

Appendix 3B

New issue announcement, application for quotation of additional securities and agreement

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 1/7/96. Origin: Appendix 5. Amended 1/7/98, 1/9/99, 1/7/2000, 30/9/2001, 11/3/2002, 1/1/2003, 24/10/2005.

Name of entity

Count Financial Limited

ABN

19 001 974 625

We (the entity) give ASX the following information.

Part 1 - All issues

You must complete the relevant sections (attach sheets if there is not enough space).

- | | | | | | | | | | | |
|-------------------------------------|--|--|-----------------------------|--|------------------------------------|--------------------------|-----------------------------------|--|-------------------------------------|---|
| 1 | +Class of +securities issued or to be issued | Ordinary shares | | | | | | | | |
| 2 | Number of +securities issued or to be issued (if known) or maximum number which may be issued | <table border="0"><tr><td>2,909,866</td><td></td></tr><tr><td>- Executive Share Loan Plan</td><td style="text-align: right;">125,233</td></tr><tr><td>- Employee Share Loan Plan</td><td style="text-align: right;">191,273</td></tr><tr><td>- Franchisee Share Loan Plan</td><td style="text-align: right;">2,593,360</td></tr></table> | 2,909,866 | | - Executive Share Loan Plan | 125,233 | - Employee Share Loan Plan | 191,273 | - Franchisee Share Loan Plan | 2,593,360 |
| 2,909,866 | | | | | | | | | | |
| - Executive Share Loan Plan | 125,233 | | | | | | | | | |
| - Employee Share Loan Plan | 191,273 | | | | | | | | | |
| - Franchisee Share Loan Plan | 2,593,360 | | | | | | | | | |
| 3 | Principal terms of the +securities (eg, if options, exercise price and expiry date; if partly paid +securities, the amount outstanding and due dates for payment; if +convertible securities, the conversion price and dates for conversion) | <table border="0"><tr><td>Fully paid ordinary shares:</td><td></td></tr><tr><td>- Executive Share Loan Plan</td><td>- no vesting conditions.</td></tr><tr><td>- Employee Share Loan Plan</td><td>- restricted up to 3 years to 2 August 2014.</td></tr><tr><td>- Franchisee Share Loan Plan</td><td>- restricted for 3 years to 2 August 2014</td></tr></table> | Fully paid ordinary shares: | | - Executive Share Loan Plan | - no vesting conditions. | - Employee Share Loan Plan | - restricted up to 3 years to 2 August 2014. | - Franchisee Share Loan Plan | - restricted for 3 years to 2 August 2014 |
| Fully paid ordinary shares: | | | | | | | | | | |
| - Executive Share Loan Plan | - no vesting conditions. | | | | | | | | | |
| - Employee Share Loan Plan | - restricted up to 3 years to 2 August 2014. | | | | | | | | | |
| - Franchisee Share Loan Plan | - restricted for 3 years to 2 August 2014 | | | | | | | | | |

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<p>4 Do the +securities rank equally in all respects from the date of allotment with an existing +class of quoted +securities?</p> <p>If the additional securities do not rank equally, please state:</p> <ul style="list-style-type: none">• the date from which they do• the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment• the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment	<p>Yes</p>
<p>5 Issue price or consideration</p>	<p>Deemed issue price of \$1.024552 per ordinary share for the purpose of determining the number of shares to be issued to each participant under the Share Loan Plan</p>
<p>6 Purpose of the issue (If issued as consideration for the acquisition of assets, clearly identify those assets)</p>	<p>Issued for no consideration under the Share Loan Plan</p>
<p>7 Dates of entering +securities into uncertificated holdings or despatch of certificates</p>	<p>2 August 2011</p>

+ See chapter 19 for defined terms.

	Number	+Class
8 Number and +class of all +securities quoted on ASX (including the securities in clause 2 if applicable)	262,212,976	Ordinary Shares
	34,854	Exempt Plan
	125,233	Executive Share Loan Plan
	191,273	Employee Share Loan Plan
	2,593,360	Franchisee Share Loan Plan
	265,157,696	
	=====	

	Number	+Class
9 Number and +class of all +securities not quoted on ASX (including the securities in clause 2 if applicable)	N/A	N/A

10 Dividend policy (in the case of a trust, distribution policy) on the increased capital (interests)	N/A
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Part 2 - Bonus issue or pro rata issue

11 Is security holder approval required?	N/A
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12 Is the issue renounceable or non-renounceable?	N/A
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13 Ratio in which the +securities will be offered	N/A
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14 +Class of +securities to which the offer relates	N/A
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15 +Record date to determine entitlements	N/A
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16 Will holdings on different registers (or subregisters) be aggregated for calculating entitlements?	N/A
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17 Policy for deciding entitlements in relation to fractions	N/A
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18	Names of countries in which the entity has ⁺ security holders who will not be sent new issue documents Note: Security holders must be told how their entitlements are to be dealt with. Cross reference: rule 7.7.	N/A
19	Closing date for receipt of acceptances or renunciations	N/A
20	Names of any underwriters	N/A
21	Amount of any underwriting fee or commission	N/A
22	Names of any brokers to the issue	N/A
23	Fee or commission payable to the broker to the issue	N/A
24	Amount of any handling fee payable to brokers who lodge acceptances or renunciations on behalf of ⁺ security holders	N/A
25	If the issue is contingent on ⁺ security holders' approval, the date of the meeting	N/A
26	Date entitlement and acceptance form and prospectus or Product Disclosure Statement will be sent to persons entitled	N/A
27	If the entity has issued options, and the terms entitle option holders to participate on exercise, the date on which notices will be sent to option holders	N/A
28	Date rights trading will begin (if applicable)	N/A
29	Date rights trading will end (if applicable)	N/A

⁺ See chapter 19 for defined terms.

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37 A copy of any trust deed for the additional +securities

Entities that have ticked box 34(b)

38 Number of securities for which +quotation is sought

39 Class of +securities for which quotation is sought

40 Do the +securities rank equally in all respects from the date of allotment with an existing +class of quoted +securities?

If the additional securities do not rank equally, please state:

- the date from which they do
- the extent to which they participate for the next dividend, (in the case of a trust, distribution) or interest payment
- the extent to which they do not rank equally, other than in relation to the next dividend, distribution or interest payment

41 Reason for request for quotation now

Example: In the case of restricted securities, end of restriction period

(if issued upon conversion of another security, clearly identify that other security)

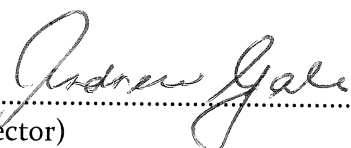
42	Number and +class of all +securities quoted on ASX (including the securities in clause 38)	
	Number	+Class

+ See chapter 19 for defined terms.

Quotation agreement

- 1 +Quotation of our additional +securities is in ASX's absolute discretion. ASX may quote the +securities on any conditions it decides.
- 2 We warrant the following to ASX.
 - The issue of the +securities to be quoted complies with the law and is not for an illegal purpose.
 - There is no reason why those +securities should not be granted +quotation.
 - An offer of the +securities for sale within 12 months after their issue will not require disclosure under section 707(3) or section 1012C(6) of the Corporations Act.
Note: An entity may need to obtain appropriate warranties from subscribers for the securities in order to be able to give this warranty
 - Section 724 or section 1016E of the Corporations Act does not apply to any applications received by us in relation to any +securities to be quoted and that no-one has any right to return any +securities to be quoted under sections 737, 738 or 1016F of the Corporations Act at the time that we request that the +securities be quoted.
 - If we are a trust, we warrant that no person has the right to return the +securities to be quoted under section 1019B of the Corporations Act at the time that we request that the +securities be quoted.
- 3 We will indemnify ASX to the fullest extent permitted by law in respect of any claim, action or expense arising from or connected with any breach of the warranties in this agreement.
- 4 We give ASX the information and documents required by this form. If any information or document not available now, will give it to ASX before +quotation of the +securities begins. We acknowledge that ASX is relying on the information and documents. We warrant that they are (will be) true and complete.

Sign here:


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(Director)

Date: 1 September 2011

Print name: ANDREW CRAWFURD GALE

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