

ASX ANNOUNCEMENT - KPG

Monday, 29th January 2024

Lower North Shore Firm chooses Kelly+Partners

Kelly Partners Group Holdings Limited ("Group", ASX:KPG) announces today that it has executed agreements to partner with an accounting business located in the Lower North Shore. The details are as follows:

Location: Lower North Shore, NSW
 Revenue to Group: c. \$1,200,000
 Completion: 4 March 2024

The business will operate from the existing Kelly Partners North Sydney office location as **Kelly Partners Lower North Shore** from completion. The two existing partners of the business will become equity partners in the Kelly Partners Lower North Shore Partnership with a 49.9% equity interest.

The partnership is not material to KPG, however it confirms the attractiveness of the Kelly+Partners offer and our Partner-Owner-Driver[®] model to owners of accounting businesses.

A summary of partnerships completed and announced this financial year are as follows:

| # | Date of completion | Location | Country | Type | Revenue to Group (\$A) |
|---|---------------------------|------------------------|-----------|---------|---------------------------|
| 1 | 15 August 2023 | Bundall, QLD | Australia | Marquee | \$1.5m to \$2.1m |
| 2 | 1 December 2023 | Woodland Hills, CA | USA | Marquee | \$1.8m to \$2.5m |
| 3 | 2 January 2024 | Burbank, CA | USA | Marquee | \$4.0m to \$4.8m |
| 4 | 15 January 2024 | Bendigo, VIC | Australia | Tuck-in | \$0.5m to \$0.5m |
| 5 | 1 February 2024 | Brookvale, NSW | Australia | Marquee | \$1.3m to \$1.5m |
| 6 | 4 March 2024 | Lower North Shore, NSW | Australia | Marquee | \$1.0m to \$1.2m |
| | Total | | | | \$10.1m to \$12.6m |
| | % of Group Revenue | | | | 9.7% to 12.1% |

The Executive Chairman of Kelly Partners Group Holdings Limited has approved the release of this document to the market.

KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

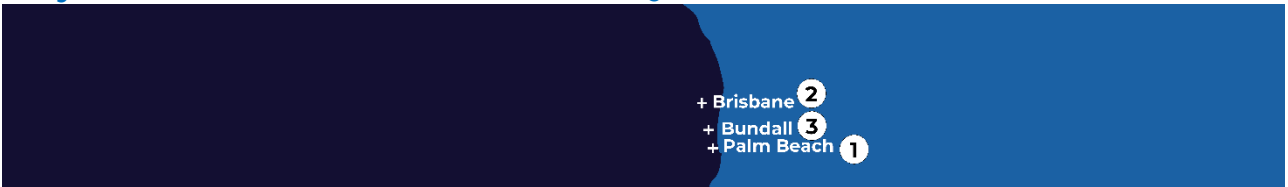
Kelly+Partners – Current Office Locations – NSW & ACT



Kelly+Partners – Current Office Locations – VIC



Kelly+Partners – Current Office Locations – QLD



Kelly+Partners – Current Office Locations – International



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About Kelly+Partners Group Holdings Ltd (ASX:KPG)

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 38 operating businesses across 32 locations in Australia, Hong Kong and the United States.

In total, the team consists of more than 400 people, including 92 partners, who service over 20,000 SME clients.

The holding company, Kelly Partners Group Holdings Limited, was listed on ASX on 21 June 2017.

Over the past 17 years, Kelly+Partners has undertaken 70 individual transactions in order to build the current accounting network. This includes the transformation of 50+ external firms, and the launch of 20+ greenfield businesses.

KPG's ownership structure and unique operating model (**Partner-Owner-Driver™**) is transforming 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 KPG to help solve many of the issues currently facing both the accounting sector and the SME clients of our firms.

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