



The confidence to look ahead

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COUNT LIMITED – ASX ANNOUNCEMENT

28 February 2024

COUNT DIVESTS BENTLEYS WA INTO STRATEGIC PARTNERSHIP

Count Limited (**Count**, the **Company** or the **Group**) (**ASX:CUP**) has today announced that it will enter into a strategic partnership with Fortuna Perth Pty Ltd. (**Fortuna**) (part of Fortuna Advisory Group), including the divestment of 100% of Count's subsidiary firm Bentleys (WA) Pty Ltd (**Bentleys WA**) to Fortuna. The purchase price is c. \$1.1M prior to any relevant adjustments and the transaction is expected to reach financial close before the end of March 2024.

As part of the strategic partnership, Fortuna's financial planning division is expected to join Count's licensee business and become the newest member firm in Count's growing WA network.

Count Chief Executive Officer, Hugh Humphrey, welcomed the news of the strategic partnership.

"We are pleased with these developments in our WA network and are confident that the clients and staff of Bentley's WA will benefit from being part of a large, integrated professional services firm with a track record of growth."

Bentleys WA incurred EBITA loss of c.\$584K (NPAT c.\$427K) in 1H FY2024.

This announcement has been authorised for release to the ASX by the CEO of Count Limited.

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