



CUP ASX ANNOUNCEMENT

COUNT COMPLETES TWO STRATEGIC TRANSACTIONS

16 August 2023

Count Limited (**ASX: CUP**) (**Count** or **the Company**) provides an update to two strategic transactions that the Company has successfully completed, with the investment in Bruce Edmunds & Associates¹ (**Bruce Edmunds**) in Victoria, and the merger of Crosby Dalwood and Warnecke & Co² (**Warnecke**) in South Australia.

Count now owns 40% of Bruce Edmunds, a family business with an enviable track record having served south-east Melbourne communities for more than 57 years. Count's investment in Bruce Edmunds has an effective date of 1 July 2023.

In Adelaide, the merger of Crosby Dalwood and Warnecke has created a fresh new business branded Count Adelaide. Count owns 45% of Count Adelaide and is excited by the merged firm's decision to embrace the Count brand, joining four Count-branded firms around Australia. The merger date is effective 15 August 2023.

Count Chief Executive Officer Hugh Humphrey said he is pleased to see the Count brand grow its national footprint.

"These two strategic transactions are further evidence of the disciplined execution of our growth and transformation strategy".

"Bruce Edmunds and Count Adelaide are both businesses centred around a passion for their clients. They have a strong cultural fit to our national network of firms that give clients the confidence to look ahead."

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

¹ Refer to ASX announcement 3 July 2023

² Refer to ASX announcement 28 June 2023



The confidence to look ahead

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