

## ASX ANNOUNCEMENT

Tuesday, 12<sup>th</sup> August 2025

**FY25 Revenue up +24.5% to \$134.6m (FY24: \$108.1m)**  
**KPG FY25 Underlying attributed NPATA<sup>1</sup> up +13.0% to \$9.1m**

### FY25 Highlights – Overview

- KPG continues to execute its mission to become **Australia's global accounting firm for private business owners**.
- KPG now operates in Australia, Hong Kong (since 2015), USA (since 2023), and Ireland (since 2025).
- KPG global team now consists of 660 team members, including 102 partners.
- In August 2024, KPG completed a partnership with a CPA firm located in Florida with revenues of \$AUD10.8m-\$AUD12.5m. Together with the recent partnership with James Howard CPA (Kelly Partners James Howard), Kelly Partners now services ~8% of all franchisees who own and operate McDonalds restaurants in the USA.
- US businesses now account for ~AUD\$25.0m of revenues or ~17% of the Group's revenue. In all partnerships completed in the US and Ireland the existing owners of the original business have remained as equity partners with commitment periods of on average 10 years, confirming the attractiveness of the Kelly Partners Partner-Owner-Driver model.
- Revenue grew **+24.5%** to \$134.6m (FY24: \$108.1m).
- Underlying NPATA for the year increased **+13.0%** on the prior period.
- KPG continues to heavily invest for long term growth.
- Post 30 June 2025, two more accounting firms joined the Kelly Partners Group, increasing the estimated annual run rate revenue to \$150.0m.

### FY25 Highlights – Business

- **Mission, Values & Vision** – We exist to help our people, Private Business Owners and the communities in which we work in be better off.
- **Strategy** – 3 new international locations as a result of the Florida and Ireland partnerships.
- **Structure** – Partner-Owner-Driver<sup>®</sup> model implemented in 6 partnerships completed in FY25.
- **People** – launched inaugural undergraduates' program, held 1<sup>st</sup> international partners' retreat
- **Clients** – Net Promoter<sup>®</sup> Score<sup>2</sup> of +72 vs an industry average of -18<sup>3</sup>. Hosted the "Only Business Owners" and conference for the top 80 Kelly+Partners clients, featuring prominent business owners and guest speakers.
- **Financial** – \$4.1m internal equity capital raise (first equity raise since 2017 IPO) from 41 existing operating partners who joined the Group after its IPO in 2017.
- **Digital** – rollout of the digital client app has successfully launched, enhancing client engagement and service accessibility
- **Brand** – office locations consistently rank in the top 1–3 positions on Google search, reinforcing our market presence and digital visibility.
- **Growth** – 24.5% revenue growth in FY25, 20.0% acquired growth and 4.5% organic growth
- **Succession** – assisted senior practitioners from 6 acquisitions manage their succession

<sup>1</sup> Underlying Attributed NPATA is adjusted for 1) amortisation of customer relationship intangible assets acquired; 2) other non recurring income and expense items; and represents the profit attributable to the parent after non-controlling interests.

<sup>2</sup> NPS<sup>®</sup>, Net Promoter<sup>®</sup> & Net Promoter<sup>®</sup> Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld

<sup>3</sup> The Evolved Group Australian B2B NPS<sup>®</sup> Industry Benchmarks

## FY25 Highlights – Financials

### Consolidated Group

- Group Revenue up 24.5% to \$134.6m (FY24: \$108.1m)
- Underlying EBITDA (pre-AASB16) up 14.7% to \$34.4m (FY24: \$30.0m)
- Underlying EBITDA margin (pre-AASB16) of operating businesses at 28.3% (FY24: 29.6%)
- Cashflow from Operations (pre-AASB 16) up 23.3% to \$24.9m (FY24: \$20.2m)
- Number of active client groups 25,000

### Attributed Parent

- Underlying NPATA up 13.0% to \$9.1m (FY24: \$8.1m)
- Free cashflow or Owner Earnings up 7.9% to \$8.5m (FY24: \$7.8m)
- Underlying NPATA Earnings Per Share (EPS) up 13.2% to 20.2c (FY24: 17.8c)

Financial Highlights (\$m)	KPGH & Controlled Entities			KPGH Parent Only		
	FY24	FY25	%	FY24	FY25	%
<b>Revenue</b>	<b>\$108.1</b>	<b>\$134.6</b>	<b>24.5%</b>			
Underlying EBITDA (pre. AASB16)	\$30.0	\$34.4	14.7%			
EBITDA Margin (%)	27.8%	25.6%				
EBITDA Margin (%) - Operating Businesses	29.6%	28.3%				
<b>Underlying NPATA</b>	<b>\$21.3</b>	<b>\$25.8</b>	<b>21.3%</b>	<b>\$8.0</b>	<b>\$9.1</b>	<b>13.0%</b>
NPATA Margin (%)	19.7%	19.2%				
<b>Statutory NPAT</b>	<b>\$13.5</b>	<b>\$16.4</b>	<b>21.4%</b>	<b>\$3.3</b>	<b>\$3.4</b>	<b>2.9%</b>
Earnings per share (cents) – Statutory				7.37c	7.60c	3.1%
Return on Equity	40.6%	38.8%		35.5%	31.9%	
Return on Invested Capital <sup>4</sup>	24.8%	23.0%		21.5%	16.6%	
Owners' Earnings	\$19.5	\$23.9	22.6%	\$7.8	\$8.5	7.9%

## Financial Performance

### Consolidated Group

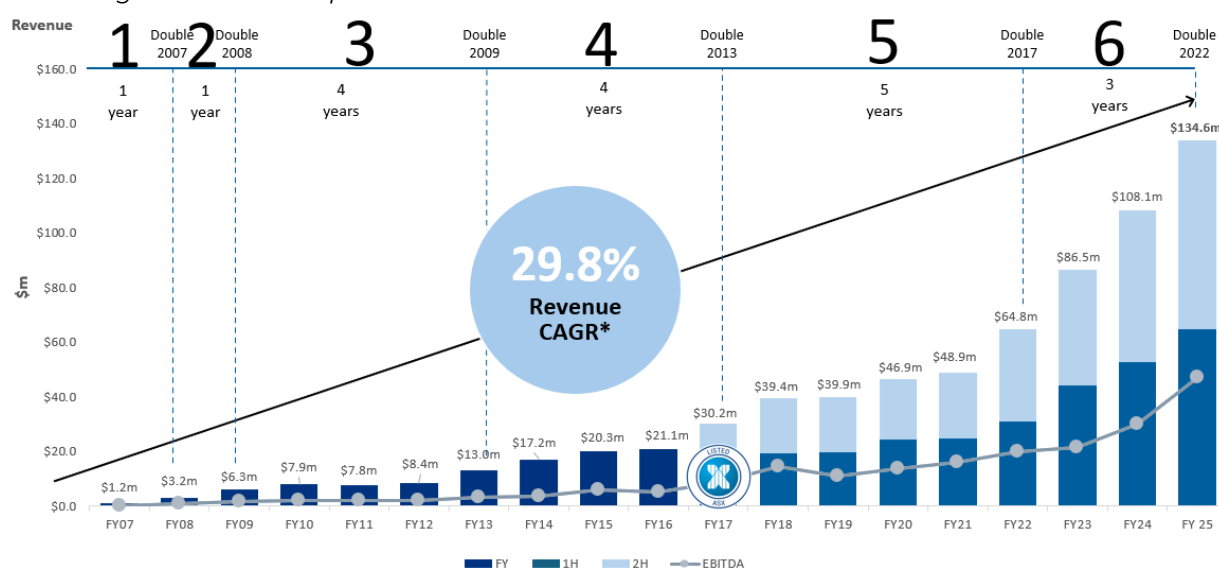
- **Revenue of \$134.6m (+\$26.5m, up 24.5%):** Acquired revenue growth of \$21.6m contributed 20.0% to revenue growth, with in year acquisitions completed to date in FY25 contributing \$16.0m and revenue from the acquisitions completed in FY24 contributing \$5.6m. Revenue from organic growth contributed 4.5% of the overall growth.
- **Group Underlying EBITDA pre AASB16 of \$34.4m (+\$4.4m, up 14.7%):** Underlying EBITDA before the impact of AASB 16 of our operating business was 28.3% (FY24: 29.6%) and was impacted by our US and Irish operating businesses, with some businesses having been with Kelly+Partners for 12 months or less. Underlying EBITDA of our Australian operating business was 30.8% (FY24: 30.6%). Including the additional investments by the parent entity, the underlying EBITDA margin of the Group was 25.6% (FY24: 27.8%).
- **Cashflow from Operating Activities pre AASB 16 of \$24.9m was up 23.3% on FY24** with cash conversion ratio of 99.8%.
- **Group Net Debt of \$58.4m increased \$13.2m or 29.4% on FY24** as a result of new borrowings for FY25 in year acquisitions, fitouts and buy-ins of new and existing partners. Gearing ratio has increased to 1.42x (FY24: 1.28x) (Net Debt / Underlying EBITDA) as a result of increased borrowings to complete the in-year acquisitions. Total debt repayments for the year totalled \$19.8m (annualised 33.8% of Net Debt) including \$11.6m of scheduled debt repayments.

<sup>4</sup> Return on Invested Capital impacted where the full acquisition has been taken into account and only a part year profit contribution has been made by the acquired business.

### Attributed Parent

- **Underlying NPATA attributable to Shareholders of \$9.1m (+\$1.0m, up 13.0%)** which excludes non-recurring income and expenses. Refer to Management Discussions and Analysis Report and Results Presentation for reconciliation between Statutory NPAT and Underlying NPATA.
- **Owner earnings of \$8.5m (+\$0.7m, up 7.9%)** reflect the cash from operations to the parent and the strong conversion of profit to cash (93%).
- **374,957 (0.8%) ordinary shares issued FY25.** \$4.1m raised from 41 internal partners that joined the Group post IPO.
- **Total 597,181 (1.3%) shares bought back since IPO, 100,000 shares bought back in FY25.** Issued shares are currently 45,274,957 shares. The average price of all shares bought back since IPO was \$2.48, returning 10.9c per share to existing shareholders. Total gain on shares bought back to date was \$4.9m or 434% on the average price of the shares bought back.

### Revenue growth since inception and since IPO



### Operational Highlights up to 30 June 2025

- **Number of offices increased from 33 to 35** through the addition of 2 new office locations from the Florida partnership and one from the Ireland Partnership. We consolidated two AU businesses into larger regional offices. A new office location in Mission Viejo was added to the Group post year end with the acquisition of James Howard CPA.
  1. St Petersburg, Florida, United States
  2. Cary, North Carolina, United States
  3. Wexford, Ireland
- **Number of operating business partners increased to 102 with 17 new partners joining the group**, 11 from completed acquisitions, 4 internal promotions and 2 external recruitments.
- **Number of active client groups increased to 25,000** providing further opportunities for growth and network effects.

## Current Year Acquisitions

During FY25, the Group announced and completed six acquisitions with estimated total annual revenues in the range of \$17.9m to \$21.5m, representing 16.6% to 19.9% of FY24 revenue. The Group's revenue run rate (annualised revenue including all acquisitions completed to date) is ~\$150m.

The completed acquisitions are listed in the table below.

#	Acquired / scheduled	Location	Country	Type	Acquired Revenue
1	Aug-24	St Petersburg, Florida	USA	Marquee	\$10.8m to \$12.5m
2	Oct-24	United Kingdom	UK	Marquee	\$0.3m to \$0.4m
3	Dec-24	Sydney CBD, NSW	Australia	Tuck-in	\$3.2m to \$4.0m
4	Jan-25	Hunter Region, NSW	Australia	Tuck-in	\$0.8m to \$1.0m
5	Mar-25	Wexford, Ireland	Ireland	Marquee	\$2.8m to \$3.6m
<b>Total Acquisitions completed in FY25</b>					<b>\$17.9 to \$21.5m</b>
<b>% of FY24 Revenue (\$108.1m)</b>					<b>16.6% to 19.9%</b>

## US Expansion

Kelly+Partners has completed the following partnerships in the US to date. US businesses now account for 13.4% to 17.0% of the Group's revenue.

#	Date of completion	Location	Type	Revenue to Group (\$AUD)
1	1 December 2023	Woodland Hills, CA	Marquee	\$1.8m to \$2.5m
2	1 January 2024	Burbank, CA	Marquee	\$4.0m to \$4.8m
3	16 August 2024	St Petersburg, FL	Marquee	\$10.0m to \$12.5m
4	1 August 2025	Mission Viejo, CA	Marquee	\$4.3m to \$5.7m
<b>Total</b>				<b>\$20.1m to \$25.5m</b>
<b>% of Group Revenue</b>				<b>13.4% to 17.0%</b>



### Additional investment expenditure by the parent entity

Since the IPO, the parent entity has continued to invest to further develop the capabilities of the central services team and to enable the business to be positioned for long term growth as well as to increase its competitive advantage. These investments have sometimes exceeded the central Services Fee and IP Fee income that the parent entity receives from its operating businesses, as shown in the table below.

('000)	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25
Revenue	\$39,469	\$39,975	\$45,495	\$48,906	\$64,862	\$86,524	\$108,143	\$134,607
Add'l invest.	\$372	\$742	\$1,631	\$371	\$78	\$2,479	\$1,948	\$3,681
%	0.9%	1.9%	3.6%	0.8%	0.1%	2.9%	1.8%	2.7%

### Dividends

In February 2024 the Company announced that it will cease dividend payments and no dividends have been paid since.

### Total Shareholder Return ('TSR') since IPO in June 2017 up to 30 June 2025

Since IPO, KPG has delivered a 35.2% compounded annual return to its shareholders and a total return of ~1,000%+ through an appreciation in share price as well as regular dividends paid up to February 2024.

KPG.ASX Return	Issue price at IPO	FY25	Total
Share Price	\$1.00	\$10.77	\$9.77
Dividends per share - Ordinary			\$0.33
Dividends per share - Special			\$0.05
Gain on shares bought back			\$0.11
Total Shareholder Return (\$)			\$10.26
Total Shareholder Return (%)			1,025.7%
Total Shareholder Return – Annual %			35.2%

### Commenting on the FY25 performance of the Group, Founder & CEO Brett Kelly said:

***“We continue to invest in order to deliver world class people, client and community impact. Our clients over the next 25 years are all going to have to earn a return on a global basis and will need their accountants to help them operate in this new global world.***

***To that end, we have been able to grow our Australian business to \$100m+ revenue (No. 19 largest accounting firm in Australia [AFR]) and we look to expand our international presence to the US and the UK, where we see significant opportunities exist (Australia’s two largest expat communities). As such, we have invested heavily in our structure, our people, our brand and our digital infrastructure to facilitate this growth.***

***This market position as ‘Australia’s global accounting firm for Private Business Owners’ will take effort to build out in the short term, investment in the medium term, and ultimately be a valuable differentiated market position over the long term that is inspiring to the talent we seek to attract, develop and have help us build the accounting firm of the future.***

***KPG aspires to continue to build its market leading programmatic acquisition business system in the accounting sector. Since 2006 using our proprietary Partner-Owner-Driver® model we have completed 80+ partnerships in total. Today we operate 30+ leading partnerships across 5 markets, Australia, Hong Kong, India, Ireland and the USA, notably:***

- 1. Anyone can buy a business but you have to have the skill and perseverance to successfully integrate and transform that business;***
- 2. KPG continues to work diligently to become the buyer of choice to Founders of leading accounting firms that seek a permanent partnership rather than a transaction with a party that seeks to buy them only to later sell them."***

#### **Management Discussions and Analysis Report**

Shareholders are encouraged to read the "the "Management Discussions and Analysis Report" released in conjunction with the FY25 Annual Report, in addition to the above announcement.

#### **Post-Results Conference Call**

Kelly+Partners Group will be holding a FY25 results presentation at 10:00am (Sydney time) Tuesday, 12<sup>th</sup> August 2025, followed by a Q&A session.

To register, please visit

[https://us02web.zoom.us/webinar/register/WN\\_cyWWZBJMRxiguEbpK2Gawg](https://us02web.zoom.us/webinar/register/WN_cyWWZBJMRxiguEbpK2Gawg)

For more information, please contact:



**Brett Kelly**

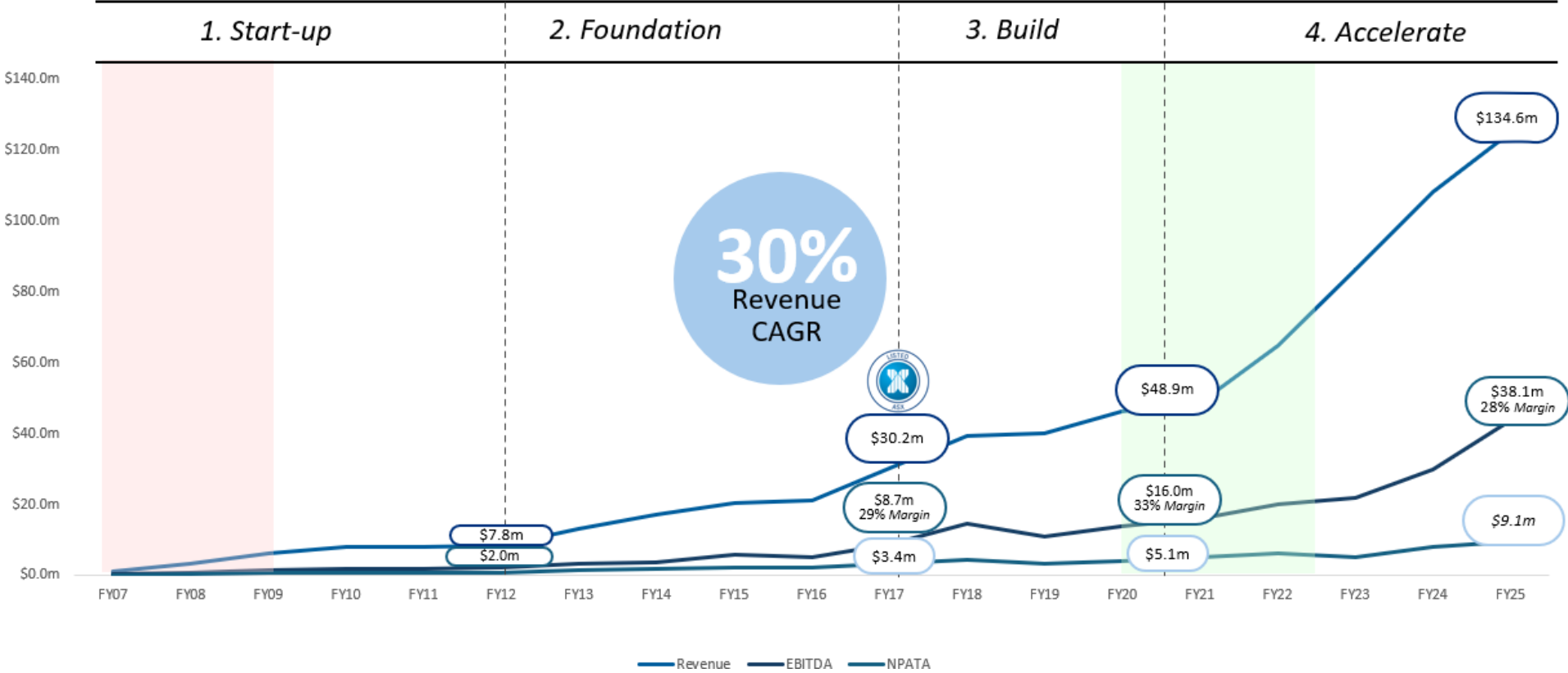
Founder and CEO

Ph: 02 9923 0800

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

Progress in 5-year periods

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# KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

## Kelly+Partners – Current Office Locations



## 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 35 locations in Australia, Hong Kong, India, Ireland and the United States.

In total, the team consists of 660 people, including 102 partners, who service over 25,000+ SME clients.

The holding company, Kelly Partners Group Holdings Limited, was successfully listed on ASX on 21 June 2017. Over the past 19 years, Kelly+Partners has undertaken 80+ individual transactions in order to build the current accounting network.

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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For more information, please contact:

**Brett Kelly**

Founder and CEO

**P:** +612 9923 0800

**E:** [brett.kelly@kellypartnersgroup.com.au](mailto:brett.kelly@kellypartnersgroup.com.au)

**W:** [kellypartnersgroup.com.au](http://kellypartnersgroup.com.au)