



# Investor Presentation

ASX:EQS

# IMPORTANT NOTICE AND DISCLAIMER

This presentation has been prepared by Equity Story Group Limited (Equity Story or Company). You should read this disclaimer carefully before reading or making any other use of this Presentation or any information contained in this Presentation. By accepting this Presentation, you represent and warrant that you are entitled to receive this Presentation in accordance with the restrictions, and agree to be bound by the limitations, contained within it.

## Summary information

This Presentation contains summary information about the Company and its subsidiaries (Group) and their activities which is current only as at the date of this Presentation. The information in this Presentation is of a general nature, and does not purport to be complete or comprise all of the information which a prospective investor may require in evaluating a possible investment in the Company or that would be required in a prospectus or other disclosure document prepared in accordance with the requirements of the Corporations Act 2001 (Cth) (Corporations Act).

## Not an offer

This Presentation itself is not a prospectus or other disclosure document under the Corporations Act and will not be lodged with the Australian Securities and Investments Commission. This Presentation is for information purposes only and is not an invitation or offer of securities for subscription, purchase or sale in any jurisdiction. The distribution of this Presentation (including an electronic copy) outside Australia may be restricted by law. If you come into possession of this Presentation, you should observe such restrictions and seek your own advice on such restrictions. Any non-compliance with these restrictions may contravene applicable securities laws.

## Not investment advice

The information contained in this Presentation is not financial product, investment, legal, taxation or other advice or any recommendation to acquire securities in the Company. No reliance may be placed for any purpose whatsoever on the information contained in this Presentation. This Presentation does not and will not form any part of any contract for the acquisition of securities in the Company. This Presentation has been prepared without taking into account your investment objectives, financial situation or particular needs.

Before making an investment decision, you should make your own enquiries and investigations, and consider whether it is a suitable investment for you in light of your own investment objectives, financial situation and particular needs, having regard to the merits or risks involved.

## Investment risk

An investment in securities in the Company is subject to investment and other known and unknown risks, some of which are beyond the control of the Group. The Company does not guarantee any particular rate of return or the performance of its securities, nor does it guarantee any particular tax treatment. You should carefully consider the risks outlined in this Presentation before making an investment decision.

## Past performance

Past performance information given in this Presentation is given for illustrative purposes only and should not be relied upon as an indication of future performance.

## Future performance

This Presentation contains forward looking statements, including statements regarding the Company's intentions, beliefs or current expectations about the Group's business and operations, and market conditions. Forward looking statements can generally be identified by the use of forward looking words such as, "expect", "anticipate", "likely", "intend", "should", "could", "may", "predict", "plan", "propose", "will", "believe", "forecast", "estimate", "target" and other similar expressions. Estimates of, indications of, and guidance or outlook on, future earnings or financial position or performance are also forward looking statements and include statements in this Presentation regarding the conduct and effect of the Transaction.

Forward looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Forward looking statements involve known and unknown risks, uncertainties, assumptions and contingencies which are subject to change without notice, as are statements about market and industry trends which are based on interpretations of current market conditions. Actual results, performance or

achievements may vary materially from any forward looking statements and the assumptions on which statements are based. Except as required by law or regulation, the Group disclaims all obligations to update publicly any forward looking statements, whether as a result of new information, future events or results or otherwise.

## Financial information

All dollar values are in Australian dollars, unless otherwise stated. This Presentation contains pro forma financial information. The pro forma financial information has been prepared by the Company in accordance with the measurement and recognition requirements, but not the disclosure requirements, of applicable accounting standards and other mandatory reporting requirements in Australia.

## Third party information

Certain market and industry data used in connection with this Presentation may have been obtained from research, surveys or studies conducted by third parties, including industry or general publications. Neither the Group nor its representatives have independently verified any such market or industry data provided by third parties or industry or general publications. No representation or warranty, express or implied, is made as to its fairness, accuracy, correctness, completeness or adequacy.

## Disclaimer

None of the Group's advisers, directors, officers, employees or agents have authorised, permitted or caused the issue, despatch or provision of this Prospectus nor, except to the extent referred to in this Presentation, made or purported to make any statement in this Presentation. To the maximum extent permitted by law, the Group and its advisers expressly disclaim all liabilities and responsibility in respect of any expenses, losses, damages or costs incurred by any recipient as a result of the use or reliance on anything contained in or omitted from the information in this Presentation, including, without limitation, any liability arising from fault or negligence or otherwise, and make no representation or warranty, express or implied, as to the fairness, currency, accuracy, reliability or completeness of the information contained in this Presentation.

# INVESTMENT HIGHLIGHTS

## Results-driven Investment Services

We focus on helping others achieve their financial goals.  
Striving to empower clients by offering premium advice, content,  
education and equity market investment services.

Equity Story currently operates various services for Australian share  
market investors, across four key business units:



**Independent  
Investment  
Research  
Services**



**Investor  
Educator  
Services**



**Funds  
Management**



**Access for  
Clients to  
Investment  
Opportunities**

We are committed to analysing and collating quality investment research & products  
for our clients, providing them with knowledge, ideas, training and platforms to enjoy  
investing and wealth creation in their own way.

# INVESTMENT HIGHLIGHTS

## Platform in Place for Exciting Growth Opportunities

### Experienced and Dedicated Management Team

Management team with a strong understanding of equity market trading, investment strategies and financial services.

### Attractive Products and Services

Range of unique and valuable products, services, content and information relevant to investors and traders interested in capital markets.

### Existing and Established Subscribers base

1,200 Paying Subscribers for equities market advice and commentary through several subscription packages.

### Extensive Database

43,000 Subscribers to whom the Company can promote new financial investor service offerings.

### Local Market Growth

Growing demand for high quality general trading advice, delivered in an engaging and entertaining way, via articles and podcasts.

### Market Opportunity

Growing number of retail investors who are underserved by the mainstream wealth management industry:

- Retail investors with a smaller investment capital
- Younger investors, Millennials and Gen Z, who do not access traditional wealth advice and services.
- Sophisticated older investors who wish to actively manage their own investment portfolios

### Global Prospects and Geographical Source

Working with both Australian and US financial services licensing advisors to upgrade Equity Story AFSL to include managed investment scheme products and to secure the SEC Investment Advisor licence or registration.

# BACKGROUND

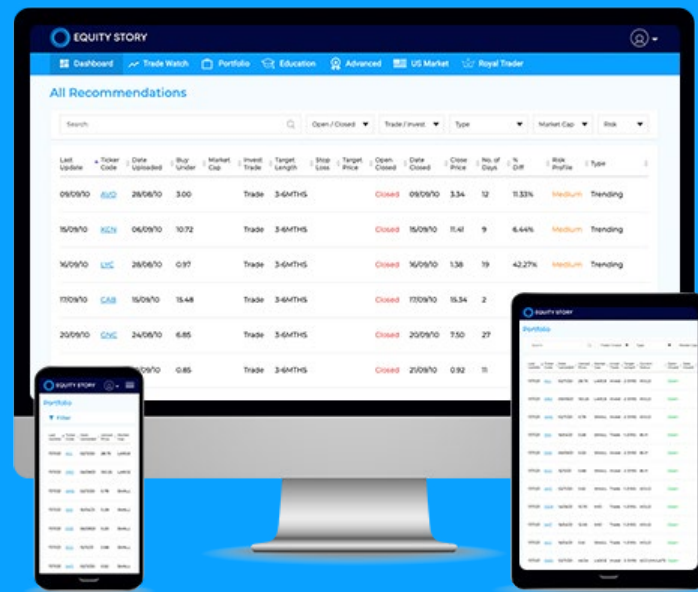
## Striving To Empower Our Clients



Formally launched in 2014, Equity Story was founded as a Sydney-based share market research, recommendation and educational member subscription business.



Our aim has always been to provide our clients with general securities advice to help them make better informed trading decisions by delivering quality technically & fundamentally researched recommendations handpicked by our investment team.



Equity Story currently has approximately 43,000 subscribed Australian-based members with around 1,200 of its subscribed members being paying subscription members (**Paying Subscribers**).



Paying Subscribers enjoy daily video content, and weekly webinars, trading ideas, stock tips and other interesting content regarding stock market investing.

# AMBITION

## Creating A Leading Equity Markets Content & Services Platform



Equity Story sees emerging demand for quality market investment and trading advice delivered in an engaging and entertaining way.



Both these groups are hungry for additional content from market experts, including related topics such as economic opinion and lifestyle articles, videos and podcasts.



A growing segment of the investing public is underserved by the wealth management industry, especially smaller investors and younger demographics – Millennials and Gen Z – who are unable to access mainstream traditional wealth advice.



These cohorts are also interested in being part of a brand that offers boutique investment services such as funds management, access to deals and trading platforms.



Additionally a fast growing group of sophisticated and wealthy older “boomer” investors are interested in more actively managing their own portfolios and are seeking trusted and sound general trading advice and education.



Equity Story’s ambition is to grow rapidly and become one of the premier investment content and services platforms for a growing and engaged subscriber audience.





# PRODUCTS & SERVICES

# 1. Equity Market Investment Research Services

Equity Story offers unique and entertaining general stock market investment advice to its Paying Subscribers, via an online membership platform.

Members enjoy content including:

## PRODUCTS OVERVIEW



The daily 15-20 minute 'Market Watch' video at 11:30am (AEDT) every trading day of the year in Australia. This video is hosted by Equity Story's team of analysts and provides general market coverage for both the US and Australian markets, and actionable short to medium term trading ideas, based on technical and fundamental analysis.



Access to twice-weekly live webinars, where Paying Subscribers are able to ask Equity Story's analysts trading and investment related questions on any listed company.



A range of trading ideas every Sunday to include what Equity Story's team of analysts considers to be the best technical equities charts for the trading week ahead, based on Equity Story's own internal trading methodology combined with Equity Story's internally selected moving average indicates.



## 2. Investor Education Services

Equity Story offers investing and trading educational courses to its clients. These education courses are delivered online as a full day event, where attendees are taught Equity Story's proven, actionable and easy-to-follow 7-step investment strategies.

# PRODUCTS OVERVIEW

Equity Story's investing and trading educational course includes:

- ▶ Investing and trading mindset and planning.
- ▶ Technical analysis to include interpreting technical indicators and signals.
- ▶ Fundamental analysis.
- ▶ Risk management to include using trade signals, risk reward analysis and using stop losses.

The Company plans to significantly grow the number of attendees of these Investor Education Courses and programs with marketing initiatives to the wider database of 43,000 Subscribers and by advertising in the general private investor market.

### 3. Funds Management

## PRODUCTS OVERVIEW



The Equity Story Growth Fund opened in September 2020.



A new boutique wholesale fund managed by Equity Story, with over \$5.0 million funds under management (FUM).



The Equity Story Growth Fund primarily makes investments in both domestic and international equities and implements an equity fundamental and technical strategy, focusing on medium to long-term growth opportunities.



We plan to significantly increase the total FUM of the Equity Story Growth Fund by implementing marketing strategies to obtain investment from the wider database of Subscribers and by advertising in the general private investor market.

## 4. Access to Investment Opportunities

# PRODUCTS OVERVIEW



Under an arrangement with ASIC Licenced advisory firm Andover Corporate Finance, Equity Story will procure and manage equity securities investment opportunities for distribution to Equity Story's database of Subscribers.



Through the joint venture with Andover, Equity Story will be able to provide its Subscribers who are Wholesale Investors, which includes investment funds, family offices and high net worth individuals and other qualified Section 761GA investors, access to listed capital raises (e.g. placements) and Initial Public Offerings (**IPOs**).



Subject to regulatory and licensing requirements, the Company plans to offer investment opportunities to Equity Story's Subscribers who are Retail Investors in the future.



We see this business unit as a future revenue source, and a valuable added service to our wholesale clients.

# BUSINESS MODEL

Equity Story currently has a membership base of around 1,200 Paying Subscribers, with its services currently delivered via a member-only online portal.

**Equity Story currently generates revenue via:**

## **Annual membership subscription fees**

For access to the member-only online portal where general financial product advice are delivered.

## **Educational course registration fees**

Participants of Equity Story's educational courses pay to participate in online securities investment educational courses.

**The Company expects to generate revenue in the future via the following additional revenue streams:**

## **Funds management**

Funds management and performance fees management of the Equity Story Growth Fund.

## **Access to investment opportunities**

Disclosed placement fees as earned from stockbrokers or directly from issuing companies under Equity Story's joint venture partnership with Andover.

# SUBSCRIBER BASE

- ▶ Equity Story currently has a membership base of around 1,200 Paying Subscribers, with its services currently delivered via a member-only online portal.
- ▶ Standard membership fees range from \$1,500 to \$2,500 per annum, with some additional premium packages available. Investor education course attract one-off fees.
- ▶ A wider database of over 43,000 subscribers have engaged with Equity Story and these members are a key asset for conversion to paying members, course participants and other services.
- ▶ Equity Story plans to create new services and price-points, and promote these new financial investor service offerings to the broader database.

| Time Period  | Number of Paying Subscribers | Growth relative to prior Financial Year (%) |
|--------------|------------------------------|---|
| January 2017 | 214                          |   |
| January 2018 | 324                          | 51.40%                                      |
| January 2019 | 463                          | 42.90%                                      |
| January 2020 | 559                          | 20.73%                                      |
| January 2021 | 843                          | 50.80%                                      |
| January 2022 | 1194                         | 41.64%                                      |

| Time Period   | Number of Subscribers |
|---------------|-----------------------|
| January 2017  | 1,619                 |
| January 2018  | 8,103                 |
| January 2019  | 18,487                |
| January 2020  | 23,531                |
| January 2021  | 37,108                |
| October 2021  | 43,484                |
| November 2021 | 44,383                |
| December 2021 | 44,528                |



# GROWTH STRATEGY

The Company intends to continue with Equity Story's current business model, with a focus on scale, expansion and diversification.

The Company believes that it can realise significant growth of its established investment research and educational services business by:

- 🎯 Leveraging the existing Subscriber base by continuing to develop and expand its existing services and offerings to Subscribers.
- 🎯 Major focus on growing the number of Paying Subscribers with substantially increased spend on digital marketing and lead generation.
- 🎯 Increasing the Subscriber base to include customers from other geographies (subject to regulatory requirements).
- 🎯 Exploring complementary acquisition opportunities.
- 🎯 Growing the funds under management in the existing funds, and by the creation of new funds and investment vehicles.
- 🎯 Expanding into potential new verticals and adjacent businesses across the financial services landscape, including investor services, securities trading, market research and data, investment technology, funds management and corporate advisory.



# THE COMPANY

# BOARD

## Experts In Equity Markets and Stock Trading

### **Trent McGraw**

Chief Executive Officer

---

CEO of Equity Story since 2016.

Over 14 years' business and executive experience.

Co-founded Equity Story Fund in 2020 as fund manager, with experience making investment calls in both domestic and international equities utilising in-house fundamental and technical research analysis.

### **David Tildesley**

Founder & Executive Director

---

Co-founded Equity Story in 2007 and has been the lead technical equities analyst of Equity Story since 2010.

Widely regarded as one of Australia's leading technical trending analysts.

Degrees in History and Sociology, a diploma in Financial Markets through the Securities Institute of Australia and maintains RG146 accreditations.

# BOARD

## Experience In Capital Markets and Growth Companies

### **Mark Goes**

Executive Director

---

Currently the head of AFSL Compliance at Equity Story. Co-founded Equity Story in 2007.

Over 20 years' experience in financial markets. Mark previously held positions as an investment advisor at Morgans Financial, RBS Morgans and HSBC James Capel Australia.

Diploma in Financial Markets (Securities Institute of Australia). Achieved accreditations: Superannuation, Insurance, Derivatives (ADA2) and is RG146 compliant.

### **Ben Loiterton**

Non Executive Chairman

---

Independent Director.  
B.Com LL.B (UNSW).

Over 28 years' experience in investment banking, corporate advisory, IPOs, equity raising, M&A, business management and entrepreneurial activity.

Experienced public company director having served on four ASX-listed company boards and various private company boards and advisory boards. Currently Chair of Simble Solutions Limited (ASX:SIS).

# MANAGEMENT

## Leaders in Share Market Investment Content & Management

### **Peter Kopetz**

Head Fundamental Analyst

---

Head Fundamental Analyst at Equity Story since 2015. Also currently Investment Manager for the Equity Story Growth Fund.

Prior to Equity Story, Peter was an Equities Analyst at State One Stockbroking (2009-2015), DJ Carmichael (2006-2009) and a Senior Auditor at Asguard Wealth Solutions (2001-2006).

Graduate Diploma of Applied Finance and Investment (Kaplan), a Diploma in Financial Markets (Finsia) and a Graduate Certificate in Financial Markets (Finsia).

### **Elissa Hansen**

Company Secretary

---

20 years' experience advising boards and management on corporate governance, compliance, investor relations and other corporate related issues.

Worked with boards and management of a range of ASX listed companies including assisting companies through the IPO process.

Chartered Secretary bringing best practice governance advice, ensuring compliance with the Listing Rules, Corporations Act and other relevant legislation.

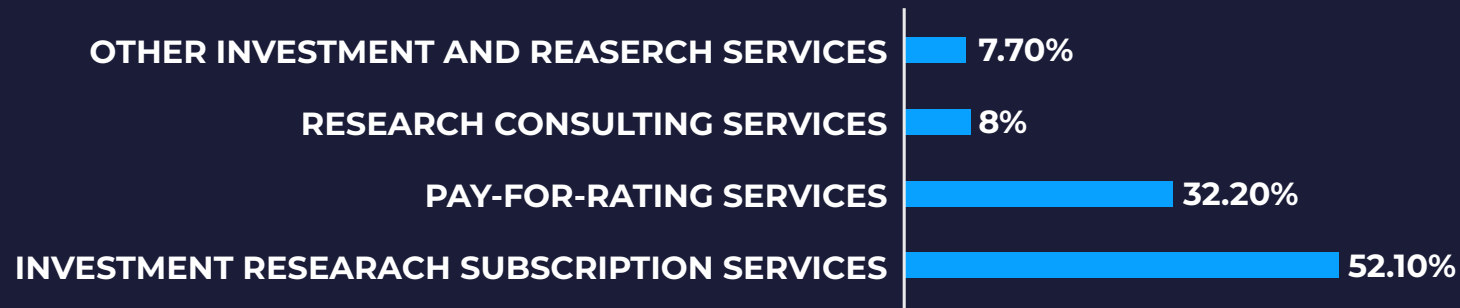


# MARKET LANDSCAPE

## Investment Research Subscription Services Market

- ▶ The Independent Investment Research Services industry in Australia is currently valued at approximately \$235.9 million and is expected to grow annually by 4.5% over the next five years, through to 2026. Over half of revenues are derived from Investment Research Subscription Services.
- ▶ Equity Story derives the majority of its revenue from this product category, which refers to the investment research provided by research firms to clients usually via the means of a paid subscription. A majority of research firms utilise this revenue model.
- ▶ In recent years, equity capital markets globally have attracted increasing interest from individual investors in trading and investing in a wide range of investment products, especially stocks.
- ▶ This has been driven by demand from Retail Investors and high net worth individual investors seeking general advice and commentary on individual stocks and trading strategies, predominantly with regards to ASX listed companies, including small-cap and mid-cap stocks.

### SERVICES AS A % OF INDUSTRY REVENUE IN AUSTRALIA 2021



# MARKET LANDSCAPE

## Competitors and Peers

Key competitors of Equity Story are boutique research and general advice providers, focused on servicing:

- ▶ Individual traders and investors
- ▶ High net worth individuals
- ▶ Family offices
- ▶ Self-managed superannuation funds
- ▶ Day-traders and retail-level participants

These operators offer specialised independent research on particular stocks, fundamental commentary (investment fundamentals such as operational and financial performance) as well as technical commentary (stock price charting-based observations).

Boutique research services largely follow a subscription based business model with their main revenue streams coming from monthly or annual fees paid by clients.

### Key Selected Competitors

1. Motley Fool
2. InvestSmart
3. Fat Prophets
4. Investor Daily
5. Under the Radar Report
6. Marcus Today
7. Stock Baron
8. Australian Stock Report
9. FN Arena
10. The Chartist
11. Eureka Report
12. Intelligent Investor

# KEY STRENGTHS

## Engaging Customer Experience

Equity Story possesses a competitive advantage in the boutique Independent Investment Research Services industry due to the following factors:



Unique combination of technical and fundamental research and information, with a unique focus on video-based commentary on stock price charts of selected ASX listed shares.

---



Positive track record of investment returns from general advice and commentary provided to subscribers.

---



Entertaining video content and podcasts combined with newsletters and written research.

---



Interactive live education services via webinars, seminars and live Q&A sessions with analysts.

---

Equity Story has been able to offer a point of differentiation from key competitors, effectively fostering a highly loyal customer base.

# CAPITAL STRUCTURE

| AS AT ASX LISTING, 3 MAY 2022                             |                     |
|---|---------------------|
| Offer Price per Share                                     | \$0.20              |
| Shares on issue prior to the Offer                        | 83,793,464          |
| Shares issued under the Offer                             | 23,200,000          |
| Gross Proceeds of the Offer                               | \$4,640,000         |
| <b>Shares on issue Post-Listing (undiluted)</b>           | <b>106,993,464</b>  |
| <b>Market Capitalisation Post-Listing (undiluted)</b>     | <b>\$21,398,693</b> |
| Options on issue post listing (3 years, 25c strike price) | 11,500,000          |
| Shares on issue Post-Listing (fully diluted)              | <b>118,493,464</b>  |

# INVESTMENT SUMMARY

## Equity Story is Creating A Leading Equity Markets Content & Services Platform to Address a Growing Market of New Generation Investors

### Experienced and Dedicated Management Team

Management team with a strong understanding of equity market trading, investment strategies and financial services.

### Attractive Products and Services

Range of unique and valuable products, services, content and information relevant to investors and traders interested in capital markets.

### Existing and Established Subscribers base

1,200 Paying Subscribers for equities market advice and commentary through several subscription packages.

### Extensive Database

40,000 Subscribers to whom the Company can promote new financial investor service offerings.

### Local Market Growth

Growing demand for high quality general trading advice, delivered in an engaging and entertaining way, via articles and podcasts.

### Market Opportunity

Growing number of retail investors who are underserved by the mainstream wealth management industry:

- Retail investors with a smaller investment capital
- Younger investors, Millennials and Gen Z, who do not access traditional wealth advice and services.
- Sophisticated older investors who wish to actively manage their own investment portfolios

### Global Prospects and Geographical Source

Working with both Australian and US financial services licensing advisors to upgrade Equity Story AFSL to include managed investment scheme products and to secure the SEC Investment Advisor licence or registration.



# CONTACT

<https://equitystory.com.au/>

**For general enquiries please contact**

Trent McGraw, CEO  
trent@equitystory.com.au

**For media inquiries please contact**

Melissa Hamilton, Media & Capital Partners  
melissa.hamilton@mcpartners.com.au