payments to suppliers and employees	(2,663,170)	(2,155,493)
	(1,725,103)	(1,007,969)
Interest received	4,991	13,420
Interest and other finance costs paid	(103,000)	(63,531)
Net cash used in operating activities	(1,823,112)	(1,058,080)
<b>Cash flows from investing activities</b>		
Payments for investments	-	(253,190)
Payments for property, plant and equipment	(1,543)	-
Net cash outflow from disposal of business	-	(22,471)
Net cash used in investing activities	(1,543)	(275,661)
<b>Cash flows from financing activities</b>		
Proceeds from issue of shares	1,208,000	90,000
Proceeds from exercise of options	3,846	-
Proceeds from borrowings	-	830,000
Share issue transaction costs	(20,747)	(1,350)
Net cash from financing activities	1,191,099	918,650
Net decrease in cash and cash equivalents	(633,556)	(415,091)
Cash and cash equivalents at the beginning of the financial year	808,458	1,223,549
Cash and cash equivalents at the end of the financial year	<u>174,902</u>	<u>808,458</u>

## 6. Consolidated statement of changes in equity

	Issued capital \$	Reserves \$	Accumulated losses \$	Total deficiency in equity \$
<b>Consolidated</b>				
Balance at 1 July 2023	5,227,628	742,000	(5,002,671)	966,957
Loss after income tax expense for the year	-	-	(1,916,261)	(1,916,261)
Total comprehensive income for the year	-	-	(1,916,261)	(1,916,261)
<i>Transactions with owners in their capacity as owners:</i>				
Contributions of equity, net of transaction costs	88,650	-	-	88,650
Share-based payments	-	178,124	-	178,124
Balance at 30 June 2024	<u>5,316,278</u>	<u>920,124</u>	<u>(6,918,932)</u>	<u>(682,530)</u>
	Issued capital \$	Reserves \$	Accumulated losses \$	Total deficiency in equity \$
<b>Consolidated</b>				
Balance at 1 July 2024	5,316,278	920,124	(6,918,932)	(682,530)
Loss after income tax expense for the year	-	-	(1,638,821)	(1,638,821)
Total comprehensive income for the year	-	-	(1,638,821)	(1,638,821)
<i>Transactions with owners in their capacity as owners:</i>				
Contributions of equity, net of transaction costs	1,214,728	3,846	-	1,218,574
Share-based payments	154,311	97,679	-	251,990
Transfers within equity	108,189	(108,189)	-	-
Balance at 30 June 2025	<u>6,793,506</u>	<u>913,460</u>	<u>(8,557,753)</u>	<u>(850,787)</u>

## 7. Net tangible assets

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	<u>(0.82)</u>	<u>(1.11)</u>

## 8. Control gained over entities

On 28 May 2025, Baker Young (SA) Pty Ltd was formed, a wholly owned subsidiary of Equity Story Group Limited.

## 9. Loss of control over entities

Not applicable.

## 10. Dividends

### *Current period*

There were no dividends paid, recommended or declared during the current financial period.

### *Previous period*

There were no dividends paid, recommended or declared during the previous financial period.

## 11. Dividend reinvestment plans

Not applicable.

## 12. Details of associates and joint venture entities

Not applicable.

## 13. Foreign entities

### *Details of origin of accounting standards used in compiling the report:*

Not applicable.

## 14. Other significant information

### Report on trends in performance

#### Consolidated Statement of Profit or Loss and Other Comprehensive Income

Please refer to section 2 above for information on the Group's revenue and expense trends.

#### Statement of Financial Position

As at 30 June 2025, the Group's Net Liabilities increased to \$850,787 (2024: \$682,530). The make-up of the movement in Net Liabilities was attributable to:

- A decrease in the closing cash position to \$174,902 (2024: \$808,458). See detailed commentary below on the movements in cash for the financial year.

- A \$93,775 increase in trade and other receivables to \$122,367 primarily due to current trade receivables in the Securities division.
- A \$217,504 decrease in current and non-current contract liabilities, corresponding to the recognition of deferred subscription revenue where cash receipts were received in prior periods.

#### Consolidated Statement of Cash Flows

- Net cash used in operating activities increased to \$1,823,112 (2024: \$1,058,080). This was primarily due to a decrease of \$209,457 in receipts from customers to \$938,067 (2024: 1,147,524), and an increase of \$507,677 in payments to suppliers and employees.
- Net cash provided by financing activities increased to \$1,191,099 (2024: \$918,650) as a result of the successful completion of two capital placements during the year.

#### Operating segment information

	Equity Story Pty Ltd \$	Equity Story Securities Pty Ltd \$	Other segments \$	Total \$
<b>Consolidated - 30 Jun 2025</b>				
<b>Revenue</b>				
Sales to external customers	437,951	494,556	218,256	1,150,763
Other revenue	2	-	5,020	5,022
<b>Total revenue</b>	<u>437,953</u>	<u>494,556</u>	<u>223,276</u>	<u>1,155,785</u>
<b>EBITDA</b>	(883,923)	211,956	(863,253)	(1,535,220)
Depreciation and amortisation	(1,400)	-	(13,309)	(14,709)
Interest revenue	2	-	5,020	5,022
Finance costs	(21,357)	-	(72,557)	(93,914)
<b>Profit/(loss) before income tax expense</b>	<u>(906,678)</u>	<u>211,956</u>	<u>(944,099)</u>	<u>(1,638,821)</u>
Income tax expense				-
<b>Loss after income tax expense</b>				<u>(1,638,821)</u>
<b>Assets</b>				
Segment assets	610,349	96,411	1,131,487	1,838,247
<b>Total assets</b>				<u>1,838,247</u>
<b>Liabilities</b>				
Segment liabilities	458,490	18,997	2,211,547	2,689,034
<b>Total liabilities</b>				<u>2,689,034</u>

Consolidated - 30 Jun 2024	Equity Story Pty Ltd \$	Equity Story Securities Pty Ltd \$	Other segments \$	Total \$
<b>Revenue</b>				
Sales to external customers	795,106	207,013	53,092	1,055,211
Other revenue	1,322	12,098	-	13,420
<b>Total revenue</b>	<u>796,428</u>	<u>219,111</u>	<u>53,092</u>	<u>1,068,631</u>
<b>EBITDA</b>	(415,104)	63,795	(1,047,138)	(1,398,447)
Depreciation and amortisation	(21,701)	-	-	(21,701)
Loss on disposal of discontinued operation	(344,496)	-	-	(344,496)
Interest revenue	1,322	12,098	-	13,420
Finance costs	-	-	(165,037)	(165,037)
<b>Profit/(loss) before income tax expense</b>	<u>(779,979)</u>	<u>75,893</u>	<u>(1,212,175)</u>	<u>(1,916,261)</u>
Income tax expense				-
<b>Loss after income tax expense</b>				<u>(1,916,261)</u>
<b>Assets</b>				
Segment assets	583,965	725,103	224,665	1,533,733
<b>Total assets</b>				<u>1,533,733</u>
<b>Liabilities</b>				
Segment liabilities	865,076	661,504	689,683	2,216,263
<b>Total liabilities</b>				<u>2,216,263</u>

## 15. Audit qualification or review

*Details of audit/review dispute or qualification (if any):*

The financial statements are in the process of being audited and no modification to the auditor's opinion is expected. An emphasis of matter on going concern is expected.

## 16. Signed

Signed   
Shane White  
Chief Executive Officer

Date: 29 August 2025