



# Sequoia Financial Group Ltd

2021 Annual General Meeting

18 November 2021



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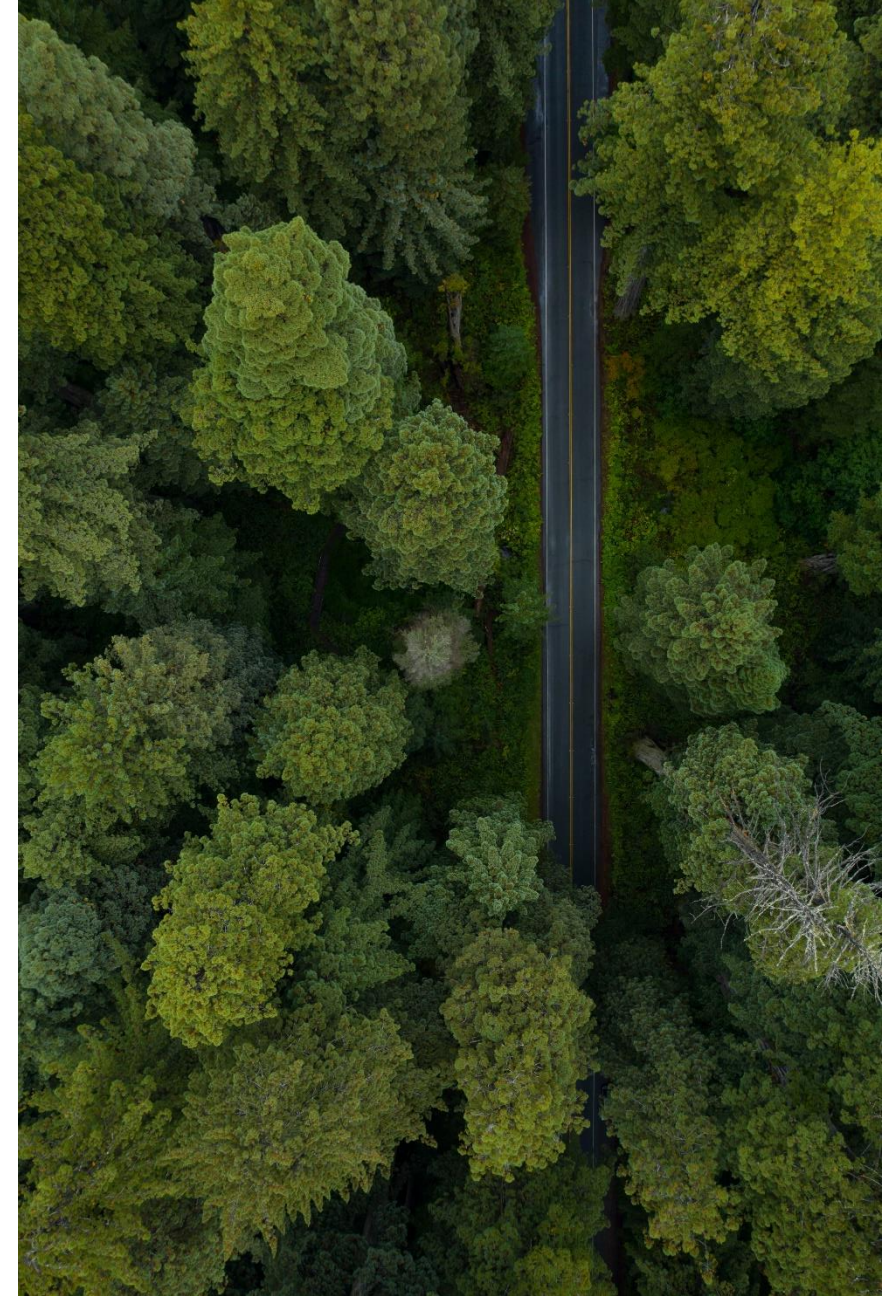
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# CEO Update

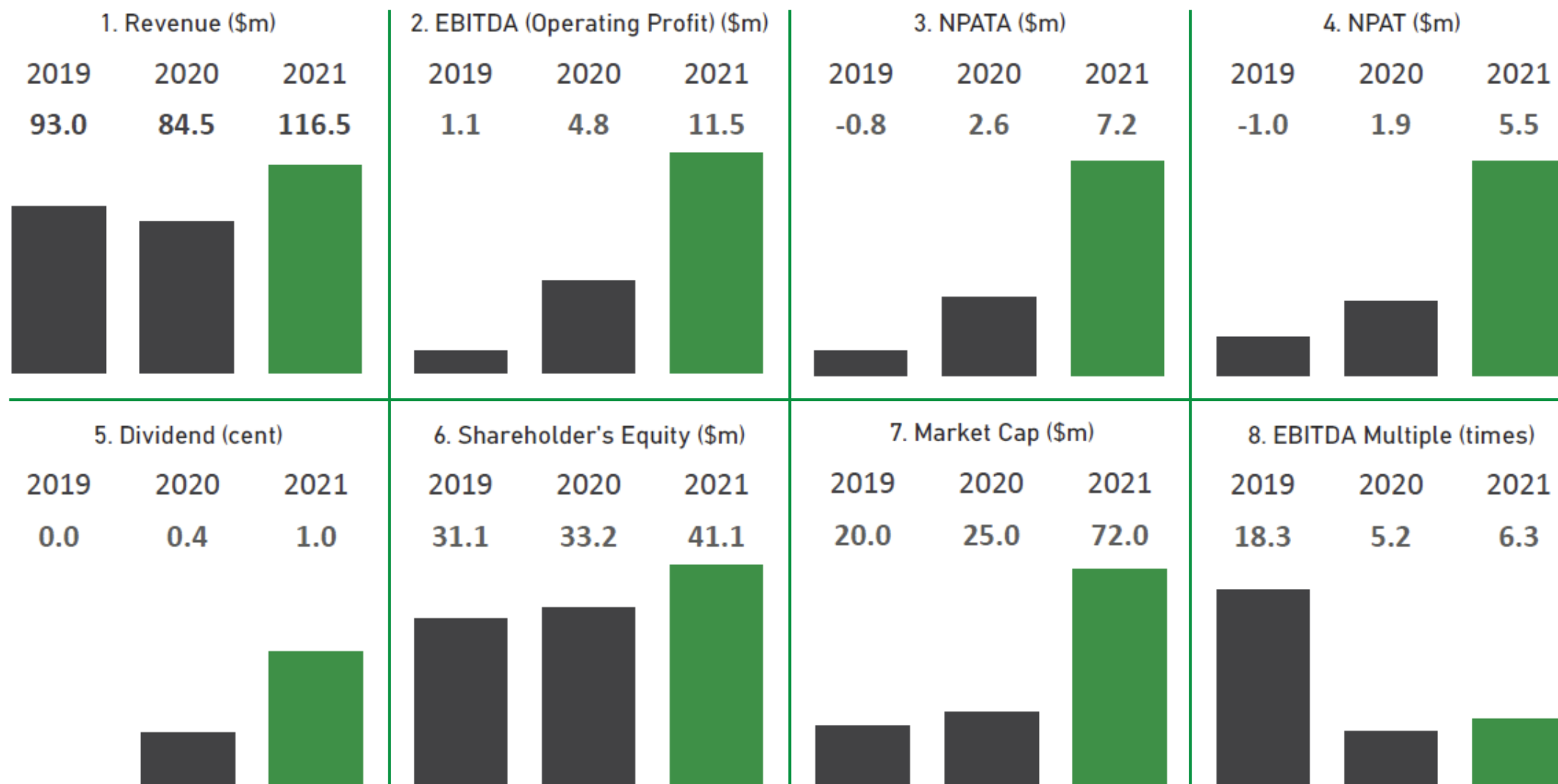
1. Discuss the financial metrics of the last 3 years.
2. Confirm FY22 forecast EBITDA is on track to increase by more than 15% on FY21 result.
3. Confirm the Group remain focused on a 5-year business plan set in 2019 to build a much larger business with \$400m revenue by 2024/25.
4. Update divisional business performance in the first few months of FY22.
5. Offer shareholders the opportunity to ask questions of the board and management.



# Financial Results Year ended 30 June 2021

1. Revenue (\$m)	2. EBITDA (Operating Profit) (\$m)	3. NPATA (\$m)	4. NPAT (\$m)
116.5	11.5	7.2	5.5
increase from FY20 37.83%	increase from FY20 138.65%	increase from FY20 175.10%	increase from FY20 187.11%
5. Dividend (cent)	6. Shareholder's Equity (\$m)	7. Market Cap (\$m)	8. EBITDA Multiple (times)
1.0	41.1	72.0	6.3
increase from FY20 150.00%	increase from FY20 23.70%	increase from FY20 188.00%	increase from FY20 20.68%

# Financial Results FY 2019 – 2021



# Share Price – since July 2018

As at 02/Jul/18 (\$)

0.34

total dividend payments (cents)

1.40

As at 12/Nov/21 (\$)

0.70

cumulative return since 02/Jul/18

118.43%

ASX:SEQ - Share Price in (\$)





# Sequoia Financial Group

## Wealth



## Professional Services



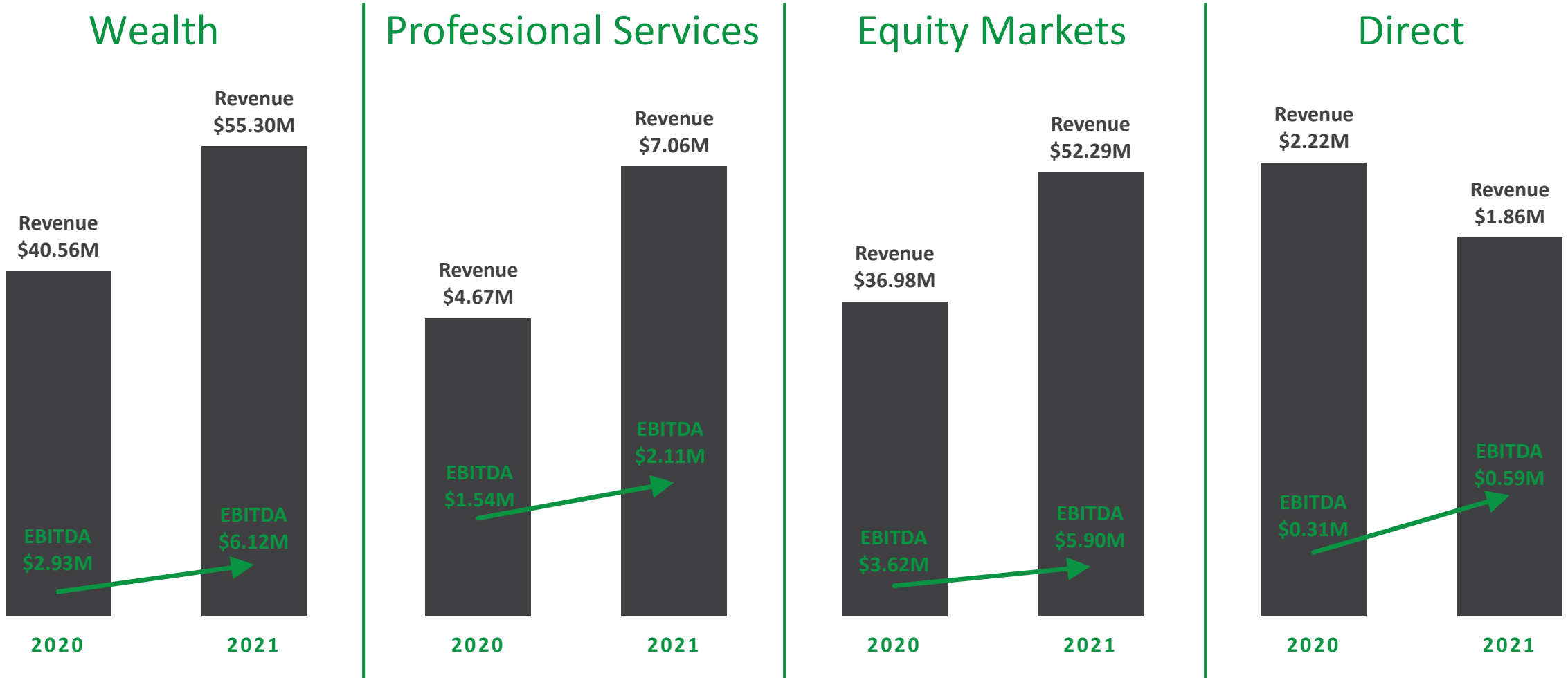
## Equity Markets



## Direct



# Divisional Results 2020-2021





# Wealth Division

**ALL** of the big 4 banks have exited their advisory business. Many of the advisers continue to review their long-term licensing arrangements creating organic tailwinds for Sequoia owned licensees.

**KPMG** recently reported the average cost to provide comprehensive financial planning advice is \$5,335 per client, vastly exceeding the average cost charged to customer of \$3,660.

**NUMBER** of advisers serving the community has fallen by almost 40% from 2019 despite the demand for adviser services increasing dramatically.

**SEQUOIA'S** role in providing full spectrum of services is delivering best practice support to the advisory industry that is in a consolidation phase.

**SEQUOIA** expect the industries overall adviser numbers to continue to fall until 2024 then begin to increase with an internal goal to provide services in some capacity to 1,000 advisers by that time .

**FY21** Wealth Division revenue of \$62m represented 53% of Group revenue.

**FY22** revenue expected to increase by 16% to \$72m but represent less than 50% of Group revenues.





# Professional Services Division

**COMMITTED** to investment in technology and to increase scale by acquisition and technology to enable:

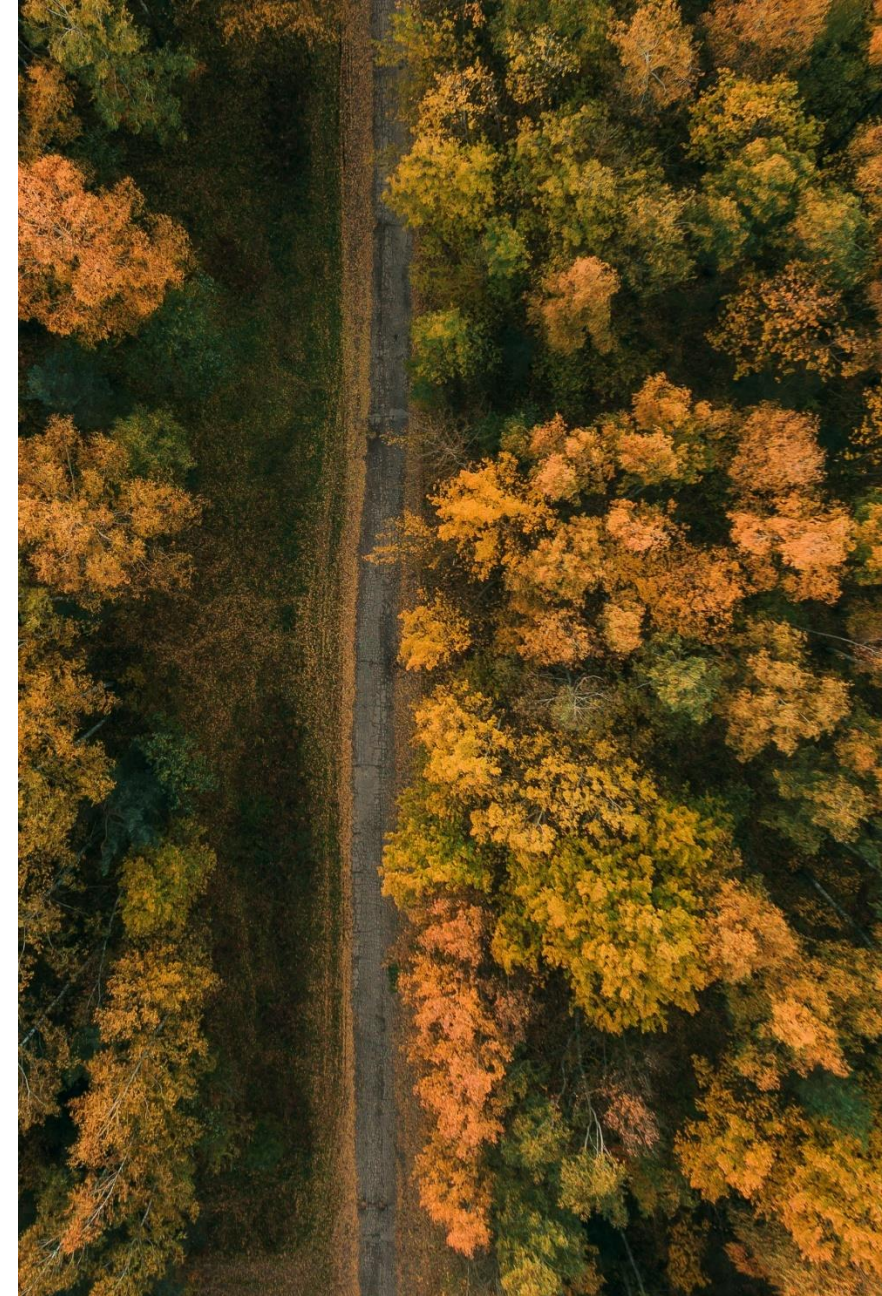
- aggressive increase in income opportunities, and
- cross-marketing across broader Sequoia infrastructure.

**FY21** Divisional revenue of \$7m expected to double over 18-month period to \$15m opposed to 36-month period previously forecast.

**LEGAL** document business acquisition of Panthercorp in 2021 and launch of Docscentre and Constitute has broadened the user base and allowed for the introduction of some SAAS long term annuity income streams.

**INCREASED** marketing spend focus on SMSF administration business is showing positive signs of success.

**ACQUISITION** of General Insurance license and additional customer books provides platform for launch of further licensing services to adviser market in 2022 and beyond.





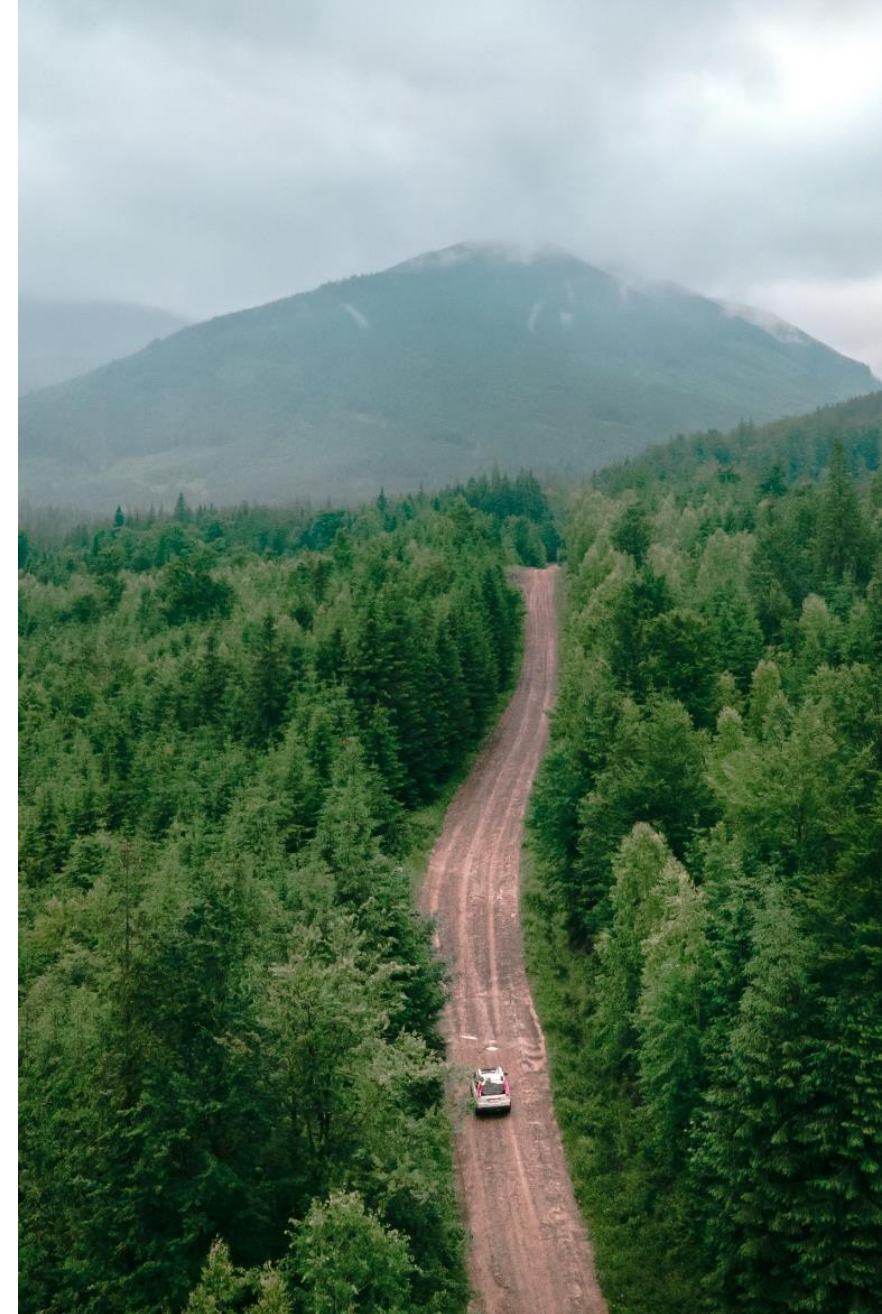
# Equity Markets Division

**MORRISONS** Clearing business continues to grow with FY22 forecast revenue expected to increase 30% year on year.

**REPORTED** IPO valuation expectations of Open Markets, Fin Clear Technologies highlight the underlying value of the clearing business in the Sequoia sum of business parts.

**RANKED** number 1 clearer ETO market in July – September 2021 quarter.

**APPOINTED** Business Development Executive to help drive new business.





# Direct Division

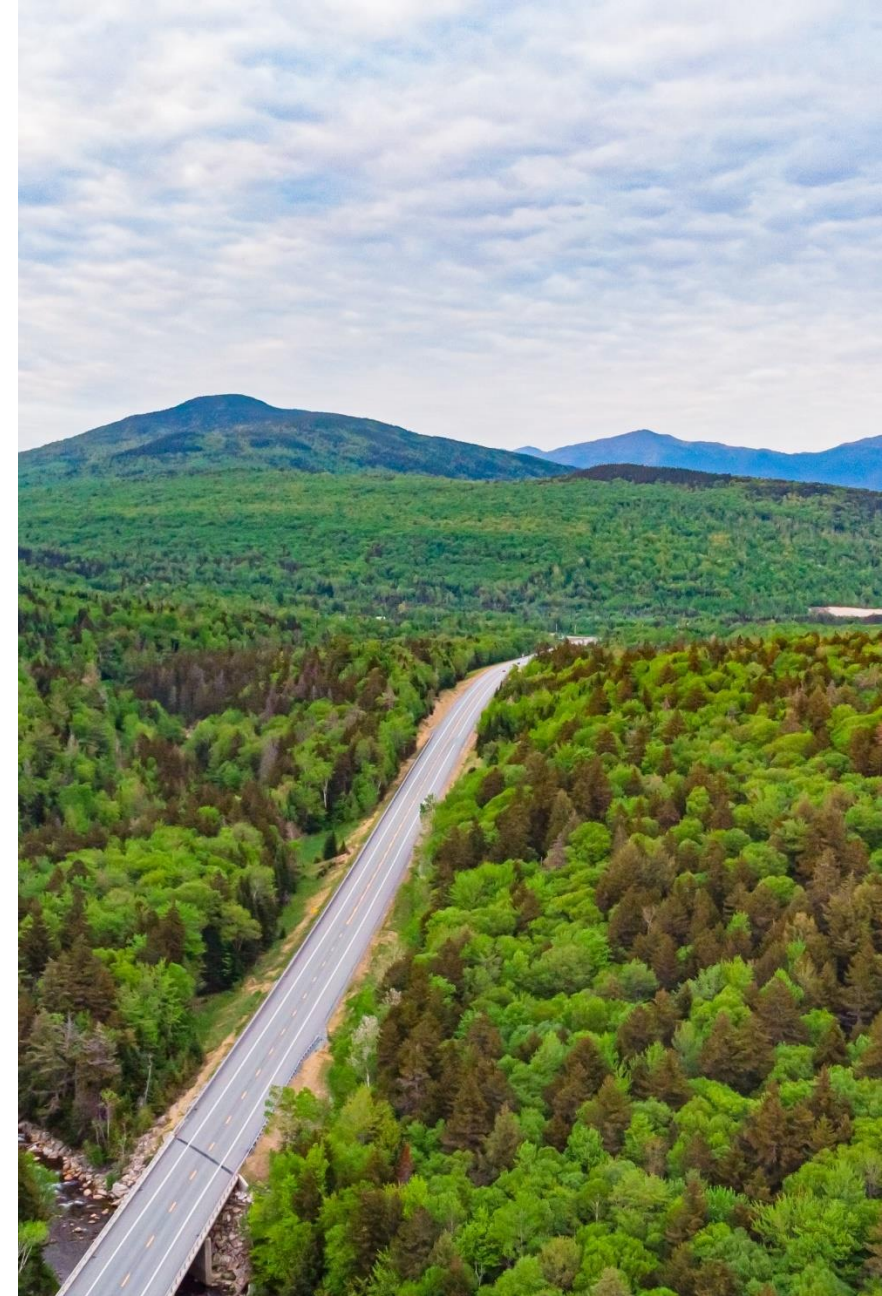
**INVESTING** in technology to increase the range of content available to advisers, accountants and investors.

**EBITDA** FY22 forecast EBITDA to improve by 35% year on year.

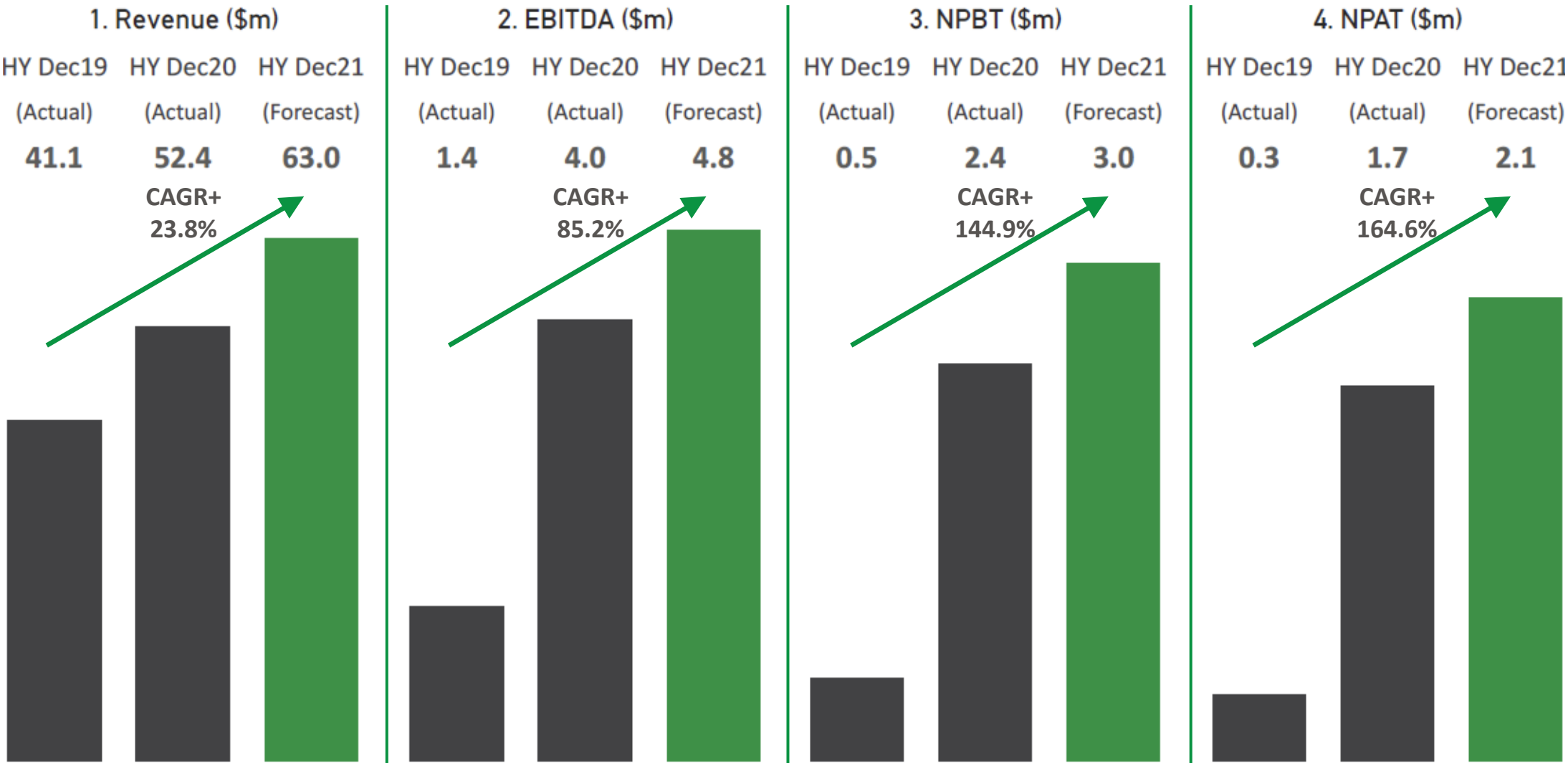
**EXPLORING** acquisition opportunities to increase scale and capability.

**INTRODUCED** new direct to consumer general advice services this half year.

**REMAIN** focused on increasing revenue in this area of the business to more than \$10m by 2024.



# Consolidated Outlook





## CONTACTS

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