

Annual General Meeting

14 November 2023

Sydney, Australia

This presentation has been authorised for release to the ASX by the Board of Count Limited.



Our bold ambition is supported by a strategic plan with five growth pillars

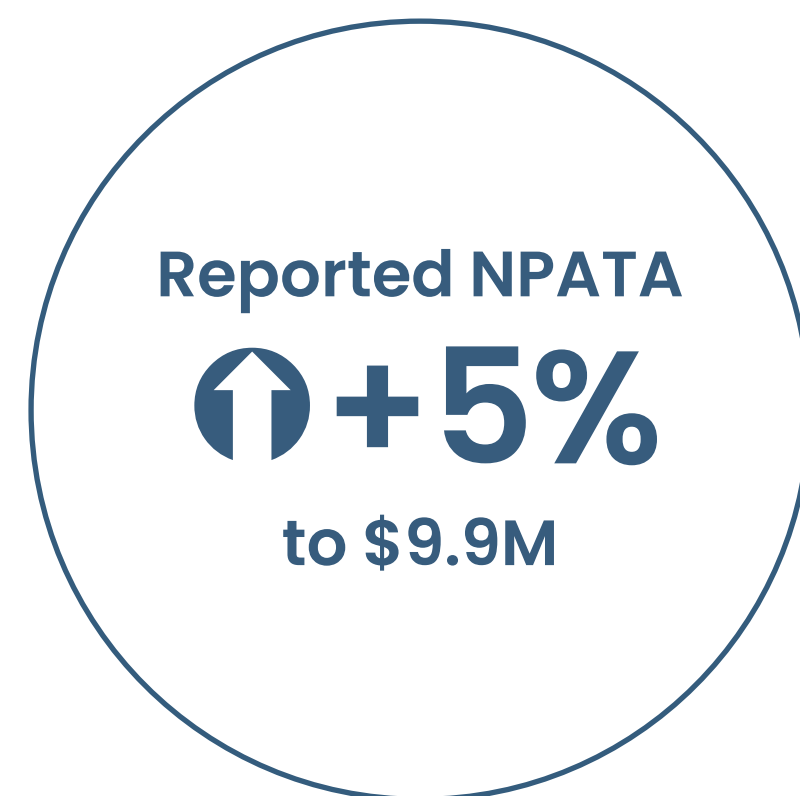
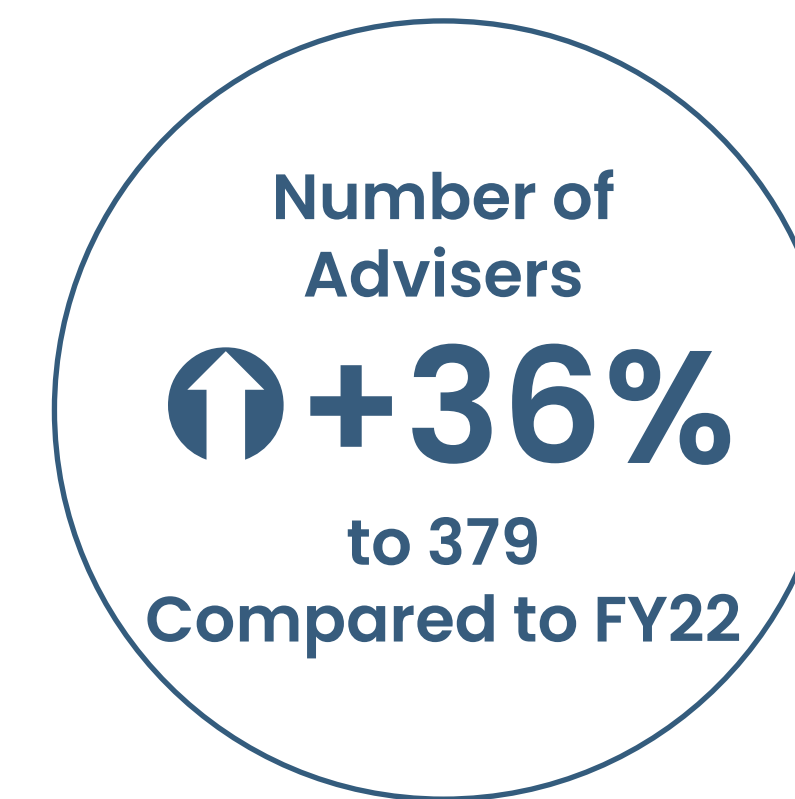
Our ambition

To be the leading provider of integrated accounting and wealth services, helping clients through our **dynamic perspective** that identifies insights from their past, maximises their present and plans for a future where they can do what matters most to them.

Strategic growth pillars



Financial Year 2023 was a significant period of transformation, delivery and growth



Basis of preparation:

FY23 results were released to the ASX on 30 Aug 2023 and the highlights above are compared to FY22 results.

Financial Year 2024 Q1 Trading Update



- Count's unaudited Q1 trading performance was \$5.4m (EBITA).
- This represents an increase of 31.7% on the prior comparative period.
- The result reflects Count's disciplined execution of its growth strategy.
- The Accounting segment restored productivity to normal levels, having overcome the labour constraints seen in FY22 and HY23.

Segment EBITA' (Unaudited)	FY2024 Q1 ('\$'m)	FY2023 Q1 ('\$'m)	Variance
Total	5.4	4.1	31.7%

Notes

1. Unaudited segment Earnings before Interest, Tax and Amortisation (**EBITA**) is before corporate office costs, intercompany eliminations and gains or losses on acquisitive or divestment activities.
2. FY2024 Q1 included \$1.5m (FY2023 Q1: \$0.8m) post tax share of profit from the Company's associate investments.

Note: The Q1 FY24 performance may not be indicative of trading performance for FY24. Current market conditions remain uncertain and future trading performance remains subjective to no material deterioration in market conditions.

Growth Momentum

Strategic acquisitions and a strong pipeline positions Count for continued growth

Completed Transactions in FY24

FY24 COMPLETED TRANSACTIONS	LOCATION	COMPLETION	SERVICES
Bruce Edmunds	Beaumaris, VIC	1 July 2023	Equity partnership
Count Adelaide	Adelaide, SA	14 August 2023	Merger between Warnecke and Crosby Dalwood
Sapphire Coast	Canberra, ACT	31 August 2023	Tuck-in – financial planning
Allan Watt	Canberra, ACT	10 November 2023	Tuck-in - accounting

Transaction pipeline in FY24



Case Study: Affinia Acquisition



Count continues to look for acquisition opportunities that provide scale in accounting and wealth

- The Affinia acquisition enabled Count to scale up Wealth segment with the addition of around 100 quality financial advisers
- TAL provided Count with specific warranties and indemnities appropriate for a business of this nature and size
- Consideration for the transaction was \$3.373 million paid on completion ^ with a gain on bargain purchase price of \$3.163 million recorded
- Purchase price subject to rise and fall provisions based on AR retention over initial 12-month period
- Affinia advisers are transitioning to the Count AFSL over the next 6 months

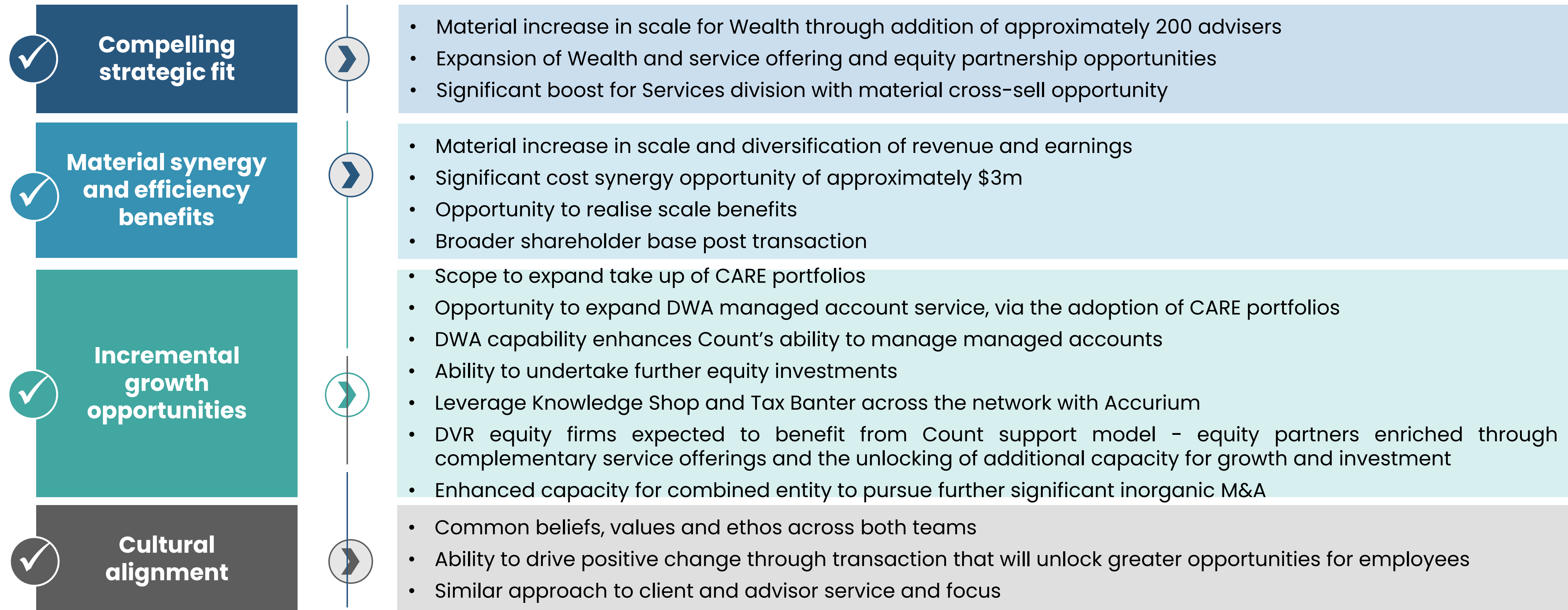
	AFSL		Count The confidence to look ahead
	Count	affinia	
Advisers (#)	264	115	379
Firms (#)	124	64	188
Client FUA (\$B)	12.3	4.5	16.8
In-force Premiums (\$M)	80	150	230

Note: Figures as at 30 June 2023

^ The transaction includes Count receiving cash of \$3.79m and other non-cash net assets and acquired client relationships

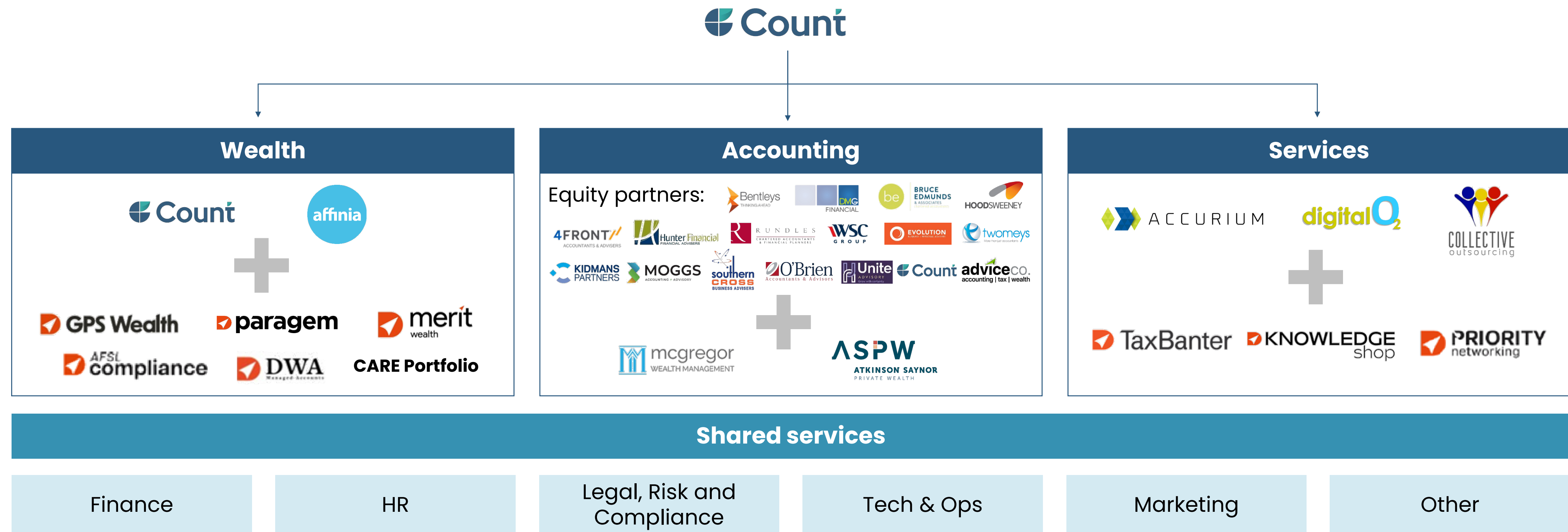
Diverger Acquisition – Strategic rationale

The transaction is uniquely aligned to Count’s current operations and strategic priorities – the combination is expected to unlock material benefits for all stakeholders.



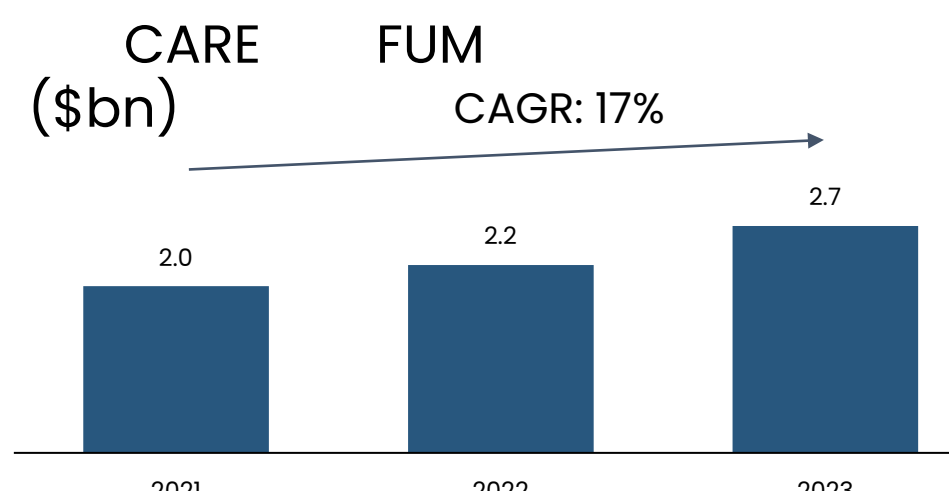
Compelling strategic fit with Diverger

The Diverger businesses fit neatly into the Count operating model



Incremental growth opportunities

The proposed transaction is expected to unlock several incremental growth opportunities for the combined business.

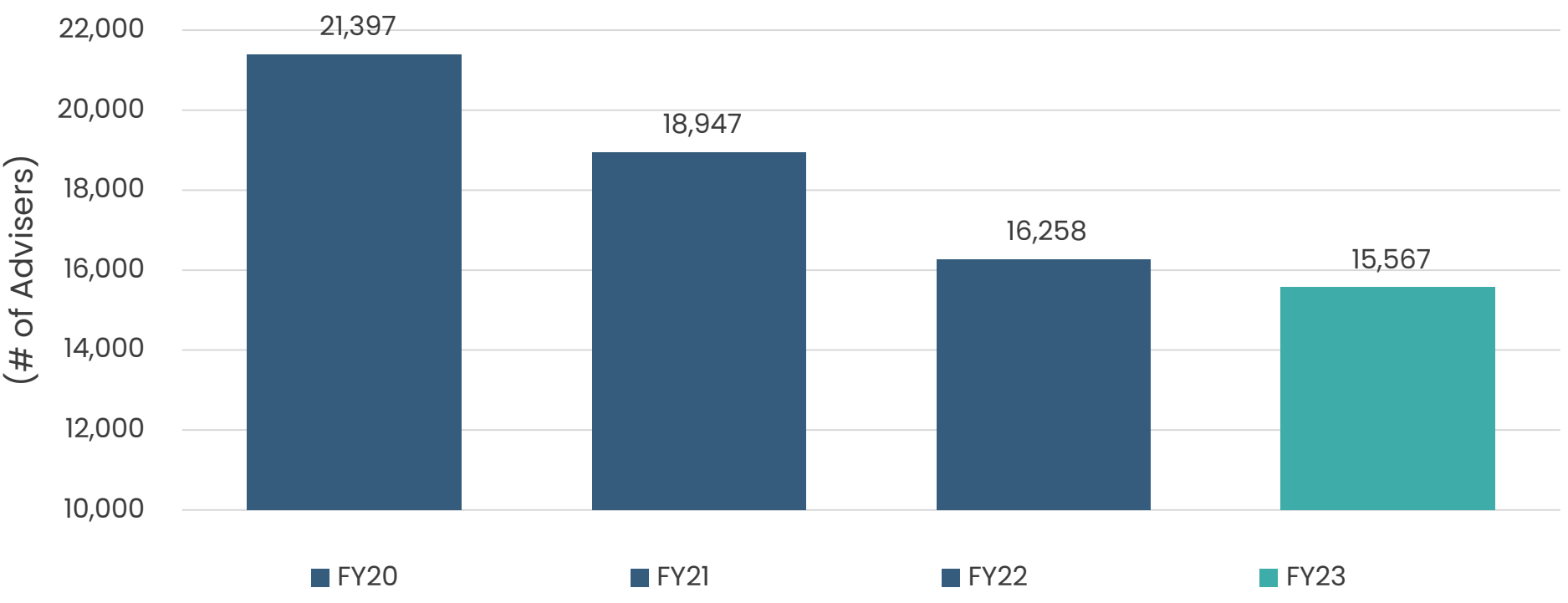
<p>CARE managed accounts</p>  <p>CARE (\$bn) FUM CAGR: 17%</p> <ul style="list-style-type: none"> • Scope expand to take-up of CARE portfolios 	<p>Count managed accounts</p> <ul style="list-style-type: none"> • DWA managed account capability enhances Count’s ability to manage managed accounts • Leverage additional investment capabilities to deliver better outcomes for clients 	<p>Future equity investments</p> <ul style="list-style-type: none"> • Potential for new equity partnership opportunities with the expanded network of firms across wealth, accounting and services segments
<p>Knowledge Shop / Tax Banter integration</p> <ul style="list-style-type: none"> • Leverage Knowledge Shop and Tax Banter capabilities in combination with Accurium to deliver greater penetration (including across the Count network) and accelerate existing initiatives around training platforms <ul style="list-style-type: none"> – accounting and training offering (including helpdesk) expected to be highly attractive to equity partner and licensed firms 	<p>Count support model</p> <ul style="list-style-type: none"> • Diverger equity firms expected to benefit from Count support model <ul style="list-style-type: none"> – equity partners enriched through complementary service offerings and the unlocking of additional capacity for growth and investment • Ability to improve licensee economics through enhanced offering 	<p>Further inorganic initiatives</p> <ul style="list-style-type: none"> • Merged entity better positioned to undertake further inorganic initiatives to deliver material uplifts in scale capability and operating efficiency • Count has a healthy pipeline of significant acquisitions to continue to pursue scale • Financial capacity to make additional inorganic investments

Count is well positioned for further growth



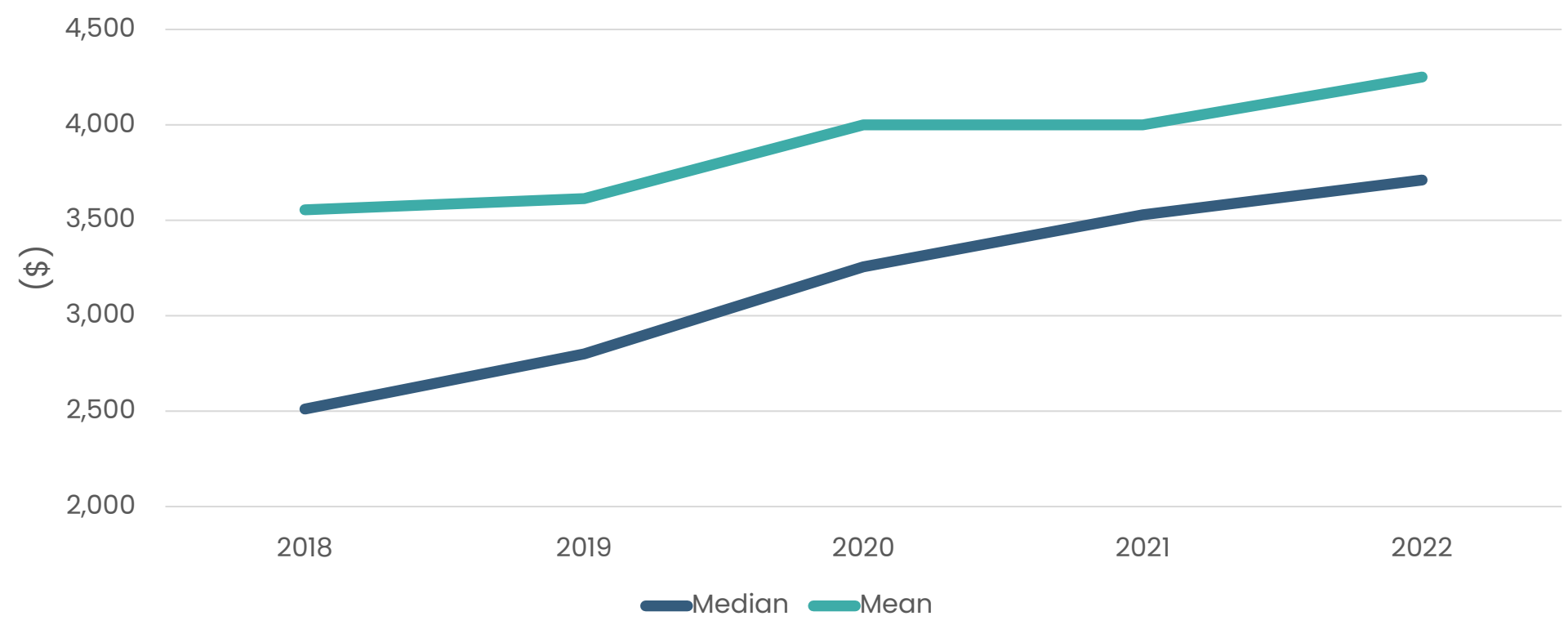
Advisers an increasingly scarce resource pool

Total number of advisers



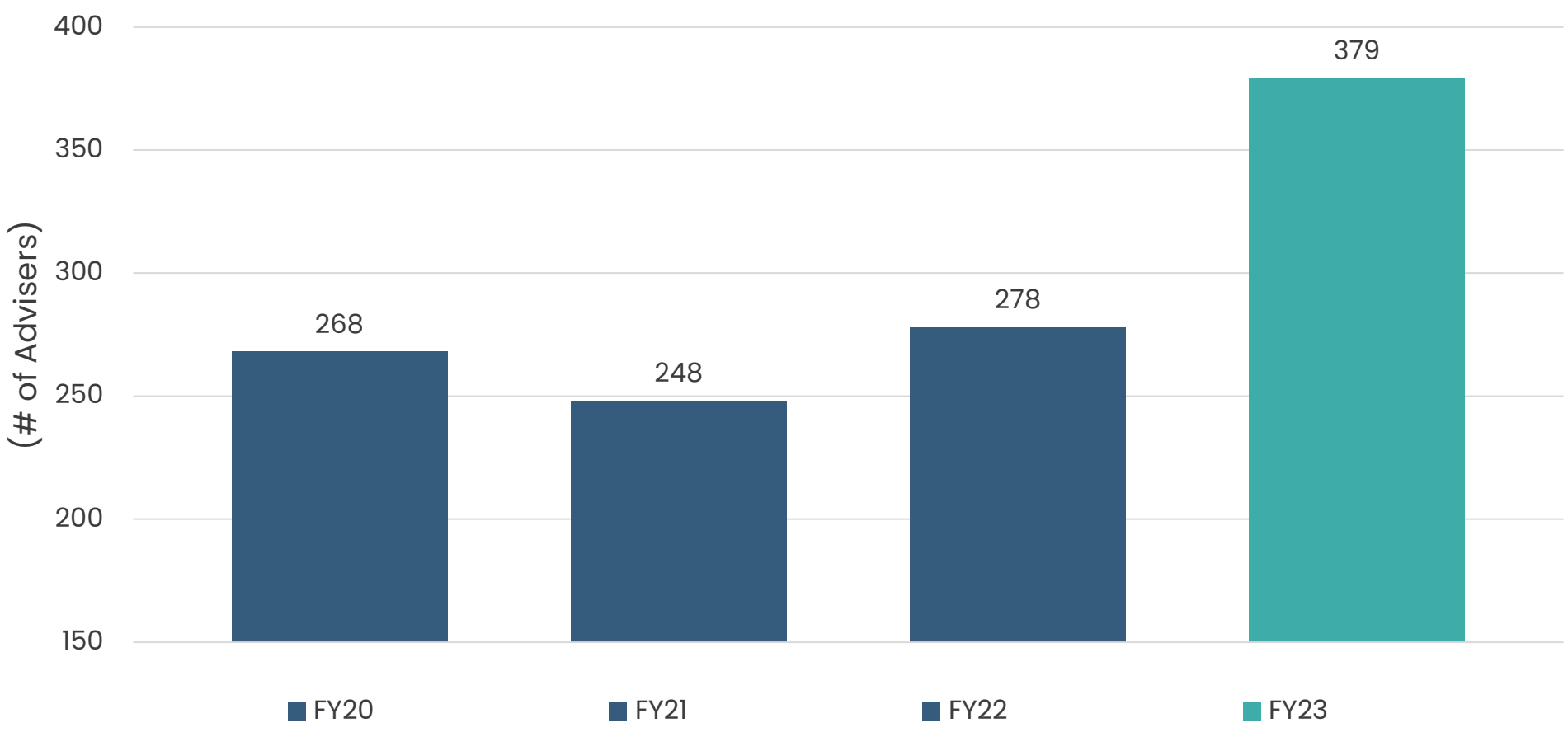
Fees increasing to offset wage and compliance costs

Industry average and median client fees



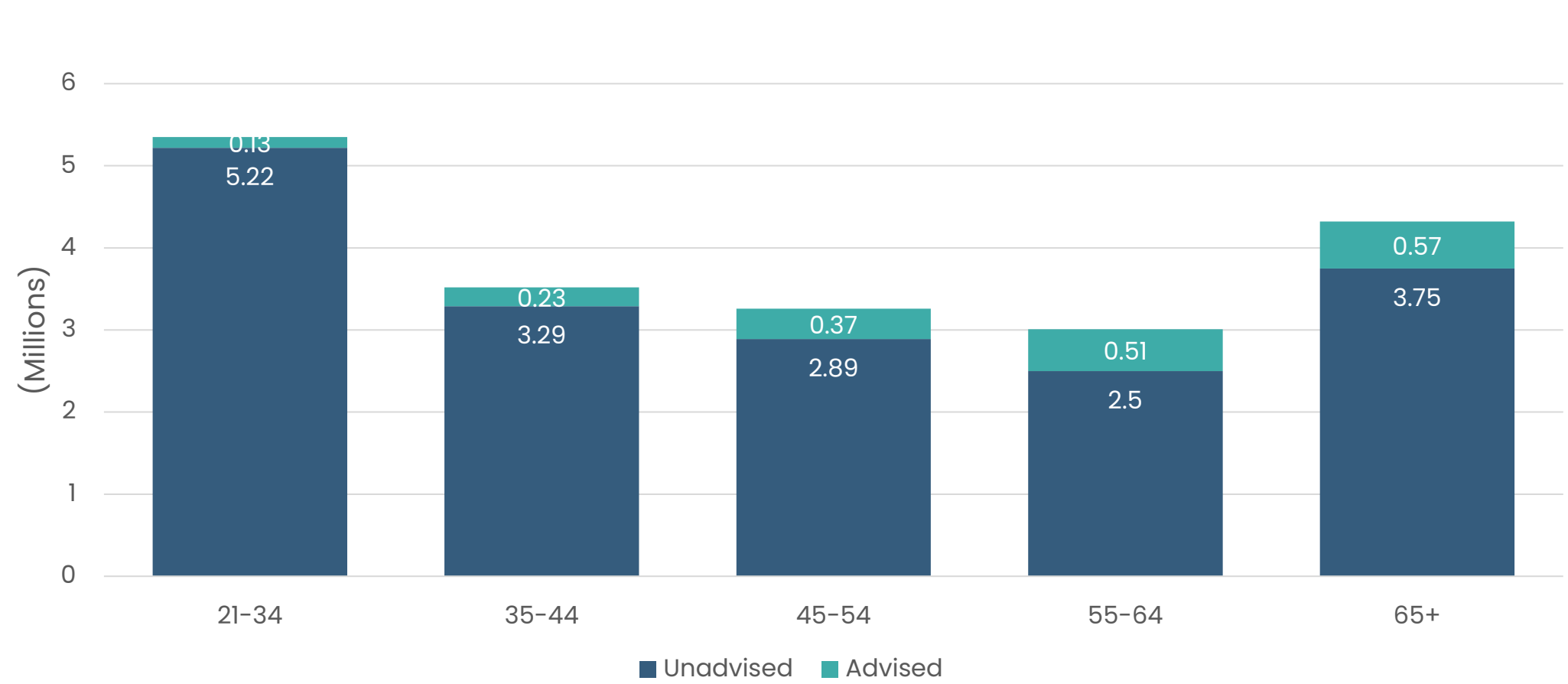
We are growing adviser numbers against the industry trend

Number of Count Advisers



Significant market opportunity for attractive potential growth

Industry number of retail advised and unadvised consumers, by age bracket



Closing Remarks



Q&A



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