



CUP ASX ANNOUNCEMENT

STRATEGIC INVESTMENT IN SIGNIFICANT ACCOUNTING FIRM

3 July 2023

Count Limited (**ASX: CUP**) (**Count**) has today announced a strategic investment in Bruce Edmunds & Associates Pty Ltd (**Bruce Edmunds**), a large Victorian accounting firm.

The firm is valued at \$6.6m and Count will acquire a 40% equity position with 70% payable on completion and 30% deferred 12 months post-completion and subject to an agreed EBITA hurdle.

Established in Beaumaris in 1966, Bruce Edmunds is a family business that has been serving southeast Melbourne communities for over 57 years. Stephen Edmunds will continue in his role as Managing Director.

Hugh Humphrey, CEO at Count, said the transaction continued Count's disciplined execution of its strategy to invest in high quality advisory firms.

"Bruce Edmunds & Associates has an enviable track record of delivering quality accounting services to clients and we are excited they are joining the Count community. This transaction supports our ambitious growth strategy and increases our market share in the accounting sector."

Stephen Edmunds said the decision to partner with Count was based on the success of the business and a strong cultural fit.

"Count's client-centric values and sense of community resonated with us. We are passionate about collaborating with our peers, enabling us to share best practices and we will have greater opportunities to achieve this through Count."



The confidence to look ahead

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This announcement has been authorised for release to the ASX by Ray Kellerman,
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