



The confidence to look ahead

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CUP ASX ANNOUNCEMENT

COUNT SUCCESSFULLY COMPLETES AFFINIA ACQUISITION

Sydney, 29 May: Count Limited (Count) (ASX: CUP) has today completed the acquisition of Affinia Financial Advisers Limited (Affinia) from TAL, a leading Australian life insurer.

The acquisition expands Count's wealth segment market share, adding around 100 high quality, client-centric advisers from Affinia to Count's national community. Count now advises on \$16.8 billion in client funds under administration.

Count CEO Hugh Humphrey said: "The Affinia acquisition positions Count as Australia's leading integrated accounting and wealth services provider and a major player in the future of wealth management in Australia. This strategic acquisition follows our recent brand transformation from CountPlus to Count and signals a dynamic new phase for the Company, giving clients greater certainty about our offering and providing them with the confidence to look ahead."

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This announcement has been authorised for release to the ASX by Hugh Humphrey, Chief Executive Officer.