# Address by Hugh Humphrey

## Chief Executive Officer and Managing Director

**2026 Annual General Meeting**
Monday, 9 November 2026
At 9.30am (Sydney time)

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This address has been authorised for release to the ASX by the CEO of Count Limited.

# CEO address

Thank you Ray and good morning everyone.

Let me also acknowledge and thank the Board for their support throughout FY2026. At Count Group, we remain committed to delivering integrated accounting and wealth solutions for our clients. We are a proud Australian made, Australian owned business with a rich 46-year history.

FY2026 was a year of strong growth and delivery against our strategy. Our ambition is to be the leading provider of integrated accounting and wealth services, helping Australians and small businesses achieve what matters most to them. That ambition is supported by four pillars (Advice, Education and Expertise, Investments and Equity Partnerships), underpinned by our Behaviours, all tightly wrapped in our risk management frameworks.

Our financial results reflect a year of strong delivery with underlying EBITA growing 20% to $33.4 million. Underlying revenue grew 18% to $165.9 million, and costs grew slower than revenue, lifting our underlying EBITA margin to 20.1%.

All three segments produced growth. In Equity Partnerships, underlying EBITA grew 34% to $19.3 million on revenue growth of 27%. Financial Planning revenue within the segment has increased to 15% of total revenue.

In Wealth, underlying EBITA grew 16% to $15.1 million and margin lifted to 33%. In Services, underlying EBITA grew 21% to $11.1 million, with margin lifting from 30% to 34%.

Wealth momentum is the standout. Funds under management reached $6.5 billion, up 66% including Oracle and 47% before it. That reflects the transition of $889 million of Count Portfolios in October 2025, and 101 firms now using the CARE investment philosophy, 21 more than a year ago. Count Investment Solutions are now used by 167 firms. Funds under advice grew 14% to $43.0 billion.

In Services, we acquired McGing Advisory and Actuarial, launched a subscription online CPD offering for accountants, and grew outsourcing revenue by 34%. Still only 29% of clients in our network use Count Services today, so the cross-sell opportunity remains significant.

We moved from experimentation to commercial results with AI. Our first AI-built client solution has generated Services revenue, and we estimate over $200,000 in annual operating efficiencies across the business.

All of this sits within a governed framework, with mandatory training before any tool is rolled out.

We completed 10 transactions in FY2026, including four financial planning tuck-ins and a new strategic equity partnership with Count Financial-licensed firm Tailored Lifetime Solutions in Victoria and Tasmania in July 2026. We have subsequently announced a similar strategic acquisition in Apiary in Queensland.

Our Q1 FY2027 trading update showed continued momentum. Unaudited revenue was $52.1 million, up 23.2% on Q1 FY2026, and unaudited underlying EBITA was $12.7 million, up 66.6%, with margin of 24.5%. Funds under management reached a new record of $6.7 billion at 30 September 2026. The quarter benefited from carry-over work in Equity Partnerships from FY2026 and strong actuarial consulting revenue in Services, and Oracle contribution was included for part of the quarter. We continue to face into uncertain market conditions and we believe we remain well placed to respond to our clients' needs.

In FY2027 to date we have already completed four acquisitions (including Oracle, Tailored Lifetime Solutions and Apiary). Our pipeline remains very healthy, and we have the capacity to continue funding it through a combination of cash, capital raises and debt.

Oracle (already rebranded Count Wealth) brings a new salaried advice channel, with around 22 employed advisers across 14 locations. It also delivered additional funds under advice, which broadens the base for CARE and managed accounts. Integration continues to track to schedule and pleasingly we were able to upgrade our targeted annualised cost synergies to at least $1.25 million. We expect FY2027 to be a transitional year for that business as we embed systems and processes.

Last week we announced the acquisition of a 75% majority interest in Skybridge, our most significant Equity Partnership investment to date. On a pro forma basis, Skybridge generated FY2026 revenue of $29.0 million and normalised EBITA of $8.8 million, a margin of 30.3%, and it has a strong record of integration, having completed more than 35 acquisitions since 2001. The acquisition is supported by the

successful placement of $25 million and an additional $4.0 million of scrip consideration issued to Jason Birch. Skybridge is highly complementary to our network and gives us multiple pathways for organic and inorganic growth.

The structural tailwinds remain strong. There are 4.5 million retired Australians, SMSFs now hold over $1.0 trillion, and recent Federal Budget changes, including CGT restructuring and discretionary trust reviews, are increasing demand for advice. With a network of around 482 firms in a heavily fragmented market of 5,945 advice practices, there remains significant opportunity for further consolidation.

Our flywheel remains central: integrating accounting and wealth, deepening client relationships, and improving returns through corporate services. Towards 2030, we are focused on growing our employed advisers in our Equity Partnerships segment and lifting financial planning revenue to equal accounting revenue, executing M&A with discipline, growing funds under management towards $10.0 billion, and lifting take-up of education and expertise to 50% across our network.

I want to thank our Board, our executive team and all Count Group employees for their dedication through another year of growth and integration. I also thank our shareholders for your ongoing support, including your participation in the capital raisings that has allowed us to launch Count Wealth and fund the acquisition of Skybridge Group.

With clear strategic priorities, strong industry tailwinds, a healthy pipeline and a strong balance sheet, we are well placed to continue delivering value for our clients, partners and shareholders.

Thank you, and before I hand back to our Chair, I invite any questions from shareholders regarding this address.

**Hugh Humphrey**

Chief Executive Officer and Managing Director