

ASX ANNOUNCEMENT – COU
Friday 12 March 2010

25th Annual Conference Announcements



Count Financial Limited, in its 30th year of business, will hold its 25th Annual Conference in Canberra commencing Monday, 15 March 2010 with over 850 delegates in attendance. Over the three days, delegates have the choice of over 110 workshops across 9 concurrent streams including compliance, technical, accounting, lending, as well as a number of plenary sessions.

The opening session will be headlined by Dr Ken Henry. Mrs Gemma Sisia, from The School of St Jude in Tanzania, will then talk about how high quality education should be the right of all children in the world as education is the strongest weapon in the fight against poverty, corruption and political instability.

Countplus

Count's Chairman, Barry Lambert, will report that the Countplus businesses continue to perform strongly and the buy-out of investee equity from July remains on track as does the Countplus listing at the end of 2010. He will explain that for the 13 acquisitions and their 8 tuck-ins settled to date, (ranging from over 2 years to six months) investees budgeted 30 June 2010 EPS growth is 33% above cost.

Secondly, for the six months to 31 December 2009 those firms are 21% above their YTD 2010 budget. With another four to five businesses expected to be settled by 30 June 2010, the expected 2011 EBITA should exceed \$20M which is in keeping with the original expectations. The above projections assume no further tuck-ins or purchases before 30 June 2011.

Count's New CEO

Andrew Gale, Count's new CEO, will also attend part of the conference, although he does not commence his duties until 29 March 2010.

Small Business Accounting

Xero's Founder and CEO, Rod Drury, will report on the positive impact of online accounting systems for SMEs of Australia and how the accounting professions will be able to increase their efficiency and better service Australian small businesses in the new era of online accounting.

Xero compliments Count's other online services for Accountants – CountGPS, Class Super, Acclipse and SuperCentral.

Mortgage Choice

Count's Chairman will also advise attendees that over recent months Count has been holding confidential preliminary discussions with Mortgage Choice about combining their respective mortgage businesses, including Count entering into a wide ranging referral arrangement. Those discussions have now been called off without any agreement being reached.

Count will now look to increase finconnect's resources, thereby ensuring that all Count franchisees who wish to outsource their home loan referrals will have a finconnect Lending Manager in their area. Should finconnect not be able to fill any gaps in its coverage, it will look at entering into arrangements with mortgage broking groups located in those areas.

Count Charitable Foundation

The Count Charitable Foundation will make two donations at this year's conference to:

- The School of St Jude, Tanzania - \$50,000
- LifeLine Australia - \$20,000

The Count Charitable Foundation donations, from inception in 2004, will exceed \$3M in 2010 thanks to the generosity of Count, Count Directors, franchisees and staff.

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