

ASX Announcement

3 May 2022

Equity Story Commences Trading on ASX

Highlights

- Equity Story Group Ltd (EQS) commenced trading on ASX following its successful IPO, with strong support from sophisticated investors, and in particular, clients of the Company.
- Equity Story currently provides stock market trading general advice, research, investor education and management services.
- The IPO provides capital to scale Equity Story's business by expanding the range of services offered and driving subscription-based membership and education growth through targeted marketing activities, as well as working towards initiating new revenue verticals, and exploring complementary acquisitions and partnerships
- The Company is honoured to have Glenn McGrath in the role of EQS Ambassador. Separately, EQS has committed to donating 1% of revenues from its wholly owned subsidiary, Equity Story Pty Ltd's, annual advice subscriptions and education courses to the McGrath Foundation.
- EQS has established a retail feeder into a wholesale fund structure managed by Equity Story Analyst Peter Kopetz. This structure provides future options for the Company to roll out multiple funds and strategies, providing access to the underserved retail investor in the Funds Management space.
- Strong pipeline of potential, yet to be implemented revenue verticals (subject to licensing approval) that include, but are not limited to, Execution Brokerage & Corporate Finance/ Capital Raising
- Currently working with a US partner to secure SEC 'Investment Advisor' licensing status. This would enable the Company (subject to licensing approval) to provide its equities advice and education services in the US.

Equity Story Group Ltd ("**Equity Story**" or "**the Company**", **ASX:EQS**) announces the successful completion of its initial public offering (**IPO**) and admission to the official list on the Australian Stock Exchange (**ASX**) following the issue of 23,200,001 shares at an issue price of \$0.20 per share raising \$4,640,000 before costs. CPS Capital acted as Lead Manager to the offer.

Trent McGraw, CEO of Equity Story, commented:

“Listing on ASX is an important milestone for the Company’s future progress and development. I would like to thank the investors and clients who supported the Company during our IPO process. Equity Story is now well positioned to execute our growth initiatives.”

About Equity Story

Equity Story is an Australian-based business providing stock market trading general advice, research, investor education and management services, having held an Australian Financial Services licence since 2010.

The Company has subscribers paying annual membership fees for equities market advice and commentary through several subscription packages.

The Company also has a broader database of around 43,000 interested investors to whom they can promote new and relevant financial investor service offerings. Investment by Australians in the stock market continues to grow, particularly from younger ‘next generation’ investors.

Between 2018 and 2020, a quarter of active new investors trading on ASX were in the 18 – 24 age group. This has driven growth in the demand for investment advice and education, providing unique opportunities for EQS’s business.

To date, the Company’s marketing has been via a combination of limited online advertising spend as well as referrals and word-of-mouth recommendations following the success of the investment advice and strategies of the EQS investment team.

The key to EQS’s immediate future growth lies in deploying capital to drive more aggressive marketing activities in order to increase the Company’s subscriber base, thereby building annuity subscription revenues.

Membership growth will also enable EQS to grow income from adjacent services such as investor education courses and funds management services.

The Company will also look to offer access to IPOs and other unique investment opportunities to members of their growing database. The Company also intends to explore other adjacent services, as well as complementary acquisitions and partnerships.

The Company’s IPO will provide the opportunity to fulfill these growth ambitions as a financial media company.

Use of funds

	Amount (\$)	Percentage of Funds (%)
Funds raised from the Offer	\$4,640,000	
Allocation of funds		
Advertising	\$1,060,000	22.84%

	Amount (\$)	Percentage of Funds (%)
Marketing – Growth and Customer Acquisition (including events)	\$800,000	17.24%
Market Analysis	\$280,000	6.03%
Further Investment and Development of Technology	\$100,000	2.16%
Licensing Expansion	\$180,000	3.88%
Expenses of the Offer	\$521,000	11.23%
Administration Costs	\$999,000	21.53%
Working capital	\$700,000	15.09%
Total	\$4,640,000	100.00

ENDS

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 company providing stock market trading advice, research, investor education and management services.

For more information, please visit: www.equitystory.com.au