

## ASX ANNOUNCEMENT - KPG

Tuesday, 27<sup>th</sup> April 2021

### Kelly+Partners Acquisition Tuck In Announcement \$2.4m annual revenue in Sydney CBD

Kelly Partners continues to deliver on its published 5 year plan (Appendix A). The key elements of that plan are to grow the group organically and continually make tuck in acquisitions to the existing sites. KPG is also growing its complementary wealth, finance, general insurance, and investment office business gradually over time.

In line with this plan, Kelly Partners Group Holdings Limited ("Group", ASX:KPG) announces today that it has acquired an accounting firm located in the Sydney CBD. The details of the acquisition are as follows:

Location:	Sydney CBD
Type of Acquisition:	Tuck-in
Acquired by:	Kelly Partners (Sydney)
Revenue to Group:	\$1,920,000 to \$2,400,000
NPATA to Parent:	\$200,000 to \$300,000, post transactional improvements
Total purchase price:	\$2,400,000
Upfront payment:	80%
Retention payment:	20%
Retention period:	2 years
Completion date:	12 July 2021 pending satisfaction of conditions precedent.
Transitioning:	Vendor has agreed to remain as a Senior Client Director for a minimum 3 years post completion

Founder and CEO of Kelly+Partners, Brett Kelly said,

**“The acquisition confirms the attractiveness of the Kelly+Partners offer and our Partner-Owner-Driver™ model to owners of progressive accounting firms. We are excited that the tuck in will contribute to the growth of our Sydney CBD business.”**

The Group has completed 6 acquisitions totalling \$7.2-\$7.7m in annual revenues for FY21, representing a \$0.7-\$0.9m NPATA contribution to the parent. The Group has exceeded the \$3.8m target acquisitions for FY21 as per the Group's 5 year plan.

The Group will release a separate announcement to provide an update on the execution of its 5 year plan in due course.

**The Board of Directors of Kelly Partners Group Holdings Limited, has approved the release of this document to the market.**

Kelly Partners Group Holdings Limited ABN 25 124 908 363

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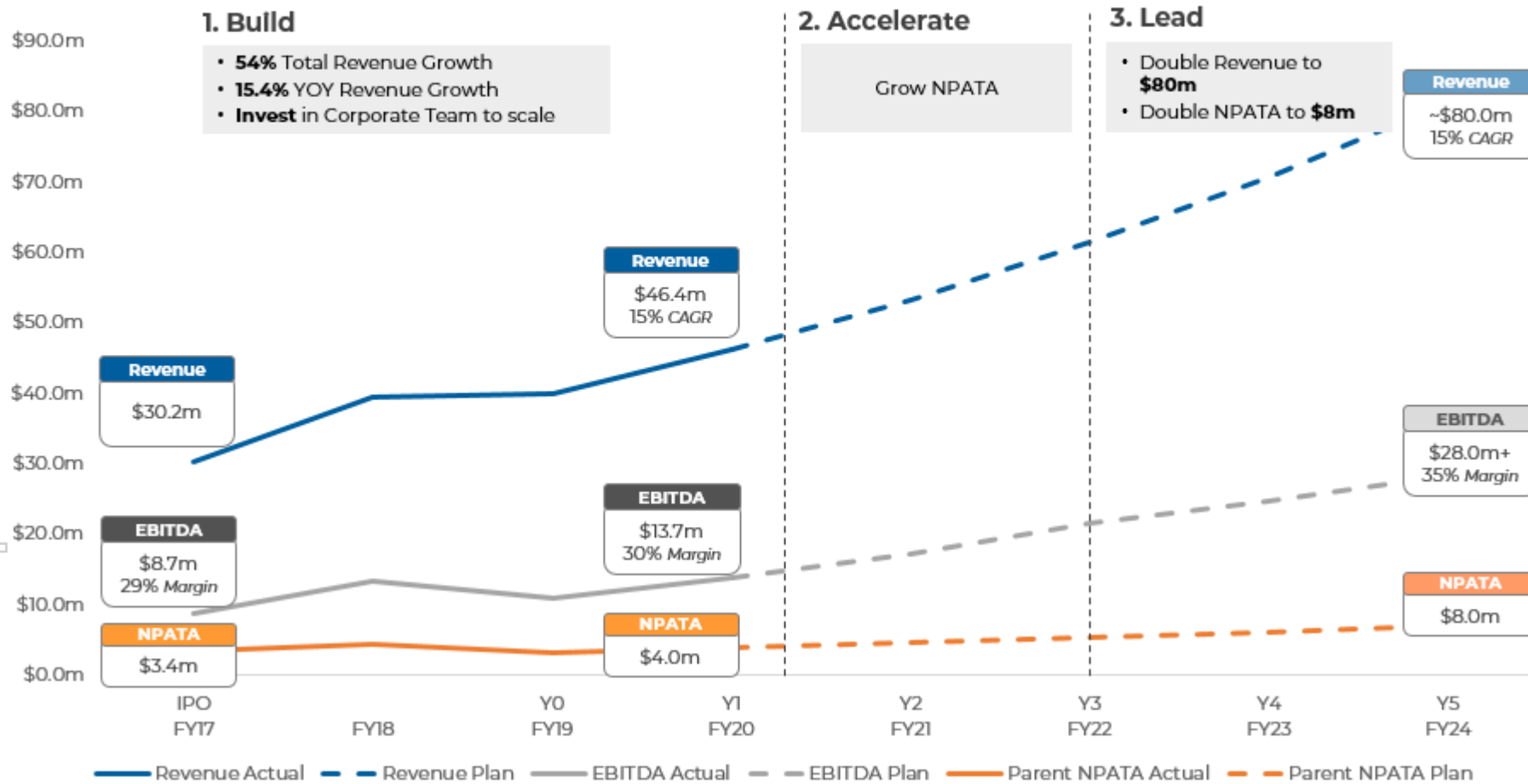
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## Appendix A: KPG - 5 Year Growth Plan

### Build, accelerate and lead Double revenue to \$80m+ by FY24



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## Appendix B: KPG Existing and Target Locations

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NSW



NSW Existing Locations: 15



NSW Target Tuck-in Locations: 6 (completed: 4)



NSW Target Marquee Locations: 2 (completed: 1)

## Kelly+Partners – Current Office Locations



## About Kelly+Partners

Kelly+Partners is a specialist chartered accounting network established in 2006 to provide a better service to private clients, private businesses & their owners, and families. Growing from two greenfield offices in North Sydney and the Central Coast, Kelly+Partners now consists of 23 operating businesses across 16 locations in Greater Sydney, Melbourne and Hong Kong. In total, the team consists of more than 250 people, including 51 partners, who service over 8,000 SME clients. Our holding company, Kelly Partners Group Holdings, was successfully listed on ASX on 21 June 2017. Over the past 14 years, Kelly+Partners has undertaken 42 individual transactions in order to build the current accounting network. This includes the transformation of 26 external firms, and the launch of 16 greenfield businesses. Our ownership structure and operating model is unique in the Australian accounting market, and provides a strong platform for long-term sustainable growth. The combination of a proven business model and specialist operational expertise enables Kelly+Partners to help solve many of the issues currently facing both the accounting sector and our SME clients.

For more information, please contact:

### **Brett Kelly**

Founder and CEO

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