



**Workplace Gender Equity Agency
(WGEA) Employer Statement
2024/25**

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Our Commitment

Count Limited (Count, we, us, our) and its associated entities (Count Group) remain committed to fostering an inclusive and diverse workplace where all employees can thrive. We recognise that gender and cultural diversity contribute to a higher performance environment by strengthening innovation, enhancing decision making, improving engagement, and supporting our ability to attract and retain talent.

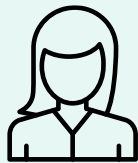
Our 2024/25 employer statement provides context to the gender pay gap data published by the Workplace Gender Equality Agency (WGEA) and reaffirms our ongoing commitment to workplace equality.

While the underlying drivers of our gender pay gap remain largely consistent with previous years, we continue to focus on long-term initiatives that support equitable access to opportunities, fair remuneration practices, and a culture that values diversity across the Count Group.

Our Business

We are a diversified financial services provider operating in three segments: Equity Partnerships, Wealth and Services.

As a part of our operations, Count invests in small and medium sized accounting and financial services firms (**Equity Partners**) with our ownership varying between 20% and 100%. These firms operate independently, while Count's leadership team provides oversight and strategic support.



64%

of employees are
women



60%

of Non-Executive
Directors are women

Our Workforce Composition

Count Group comprises the parent company, Count, and all of its subsidiaries. The following data reflects workforce composition for the reporting period ended 31 March 2025.

The Count Group workforce composition by role:

NonManagers	Managers	CEO / Heads of Business / KMP	
72%	42%	18%	Women
28%	58%	82%	Men

Our workforce composition by role indicates variation in gender representation across levels. Women are more highly represented in nonmanager roles, while men are more strongly represented at senior leadership and key management levels.

The Count Group workforce composition by employment status:

	Part-time	Full-time	Casual
Women Managers	28%	72%	0%
Men Managers	7%	93%	0%
Women Non-Managers	38%	61%	2%
Men Non-Managers	17%	81%	2%

Our workforce composition indicates differing patterns of employment by gender and role level. Women, particularly in nonmanager roles, are more likely to work parttime, while men are more likely to be employed on a fulltime basis across both manager and nonmanager roles.

This distribution contributes to gender differences in seniority, earnings and overall remuneration outcomes across the Count Group.

Gender Pay Gap Results

Count Group is committed to achieving gender pay parity for people who are in the same or similar role and performing the same or similar work.

For the year ended 31 March 2025, Count Group reported an average total remuneration gender pay gap of **29.9%**, an improvement from **33.2%** in the previous year. The median total remuneration gender pay gap decreased to **33.4%**, from **39.5%** in the prior year.

While the year-on-year movement is positive, Count Group recognises that its gender pay gaps are likely to remain above industry and national benchmarks, reflecting structural and role based factors within the workforce.

Average Gender Pay Gap



Median Gender Pay Gap



Key Drivers of Our Gender Pay Gap

Our workforce composition remains broadly consistent with last year's results, and the key drivers of the gender pay gap have not materially changed. Women are predominantly represented in non-manager roles, while men are more strongly represented at senior leadership and key management levels.

Our analysis highlights several ongoing factors contributing to the gender pay gap:

- **Higher rates of part-time and casual work among women** (28% of women managers compared to 7% of men managers and 38% of women non-managers compared to 17% of men non-managers), which lowers average earnings and can restrict access to higher paid opportunities.
- **A large proportion of women in administrative roles** which are typically lower paid and represent a large proportion of our workforce.
- **Underrepresentation of women in managerial and senior positions** despite their majority presence in the organisation overall at 64%.
- **Structural and pipeline challenges** the accounting and financial planning professions continue to be shaped by historical perceptions as male dominated professions, particularly in regional areas. Despite improvements in overall female participation and increasing representation among younger cohorts, women remain underrepresented among new starters in accounting and finance roles. This constrains the future leadership and specialist talent pipeline and can have a compounding effect over time, as fewer women progress into higher paid technical, client facing and leadership roles.

- **Slow changing industry demographics** meaning meaningful shifts in representation will take time.
- **Gender pay gap drivers within the Equity Partners segment** is particularly accentuated within our Equity Partners segment, driven primarily by the structure of these firms and the distribution of senior roles. Many of our partner firms have historically higher male representation in senior accounting and advisory positions, which are typically higher paid. This structural imbalance contributes to a larger gap in this segment compared to the broader Count Group.

These persistent structural factors collectively contribute to our gender pay gap. Addressing them will require sustained focus on leadership representation, equitable career progression pathways, and targeted strategies to support women entering and advancing within higher paid professional and managerial roles.



What We Are Doing to Support Gender Equality (Next Steps / Actions)

Leading by example – at the most senior level of the enterprise, Count Limited leads by example. The majority – 60% (three out of five) of our Non-Executive Directors are women.

Flexible working arrangements – Count Group provides flexible work options to all employees to support a healthy work–life balance. According to our 2025 employee survey, 81% of respondents feel supported to work flexibly and to take time out when needed, demonstrating the strength of our flexible work culture. This support is an important enabler of gender equality, helping employees, particularly women, balance work and personal responsibilities without limiting career progression.

Employee engagement – Our annual Your Voice engagement survey and midyear pulse survey provide employees with regular opportunities to share considered and continuous feedback. These surveys include questions on gender equality, and the insights are analysed to identify focus areas and inform targeted action plans.

(Continued) What We Are Doing to Support Gender Equality (Next Steps / Actions)

Annual Remuneration Review and Pay Equity Checks - As part of our annual remuneration review, our People & Culture team assesses internal relativities and identifies any potential pay anomalies. This includes reviewing whether women performing the same or comparable work are being compensated equitably. Where disparities are identified, adjustments are made to ensure fair and consistent remuneration practices. This process is a critical mechanism for maintaining gender pay equity over time.

'Take 4, Get 5' Initiative - We have implemented a 'Take 4, Get 5' program, which provides employees with an additional week of leave when they take four weeks of annual leave across a financial year. This initiative encourages employees to utilise and maximise their leave entitlements supporting long-term wellbeing and caring responsibilities, and promoting sustainable work-life balance.

Early career pipeline development - Count Group is focused on strengthening the early career progression of women entering the financial planning profession. As of February 2026, Count had 47 Professional Year (PY) advisers, with a broadly balanced gender representation (26 men and 21 women). This reflects our commitment to supporting gender balance at the foundational stages of adviser development.

