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FY25 Full Year Results

19 August 2025

HUB24

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Overview

Highlights & operating review
Andrew Alcock, Managing Director & CEO

Financial results
Kitrina Shanahan, Chief Financial Officer

Strategy & outlook
Andrew Alcock, Managing Director & CEO

HUB24 – Australia's leading platform

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Our market-leading platform…

Australia's best platform (3rd year running)[1]

Highest Net Promoter Score and #1 for overall satisfaction voted by advisers[2]

#1 managed account capability (awarded to HUB24 in 8 of the last 9 years)[1]

Investment Trends WINNER

2024 Platform Competitive Analysis and Benchmarking Report

Best Platform Overall

HUB24

Investment Trends WINNER

2025 Adviser Technology Needs Report

Overall Satisfaction: Wrap Platform

HUB24

…driving strong adviser advocacy

$19.8b of net inflows
a company and industry record[3]

#1 platform net inflows
for six consecutive quarters[3]

#1 platform market share gains
for the last two years (organic)[3]

#1 net inflows from super member switching
across all super funds[4]

1. Investment Trends 2024 Platform Competitive Analysis and Benchmarking Report.
2. Investment Trends 2025 Adviser Technology Needs Report.
3. Plan for Life data, March 2025. Administrator View. Adjusted to exclude the $33.6 billion migration from BT Super to Mercer in the June 2023 quarter. Record industry net flows refers to 12 month rolling periods up to and including March 2025.. #1 annual net inflow and market share gains ranking refers to the 12 months to March 2025 and March 2024.
4. APRA, Annual fund-level superannuation statistics. Net flows for FY24. Net inflows from inward and outward superannuation rollovers excluding successor fund transfers.

Recognised for innovation, customer service and product leadership

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Investment Trends

2024 Platform Competitive Analysis and Benchmarking Report

Best Platform Overall

WINNER HUB24

#1 Best Overall Platform[1]
3 years running

#1 Best Platform Managed Accounts Functionality[1]

- #1 Best in Product Offering[1]
- #1 Best in Online Business Management[1]
- #1 Best in Decision Support Tools[1]
- Most Improved Platform in 2024[1]

Investment Trends

2025 Adviser Technology Needs Report

Overall Satisfaction: Wrap Platform

WINNER HUB24

#1 Overall Satisfaction Wrap Platforms[2]

#1 Actual Advocacy[2]

- **#1 NPS for all platform users[2]**
- #1 Platform Reliability[2]
- #1 Tax Optimisation tools[2]
- #1 Contact Centre Support[2]
- #1 Cyber Security Measures[2]
- #1 Regulatory Support Tools[2]
- #1 Online Transaction Capabilities[2]
- #1 Range of investment Options[2]

Investment Trends 2025 Managed Accounts Report

- #1 Overall Satisfaction
- #1 Innovation
- Equal #1 Good Communication

Investment Trends 2025 SMSF Accountant Report

Class ranked:

- #1 Feature Rich
- #2 Primary market share
- #2 Brand awareness
- #2 Good Service
- #2 Educator

NowInfinity ranked:

- #1 Innovative
- #1 Primary market share
- #2 Brand awareness

AR Adviser Ratings WINNER

Adviser Ratings 2025 Australian Financial Advice Landscape Report

HUB24 Platform ranked:

- #1 Overall Satisfaction[3]

HUB24 Super ranked:

- #1 Super Fund Satisfaction[3]
- #1 Best Adviser Experience[3]
- #1 Best Client Experience[3]
- #1 Ease of Onboarding[3]
- #1 Overall Functionality[3]
- #1 Best Investment Options[3]

2025 WEALTH INSIGHTS HUB24

2025 Wealth Insights Platform Service Level Report

- **#1 Platform Offering[4]**
- #1 Ease of Doing Business[4]
- #1 Reporting & Communication[4]
- #1 IT/Web functionality[4]

1. Investment Trends 2024 Platform Competitive Analysis and Benchmarking Report.
2. Investment Trends 2025 Adviser Technology Needs Report.
3. Adviser Ratings 2025 Australian Financial Advice Landscape Report.
4. 2025 Wealth Insights Platform Service Level Report.

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Highlights & operating review

Andrew Alcock
Managing Director & CEO

HUB24

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FY25 financial highlights[1]

Total FUA
$136.4b
▲ 30%

Platform FUA
$112.7b
▲ 34%
$118.0b as at 14 Aug 2025[3]

PARS FUA
$23.7b
▲ 16%

Revenue

Total Group
$406.6m ▲ 24%

Platform
$323.3m ▲ 28%

Tech Solutions
$77.1m ▲ 9%

Underlying EBITDA[2]

Total Group
$162.4m ▲ 38%

Platform
$142.9m ▲ 39%

Tech Solutions
$27.2m ▲ 23%

Statutory NPAT
$79.5m ▲ 68%

Underlying NPAT[2]
$97.8m ▲ 44%

Final Dividend
Fully franked[4]
32.0cps ▲ 64%

Underlying EPS (diluted)
117.8cps ▲ 45%

1. Comparisons are from FY24, unless stated otherwise.
2. HUB24's preferred (non-IFRS) measure which is used to assess the operating performance of the business Underlying NPAT represents Net Profit After Tax excluding notable items. See the HUB24 Analyst & Investor Pack for a reconciliation.
3. Unaudited.
4. Final dividends in FY25 and FY24 are both fully franked. Total FY25 Dividends are 56.0cps, an increase of 47% on FY24.

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FY25 business highlights

Leadership and growth

- Largest increase in advisers using HUB24 since FY21 (+572)
- Completed $5.3 billion EQT and $1.3 billion ClearView WealthFoundations migrations[1]
- Discover's FUA reached $1.9 billion following FY24 launch
- Leading platform across HNW, mass affluent, and mass market segments[2]
- Largest rise in Class accounts since FY20 (circa +8,000)[3]
- NowInfinity growing faster than system[4]

Executing our strategy

- Launched Engage, leveraging HUBconnect to deliver next evolution of our leading reporting capability
- Seven myprosperity enterprise agreements
- Expanded HNW with HUB24 Private Invest, Reach Alternatives, and enhanced FX
- Platform enhancements for productivity and customer experience, including online advice implementation tools and award-winning advice fee consent[5]
- Class enhancements, including registry and additional property valuation feeds, plus enriched document management

Building for the future

- Increasing quality, service, and efficiency through automation
- Continuously upgrading infrastructure to support growth and scalability
- Leveraging AI to create customer value and productivity
- Investing in our people and culture
- Consolidating offices to enhance collaboration and reduce emissions
- Building on strong foundations through continuous focus on risk culture

1. $5.3 billion EQT migrations were across FY24 ($2.6 billion) and FY25 ($2.7 billion).
2. Investment Trends 2024 Platform Competitive Analysis and Benchmarking Report.
3. The number of accounts across Class Super, Class Portfolio and Class Trust products increased by 8,006 during FY25.
4. ASIC company registration statistics. Growth in companies on NowInfinity's Corporate Messenger for the 12 months to June 2025.
5. SuitabilityHUB 2025 Platform Market Wrap.

Consistently delivering growth and profitability

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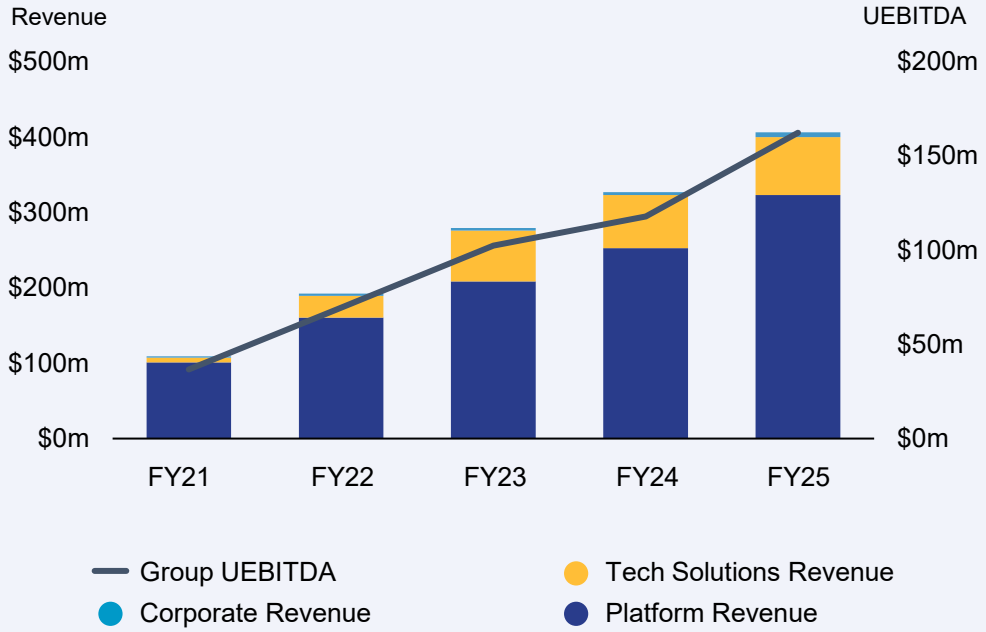
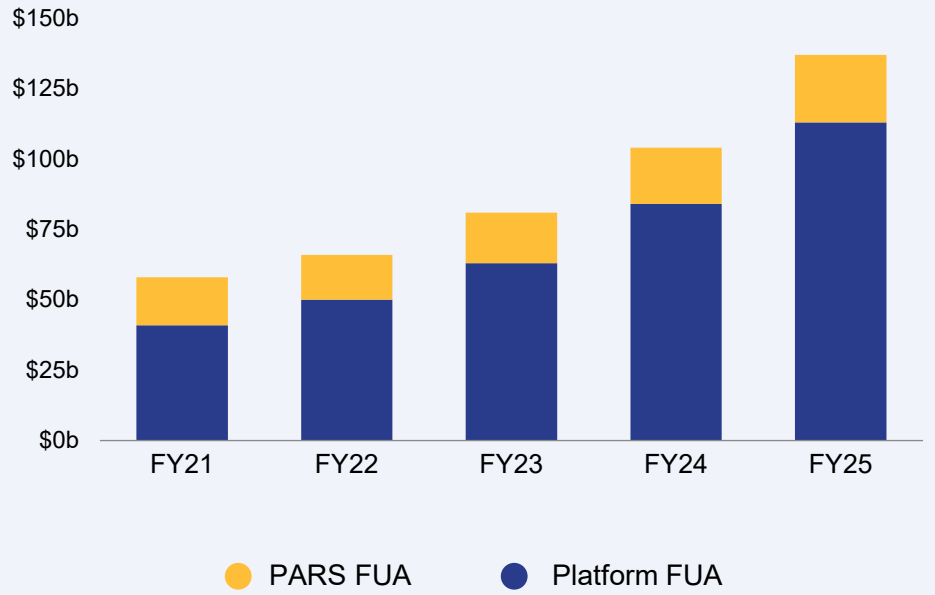
Group Revenue[1] 4-YR CAGR +38%

Group UEBITDA[1] 4-YR CAGR +46%



Funds under administration 4-YR CAGR +24%



1. Revenue and UEBITDA shown represents a continuing business view. Licensee impacts have been removed due to the sale of Paragem to Diverger in FY21.

Growing our market share

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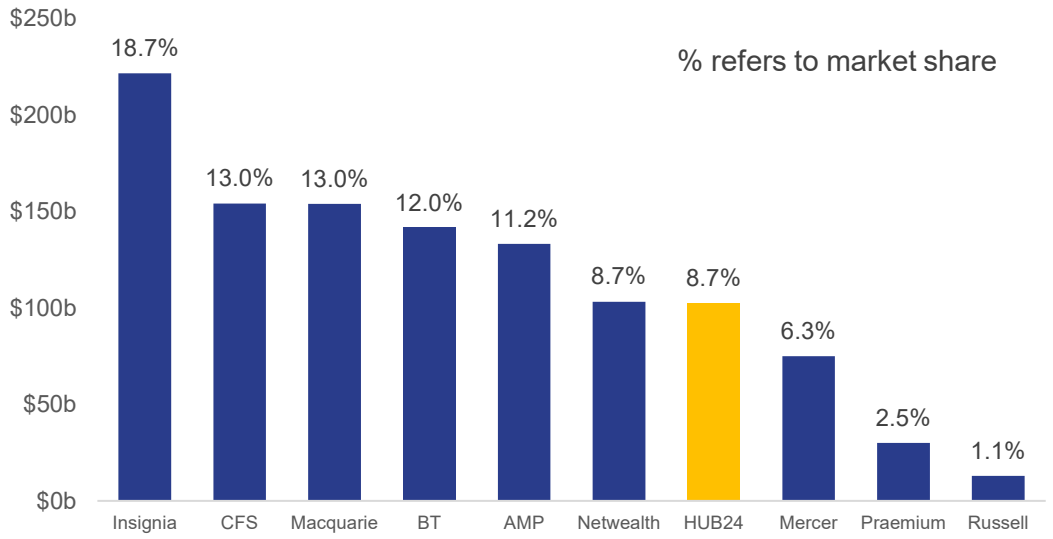
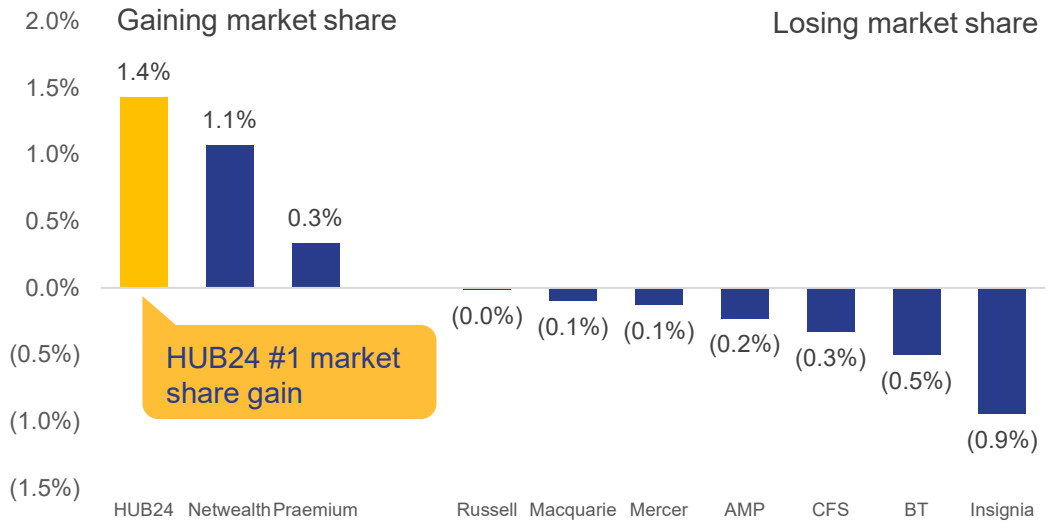
HUB24 ranked #7 by FUA as at March 2025

Top 10 platforms by FUA as at March 2025[1]



HUB24 increased market share by 1.4% to 8.7% over last 12 months[1]

12-month change in market share of top 10 platforms[1]



Highest industry annual net flows since 2008 of $36b (pcp $7b)[1]

1. Latest available data, Plan for Life Master Trusts, Platforms & Wraps, March 2025. Based on Administrator View. Market share change between March 2024 and March 2025. Industry trends are the 12 months to 31 March 2025 (with the PCP representing the trends in the 12 months to 31 March 2024).

Growing adviser base and increasing FUA per adviser

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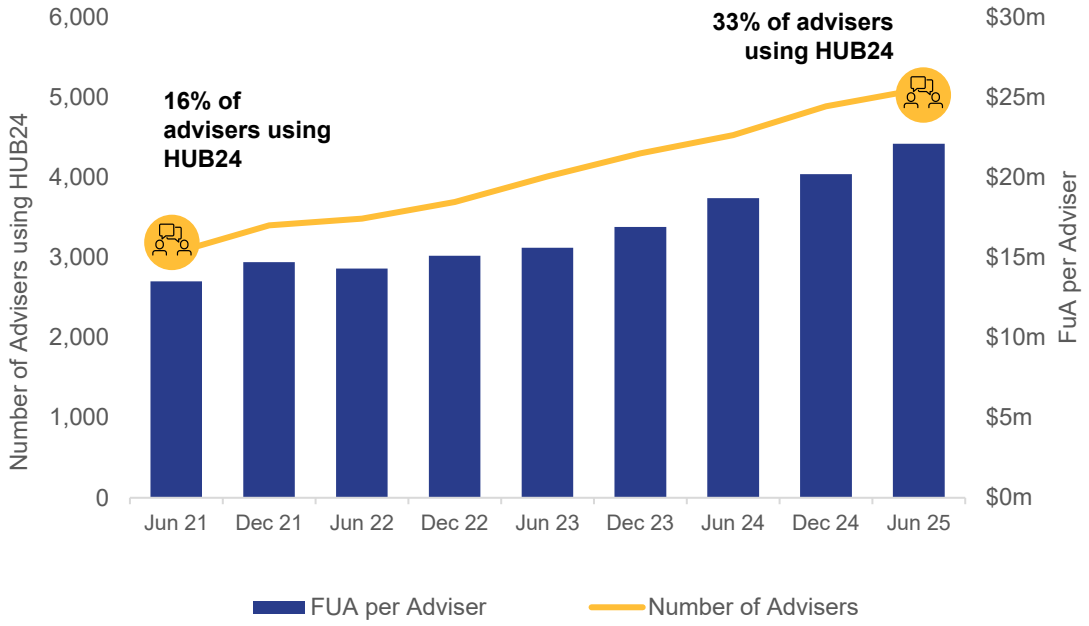
Advisers 4-YR CAGR +14%

33% of advisers use HUB24[1]

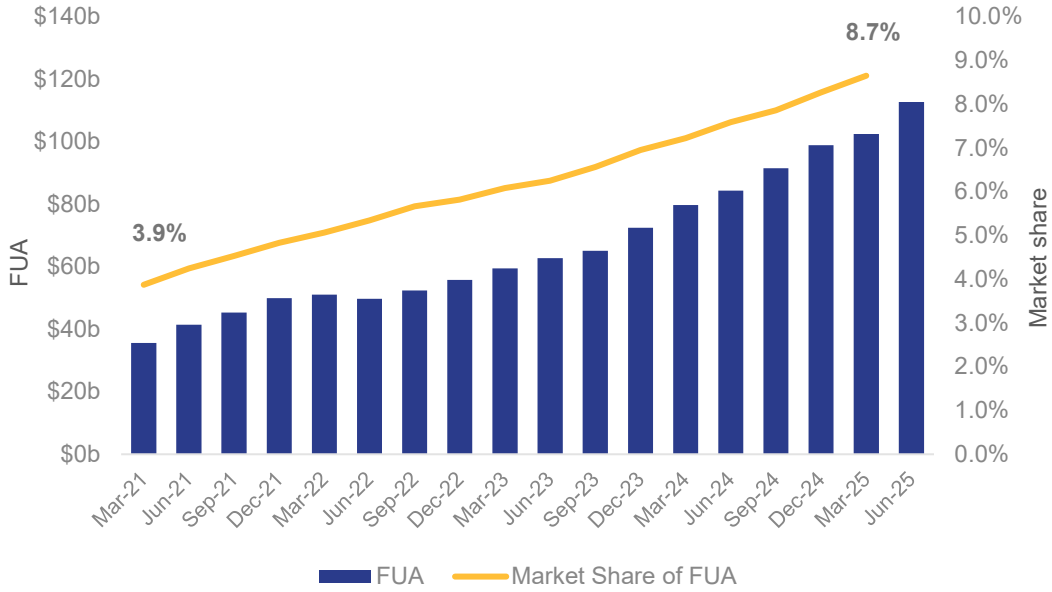
Advisers using HUB24 and FUA per adviser[1]



Market share increased from ~4% to ~9% over last 4 years[2]

#1 market share gains over last 12 months[2]

HUB24 Platform FUA and market share[2]



1. HUB24 market share of advisers at 30 June 2025 is based on Adviser Ratings Musical Chairs Q1 2025.
2. Latest available data, Plan for Life Master Trusts, Platforms & Wraps, March 2025. Market share gains are for the period ending 31 March 2025.

Significant growth opportunity from existing and new advisers

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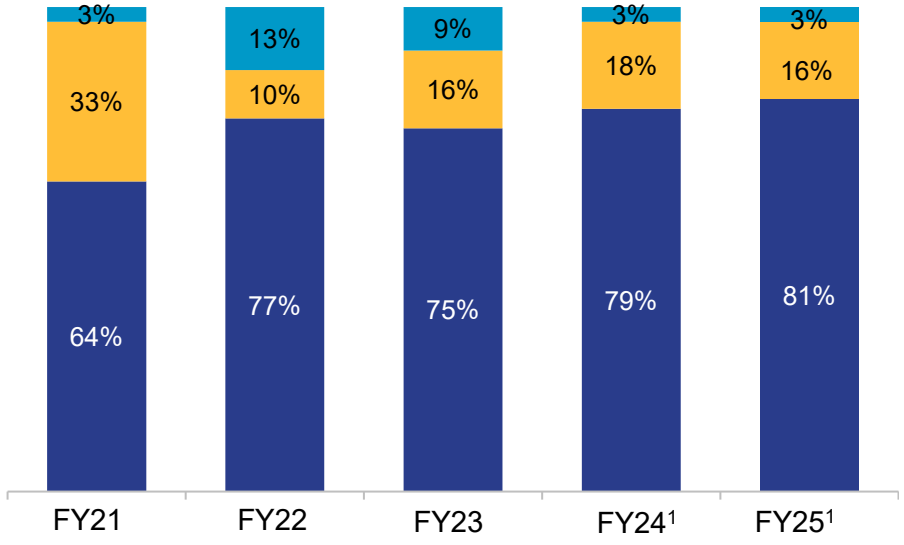
Net inflows from new and existing advisers

Composition of net inflows by tenure of adviser relationship



- New Licensee Relationship
- Existing Licensee but new Adviser relationship
- Existing Licensee and existing Adviser relationship

Latent opportunity

HUB24 has access through relationships to more than **77%** of the total adviser market[2]

- Active advisers using HUB24[2] (33% of market)
- Advisers covered by a HUB24 distribution agreement who are not using the platform (44% of the market)[2]

572 adviser net additions in FY25 – the highest since FY21

FUA per adviser at FY25 was $22m, up from $14m in FY21

Industry average FUA per adviser estimated to be $76m per adviser, providing further opportunity for growth[4]

11% of advisers using the platform at FY25 have more than $50m FUA on HUB24

New adviser relationships deliver transition/flow benefits for up to 6 years[5]

1. Excludes Equity Trustees (EQT) large migrations.
2. HUB24 analysis based on ASIC - Financial Adviser dataset and number of advisers based on Adviser Ratings, Musical Chairs Report Q1 2025. Includes access to private label products.
3. Adviser Ratings Musical Chairs Q1 2025. As at 31 March 2025.
4. Industry average per adviser as at 31 March 2025 based on total platform market and total number of advisers. Plan for Life Master Trusts, Platforms & Wraps data, March 2025. Adviser Ratings Adviser Musical Chairs Report Q1 2025.
5. Based on HUB24 internal analysis.

Class, NowInfinity and myprosperity continuing to grow

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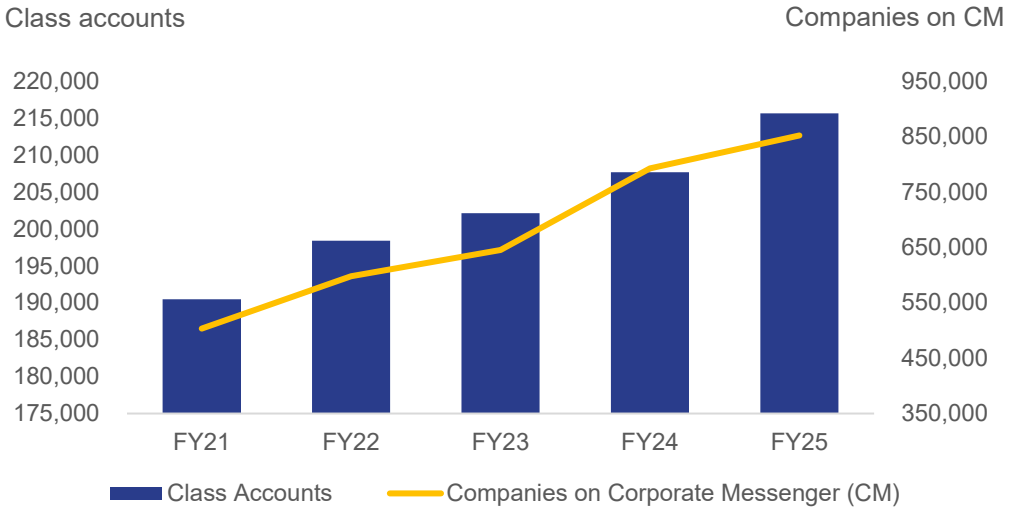
CLASS NowInfinity



Class SMSF **market share 30.5%** with **accelerating system growth**[1]

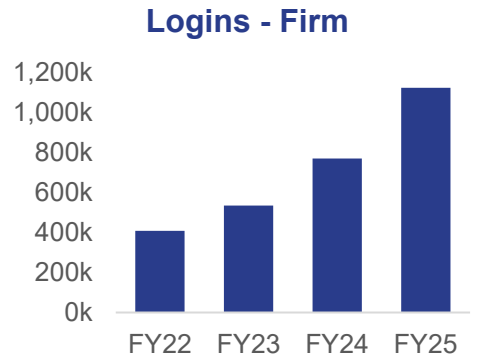
~8,000 increase in Class accounts in FY25 – the **largest increase since FY20**

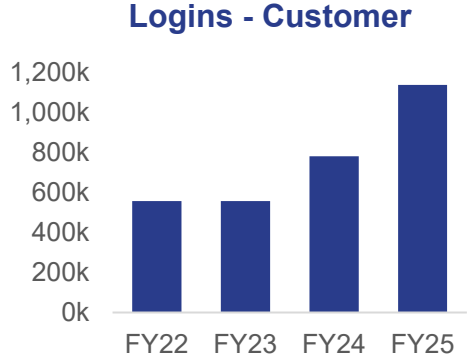
Companies on Corporate Messenger **growing at 1.4x system**[2]

myprosperity

107k households
+32k households in FY25

531 wealth practices
+34 practices in FY25





Increased customer engagement with myprosperity

Seven enterprise agreements signed with large licensees covering over 1,700 practices

65 myprosperity practices became HUB24 customers, contributing over **$1b of Platform FUA**[3]

1. Market share based on ATO SMSF statistics. As at 31 March 2025. System growth based on 12 months to March 2025 and using first reported data.
2. Growth in companies on NowInfinity's Corporate Messenger for the 12 months to June 2025. Based on ASIC company registration statistics.
3. Since 30 June 2023.

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Continuing to invest in our people

Our Values

Enable our clients

Create possibilities

Succeed as one

Deliver with integrity

Growing talent and living our purpose

Purpose led, values driven team culture

Investing in career growth at all levels and empowering female leaders

Evolving our employee value proposition

Expanded our graduate program and scaled up our intern program

External recognition

Finalist in 2025 SEEK STAR Awards[3]

Multiple finalists for 2025 Women in Wealth Awards and Women in Security Awards[4,5]

Named in Top 20 2025 Best Small Intern Program[6]

Three Excellence Award nominations in the Australian HR Awards 2025[7]

1. Culture Amp January 2025. Benchmarked against Financial Services (+5ppts), IT/Technology (+6ppts), Top 15% of Australian Employers 500-1000 employees (top quartile).
2. HUB24 endorsed by Work180 as employer for all women.
3. Finalist in Best Employer Brand Initiative category.
4. Three female leaders as well as HUB24 named as finalists across four categories in the 2025 Women in Wealth Awards.
5. 10 finalist nominations in the Australian Women in Security Awards 2025.
6. Named by Australian Association of Graduate Employers.
7. Employer of Choice (100-999 Employees), Best Graduate Development Program, Australian HR Champion (CEO) of the Year.

FY25 Sustainability highlights

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Delivering for our customers with strong NPS

Established integrated data governance covering privacy, lifecycle, and cybersecurity.

Maintained gender diversity targets across Board, senior leadership group, and total workforce

Renewed commitment to United Nations Global Compact

Significant progress toward the 2030 net zero goal for Scope 1 and 2 emissions via renewable electricity agreements[1]

Increased employee engagement and contributions to community organisations

Invested in cyber capability and digital initiatives supporting industry scalability

On track to comply with AASB S2 climate-related financial disclosure standards by FY27

1. Net zero Scope 1 and Scope 2 emissions by 2030 from FY22 base year.

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Financial results

Kitrina Shanahan
Chief Financial Officer

HUB24

Group snapshot as at 30 June 2025[1]

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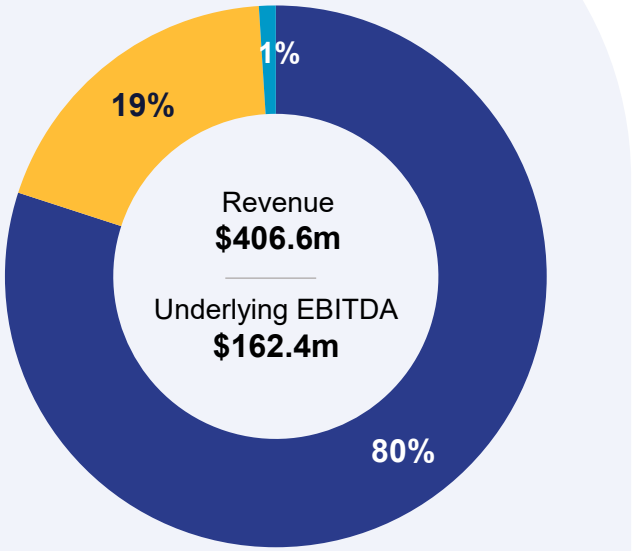
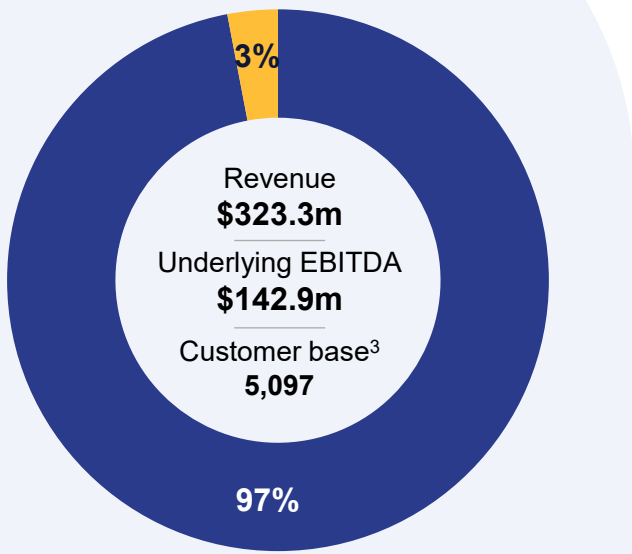
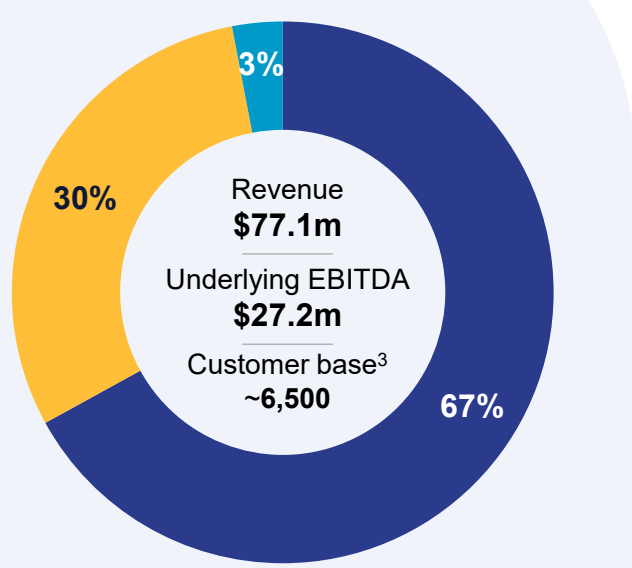
Group[1]



Platform[1]



Tech Solutions[1]



1. The percentages in graphs represent the revenue as a % of total.
2. Other includes Non-custody and myprosperity revenue.
3. HUB24 customer base represents Financial Advisers as at 30 June 2025 and Class customer base represents practices as at 30 June 2025.

Group financial results

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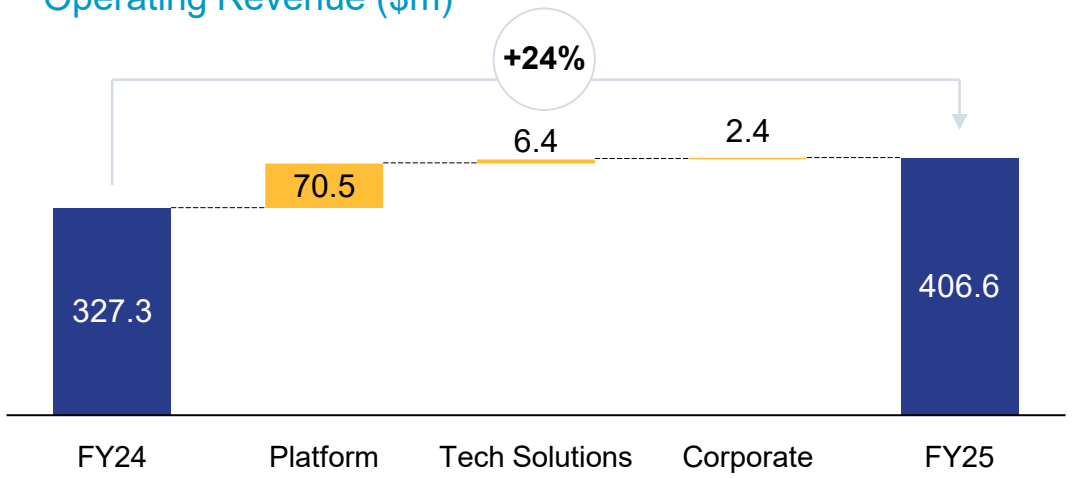
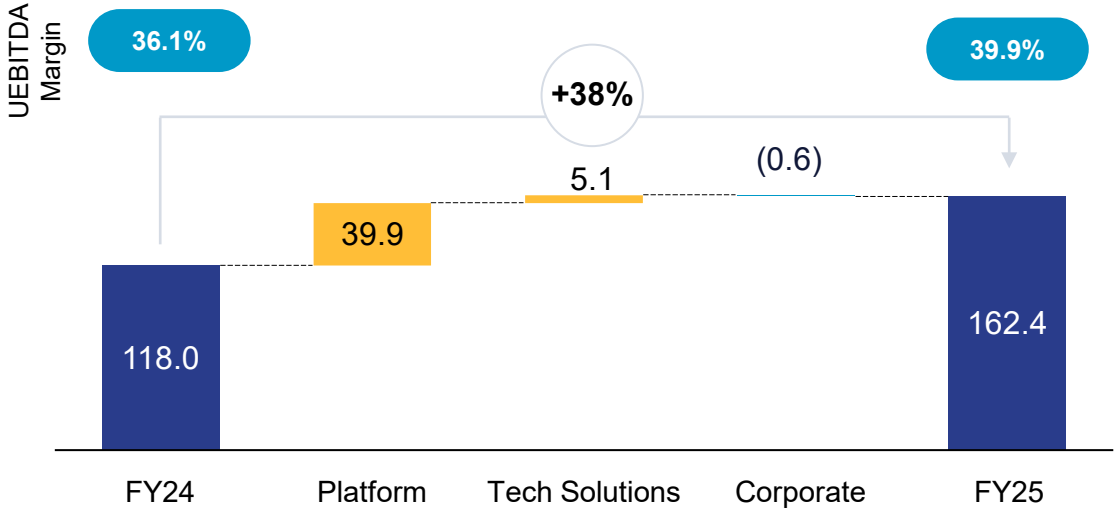
	FY25	FY24	Change
Operating Revenue ($m)	406.6	327.3	24%
Operating Expenses ($m)	(244.2)	(209.3)	17%
Underlying EBITDA ($m)[1]	162.4	118.0	38%
Underlying EBITDA margin (%)[1]	**39.9**	**36.1**	**3.8**
EBITDA ($m)	148.5	104.5	42%
Underlying NPAT ($m)[2]	97.8	67.8	44%
Statutory NPAT ($m)	79.5	47.2	68%
Full Year Dividends (cents per share, fully franked)	**56.0**	**38.0**	**47%**
Underlying Diluted Earnings per share (cents)	**117.8**	**81.1**	**45%**

Operating Revenue ($m)



Underlying EBITDA ($m)



1. Underlying EBITDA represents earnings before interest, tax, depreciation, amortisation and Notable items. Refer HUB24 Analyst and Investor Pack for a reconciliation to Statutory EBITDA.
2. Underlying NPAT is a non-IFRS measure used to assess the operating performance of the business. Underlying NPAT represents Net Profit After Tax excluding Notable items. Refer HUB24 Analyst and Investor Pack for a reconciliation to Statutory NPAT.

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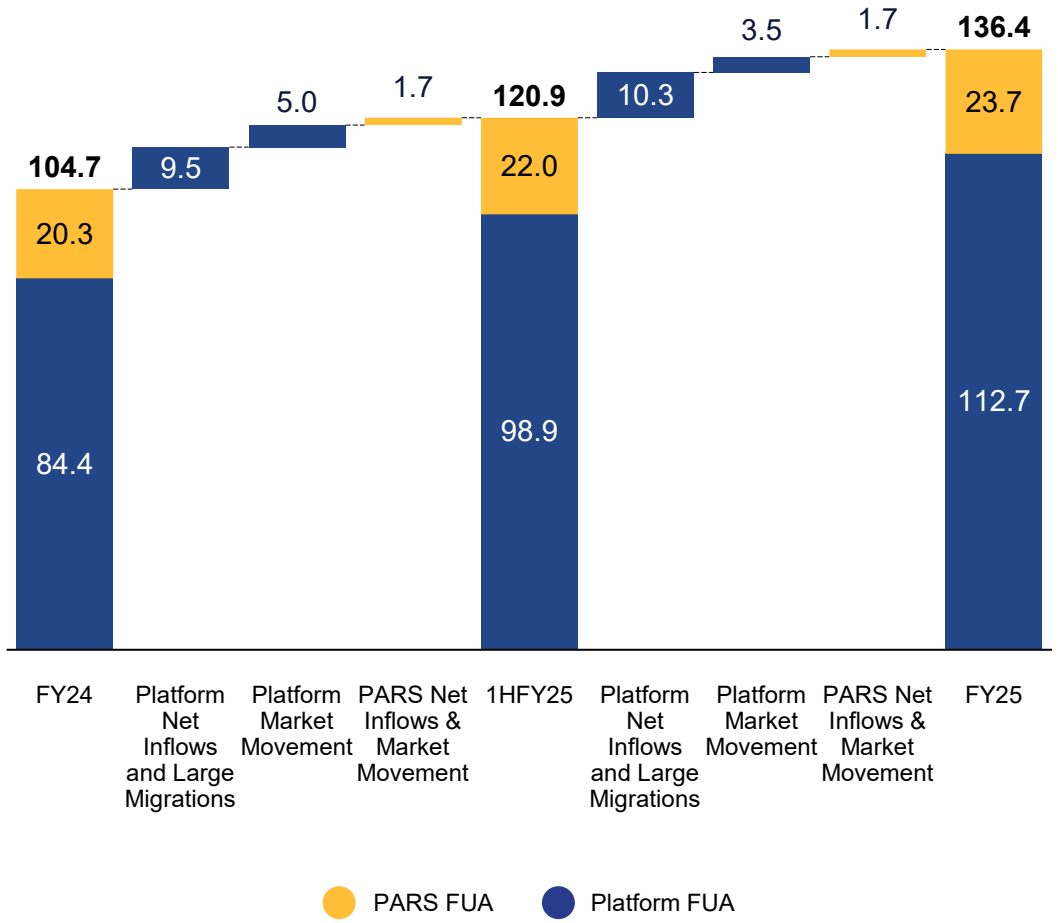
Platform financial results

- Strong Platform FUA growth driven by record net inflows of $19.8b and positive market movements
- Platform FUA growth of 34% to $112.7b, with 70% of the growth from net inflows and 30% from market performance
- UEBITDA margin expanded to 44.2% in FY25

	FY25	FY24	Change
Platform FUA ($b)	112.7	84.4	**34%**
PARS FUA ($b)	23.7	20.3	**16%**
Total FUA ($b)	**136.4**	**104.7**	**30%**
Platform Net Inflows ($b)	19.8	15.8	**25%**
Revenue ($m)	**323.3**	**252.8**	**28%**
Operating Expenses ($m)	**(180.4)**	**(149.8)**	**20%**
Underlying EBITDA ($m)[1]	**142.9**	**103.0**	**39%**
Underlying EBITDA margin (%)[1]	**44.2**	**40.7**	**3.5**

Funds Under Administration ($b)



1. Underlying EBITDA represents earnings before interest, tax, depreciation, amortisation and notable items. Refer HUB24 Analyst and Investor Pack for a reconciliation to statutory EBITDA.

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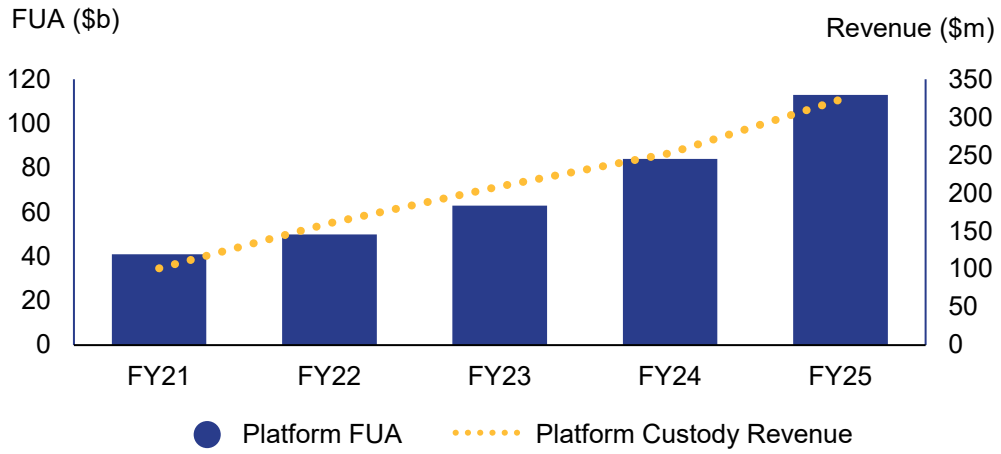
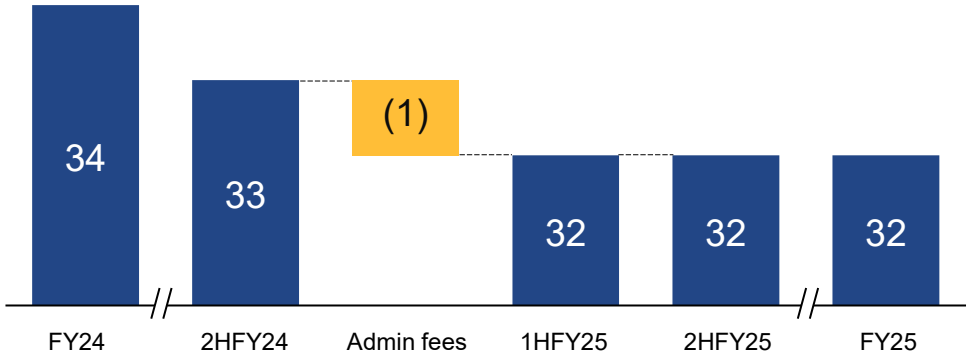
Platform custody revenue and revenue margin

- Platform revenue up 28% to $323m in FY25 driven by growth in Platform FUA
- Platform revenue margin declined 2bps in FY25 to 32bps
  - 1bps due to lower admin fee margin from fee tiers and caps
  - 1bps relating to Cash & Other
- Stable Platform revenue margin in 2HFY25 compared to 1HFY25
  - 2HFY25 revenue margin down 1bps on 2HFY24 from lower admin fee margin from fee tiers and caps
- The number of accounts on the Platform for FY25 is up 28% on FY24

Platform FUA and Custody Revenue[1]



Platform Revenue Margin (bps)[2]



1. Custody FUA. Custody revenue excludes PARS revenue.
2. Platform Revenue Margin relates to custody FUA.

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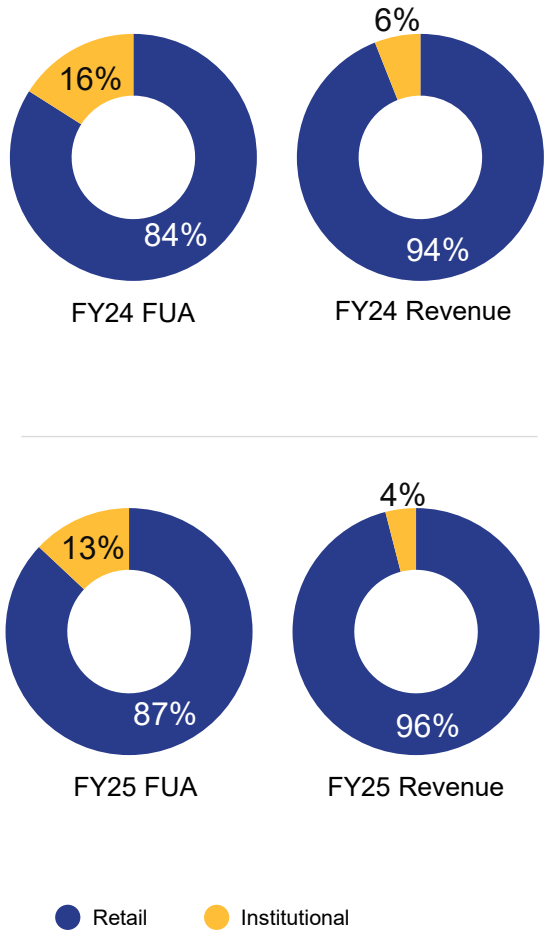
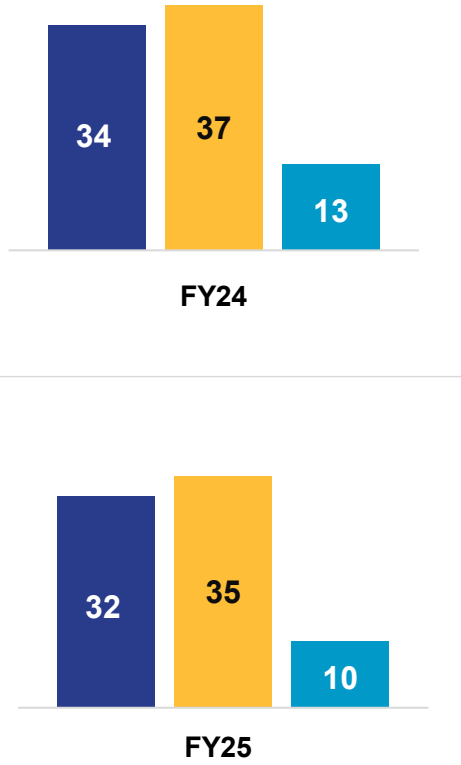
Composition of Platform revenue

- Strong Retail net inflows increasing the Retail proportion of Platform FUA
  - Retail represents 87% of Platform FUA (84% FY24) and 96% of revenue (94% FY24)[1]
  - Institutional represents 13% of Platform FUA (16% FY24) which includes High-Net-Wealth clients and Private Labels which attract high value portfolios at wholesale pricing reflecting scale efficiencies[1]
  - Mix of portfolios and timing of migrations impacts revenue composition across Retail and Institutional
- PARS revenue increased by 7% and PARS accounts increased by 4% compared to FY24

Portfolio composition of Platform FUA and revenue (%)[2]



Platform revenue margin by channel (bps)[3]

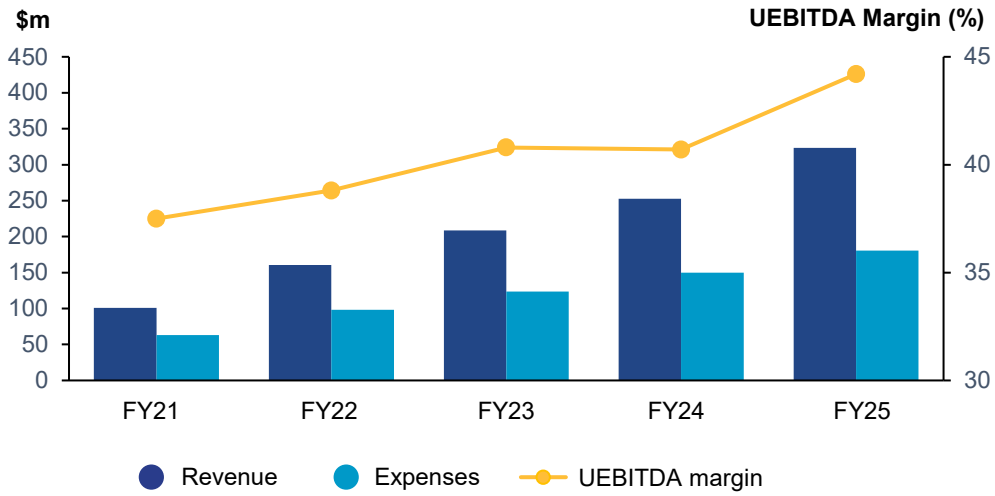


1. Large migrations in FY25 were $4.0b with $2.5b classified as Retail and $1.5b classified as Institutional.
2. Revenue relates to Platform custody revenue.
3. Platform revenue margin is calculated using platform custody revenue and the monthly average of each months opening and closing Platform FUA.

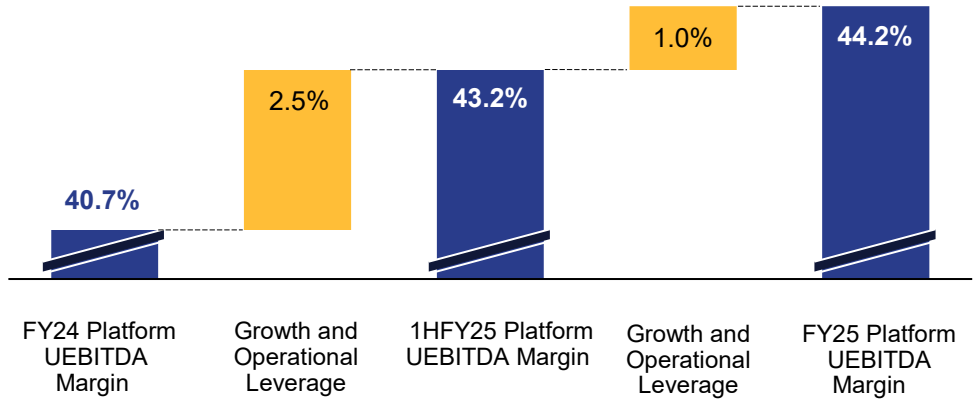
Platform UEBITDA and margins

- Platform UEBITDA growth of 39% on FY24 to $142.9m in FY25
  - Higher Platform net inflows, growth in FUA and associated revenues
  - Continued investment in people and resources to support growth
- Delivering consistent growth with Platform UEBITDA 4-year CAGR of 39%
- Platform UEBITDA margin increased 3.5% on FY24 to 44.2% arising from scale benefits

Platform Revenue and Expenses



Platform UEBITDA margin (%)



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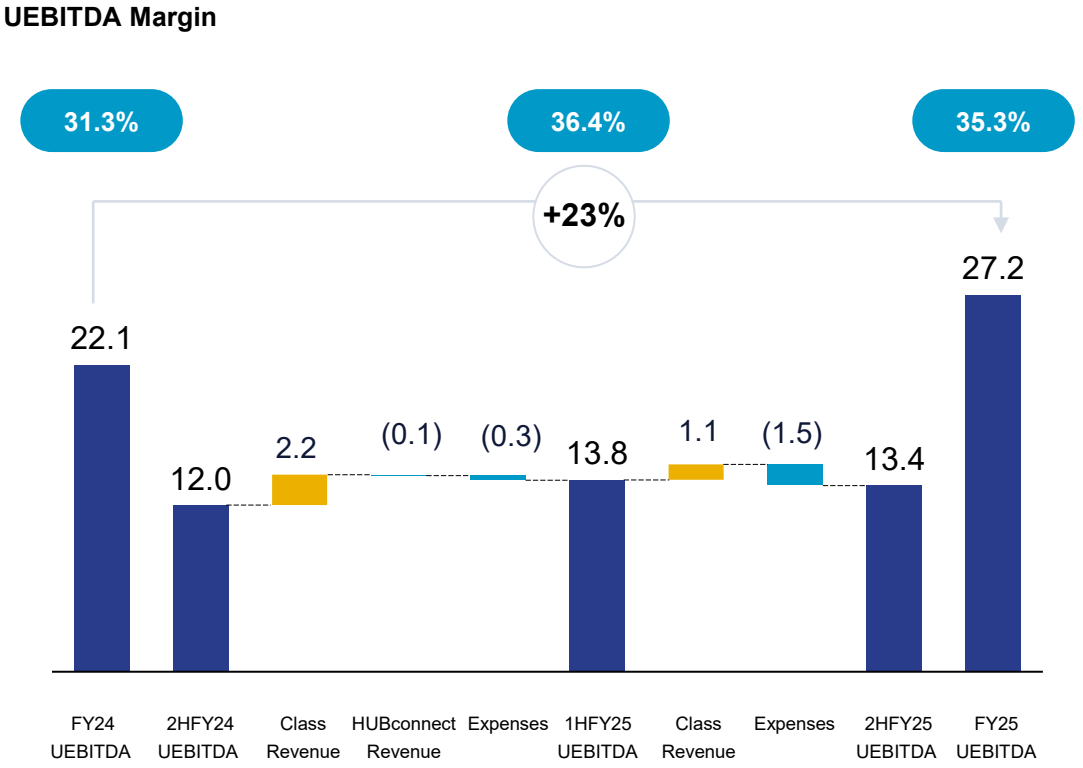
Tech Solutions financial results

- Tech Solutions UEBITDA $27.2m for FY25, up 23% YoY
- UEBITDA margin 35.3%, up 4.0% due to:
  - Revenue growth of 9% from price increases and growth
  - Operating expenses increased 3% from salary increases, higher data related expenses and investment

	FY25	FY24	Change
Class accounts[1]	215,675	207,669	4%
Class Document Orders[2]	214,107	191,094	12%
Companies on Class Corporate Messenger[3]	852,217	792,922	7%
Revenue ($m)	**77.1**	**70.7**	**9%**
Operating Expenses ($m)	**(49.9)**	**(48.6)**	**3%**
Underlying EBITDA ($m)	**27.2**	**22.1**	**23%**
Underlying EBITDA margin (%)	**35.3**	**31.3**	**4.0**

Underlying EBITDA ($m)



1. Number of Class accounts as at 30 June 2025 consists of Class Super, Class Portfolio and Class Trust licenses.
2. Documents paid for by Pay Per Unit (PPU) and subscription customers for the last 12 months to 30 June 2025.
3. Number of active companies as at 30 June 2025.

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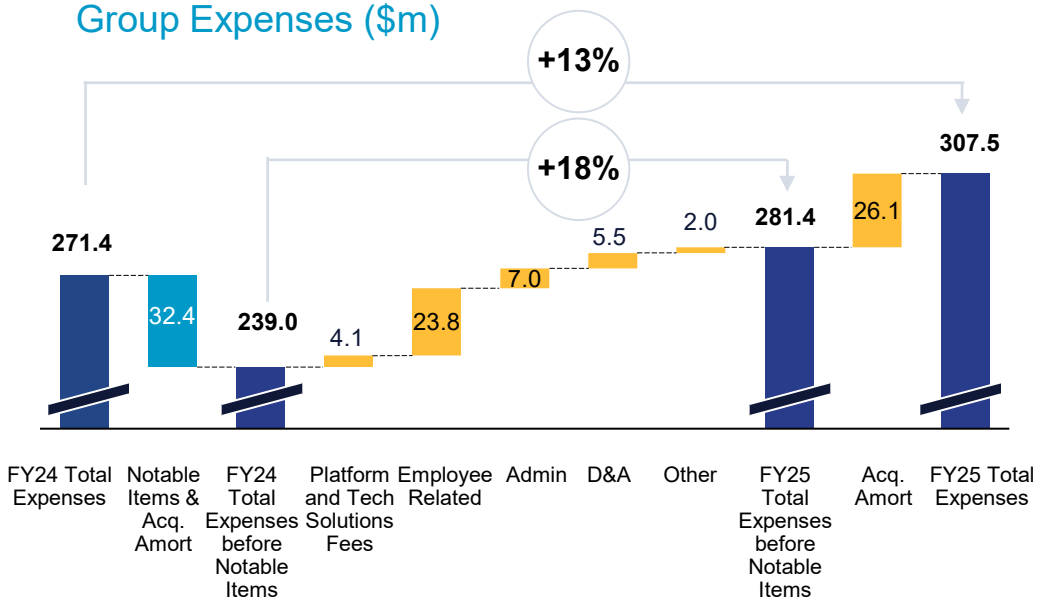
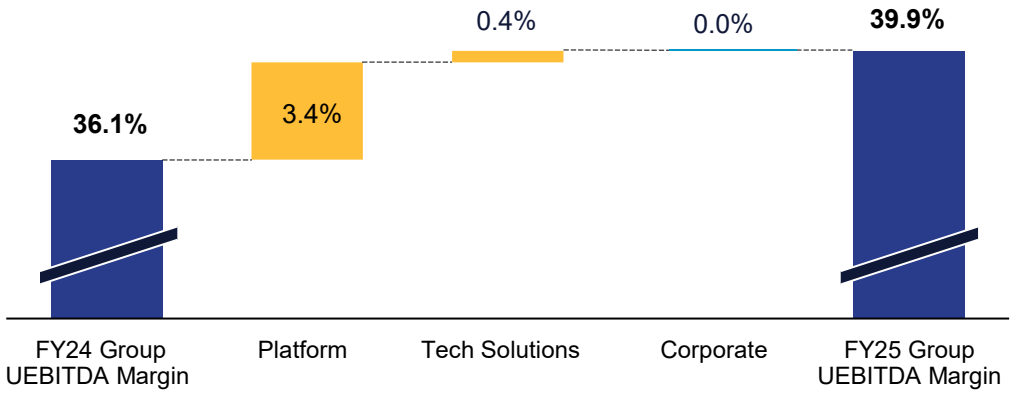
Group expenses and margins

- Investing to support both increased scale and strategic growth objectives
- Group Total Expenses (before Notable Items) increased 18% from variable expenses linked to higher FUA and employment related costs due to continued investment in people in technology, product and operations
- Group FTE increased by 8% YoY to 962 (FY24: 893) from continued investment in the business with majority of increase in FTE relating to investment in technology and operations
- UEBITDA margin up 3.8% to 39.9% demonstrating scalable operating model and benefits of automation
- Disciplined management of costs enabling investment and UEBITDA margin expansion
  - Investing to maintain leadership and capitalise on market opportunity
  - Scalable operations leveraging innovative technologies to support further efficiencies

Group Expenses ($m)



UEBITDA margin (%)



Increasing profitability

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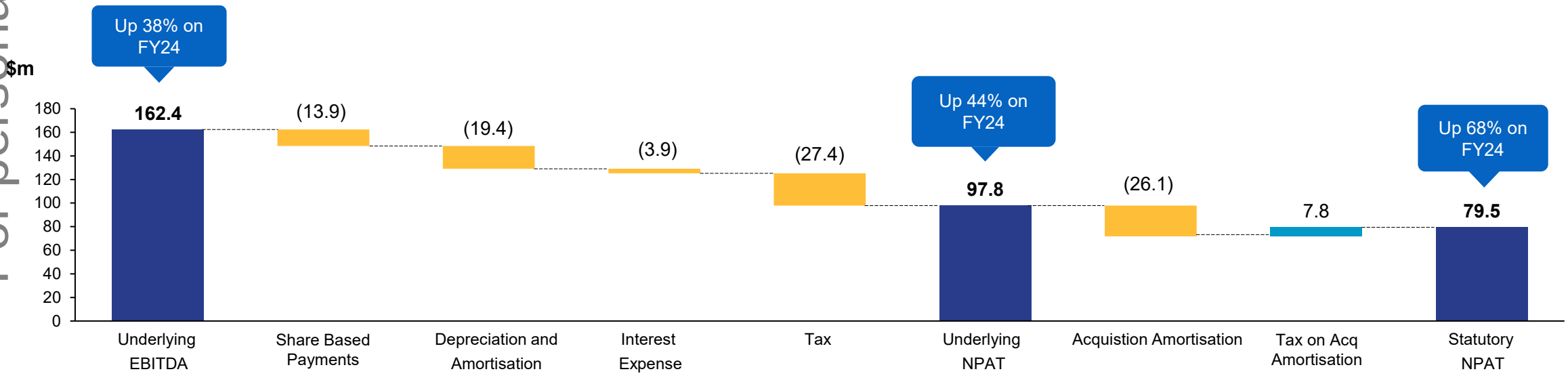
Underlying NPAT up 44% and Statutory NPAT up 68%

Higher depreciation and amortisation tracking towards capex levels and increased depreciation relating to new premises

Higher acquisition amortisation due to alignment of useful lives of acquired intangibles in FY24[1]

Effective tax rate of ~20% (FY24: ~20%)



1. During 2HFY24, the HUB24 Group completed a review of the useful life of acquired software intangibles. This change in useful life estimates has been applied prospectively from 2HFY24 and has increased acquisition related amortisation by circa $5.0 million per half.

Strong cashflows and balance sheet

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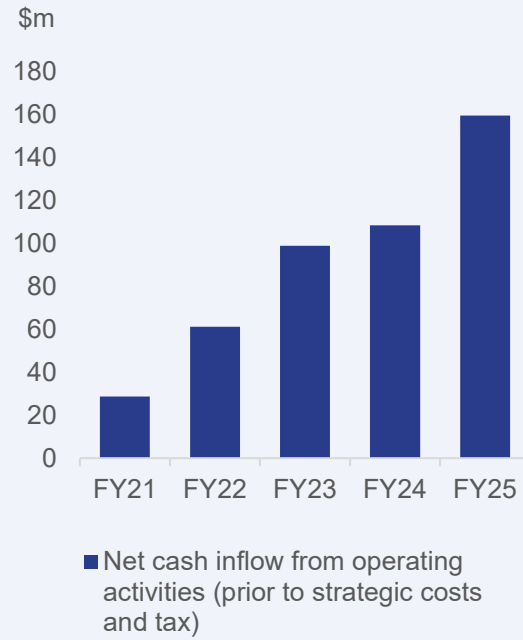
- Strong operating cashflows of $159.7m in FY25 with 98% UEBITDA correlation[1]
- Ongoing investment with $19.1m of capex in FY25, broadly stable with FY24 ($21.3m)
- Strong balance sheet with net cash of $85m
  - $30m of debt maturing in June 2026
  - Flexibility to roll or repay the debt
- Mitigating dilution from Employee Share Schemes (ESS) with $54m of treasury shares purchased on-market in FY25
  - Expect further purchases in FY26
- Established $100m loan agreement from HUB24 to Superfund Trustee to meet Operational Risk Financial Requirement (ORFR) with $5m drawn as at 30 June 2025
  - Further drawdowns in FY26 onwards, with Q1 FY26 uplift to align with APRA SPS114 new standard effective 1 July 2025
  - Market interest rate
- Opportunities for bolt on acquisitions

Group Operating Cashflow 4-YR CAGR +54%[1]



1. Net cash inflow from operating activities prior to tax.

Delivering growing dividends and strong shareholder returns

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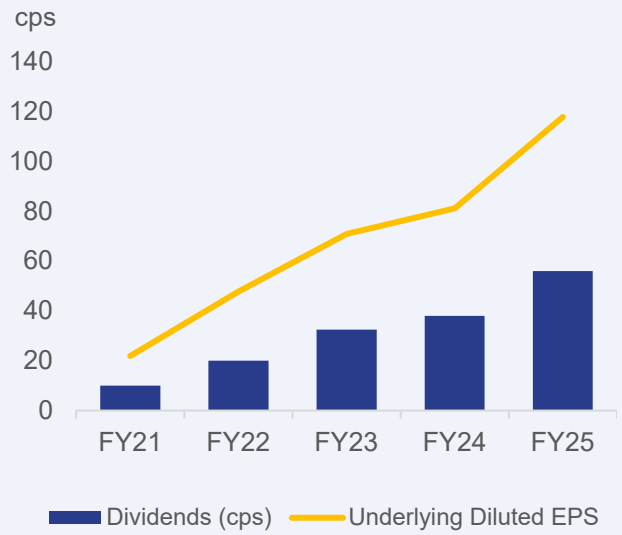
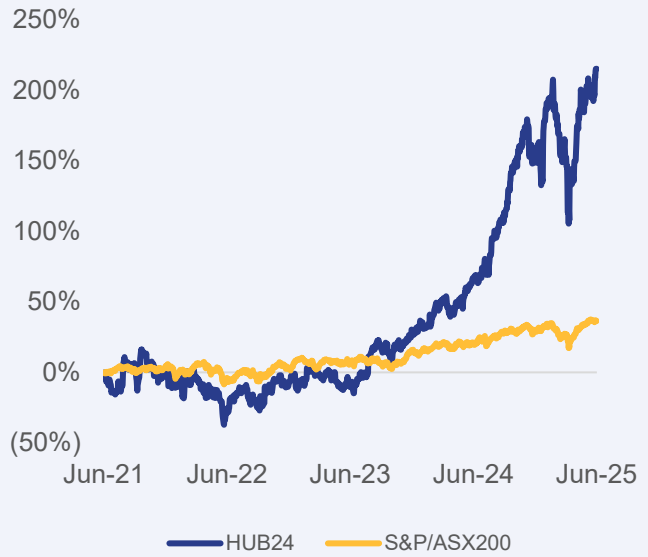
- Fully franked final dividend of 32.0 cps up 64% YoY
- Total FY25 dividend of 56.0 cps up 47% on FY24
- FY25 dividend payout ratio of 47%
  - In line with target payout of 40-60% of UNPAT
- Strong shareholder returns with TSR outperforming the ASX200

Dividends (cps)
4-YR CAGR +54%

Underlying Diluted EPS (cps)
4-YR CAGR +52%



Total Shareholder Return (TSR)[1]
4-YR CAGR +34%



1. Total Shareholder Return data sourced from Morningstar and is for 1 July 2021 to 30 June 2025.

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Strategy & outlook

Andrew Alcock
Managing Director & CEO

HUB24

Growing market leadership while transforming the industry and enhancing shareholder value

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Strong growth outlook in existing established businesses

HUB24 Platform

Market leadership with significant opportunity to capture further market share

- Market leading platform, managed accounts and client portal capability
- Ranked #1 for net inflows[1]
- Strong and growing relationships with advisers including privately owned groups
- Well positioned to increase market share from current ~9%
- Continue to benefit from industry transformation

Class & NowInfinity

Delivering consistent and sustainable growth

- Leading SMSF and Corporate Compliance solutions
- Class growth accelerating and NowInfinity growing above system, supported by structurally growing markets (SMSFs and company registrations)
- Ongoing investment in customer solutions to enable growth

Creating additional shareholder value through tech solutions

Technology & data solutions

Building solutions that create value and strengthen competitive advantage

- Leveraging Group capabilities to build solutions that drive efficiencies for financial professionals and their clients - HUBconnect, client portals, Engage
- Harnessing Group footprint to deliver more products to more customers
- Strengthening customer relationships and driving advocacy for HUB24 and Class

Creating growth synergies

1. 12 months to March 2025. Latest available data, Plan for Life Master Trusts, Platforms & Wraps, March 2025. Based on Administrator View.

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HUB24 is uniquely positioned to capture market share in structurally growing markets

Increasing demand for advice

2.7m
Australians seeking advice[1]

3.6m
Australians to transition from accumulation to retirement phase over next decade[2]

$5.4t
intergenerational wealth transfer expected over next two decades[3]

Ongoing industry transformation

90%
advisers now at privately owned licensees (up from 52% at Dec 2017)[4]

59%
advisers using managed accounts (up from 44% in 2021)[5]

36%
advisers indicate they use a single platform (up from 13% in 2021)[6]

65%
wealth firms still directly email sensitive client documents[7]

Efficiency & compliance
rated top 2 challenges by advice firms [8]

Significant market share opportunity

98%
of industry net inflows captured by two platforms over last year – with **54% flowing to HUB24**[9]

10%
increase in market share of specialist platforms over last four years – with **5% gain for HUB24**[9]

1. Adviser Ratings Australian Financial Advice Landscape 2025.
2. Deloitte, Dynamics of the Australian Superannuation System, March 2024.
3. JBWere, The Bequest Report, July 2024.
4. Adviser Ratings Musical Chairs reports. As at March 2025. Includes privately owned and stockbrokers.
5. Investment Trends, 2025 Managed Accounts Report.
6. Investment Trends 2025 Adviser Business Model Report.
7. As at 30 June 2025. Collected via Finura Advice Tech Health Check 2025.
8. Investment Trends 2025 Adviser Business Model Report. Advisers surveyed indicated that 'building efficiencies into business processes' and the 'compliance burden' were their top 2 challenges.
9. Plan for Life data. Administrator View. Refers to the period ending 31 March 2025. 98% of industry net inflows captured by HUB24 and Netwealth. Specialist platforms include HUB24, Centric, DASH, Mason Stevens, Netwealth, OneVue and Praemium

Leveraging our capabilities to lead industry change

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Lead today

Delivering customer value and growth

Create tomorrow

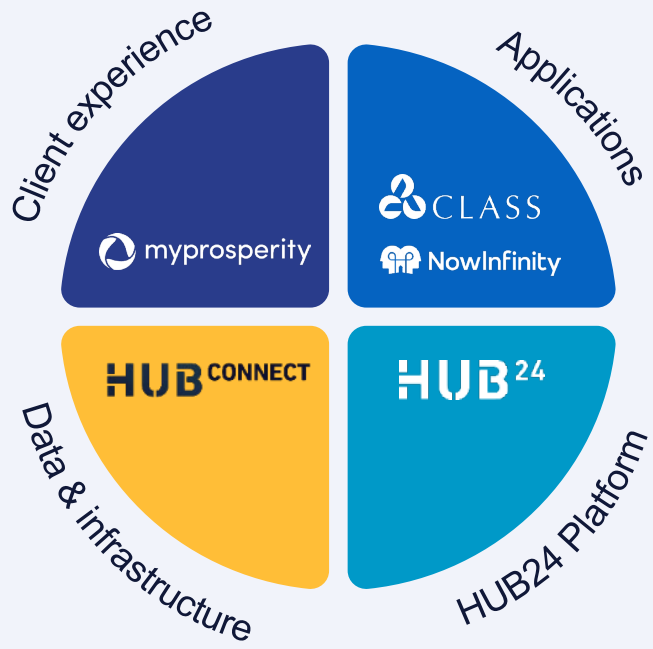
Creating integrated wealth technology and platform solutions

Build together

Collaborating to shape the future of the wealth industry

Be future ready

Developing our people, capabilities and infrastructure to support our future growth strategies



Be the best provider of integrated platform, technology and data solutions

To enhance productivity for financial professionals though

- One way of doing business with access to market-leading solutions
- Single view of wealth for financial professionals and their clients
- Efficient access to ecosystem partners
- Flexibility for advisers and insights for networks
- Reporting and insights for businesses

And deliver solutions to meet needs across the customer lifecycle

Meeting client needs across markets and life stages

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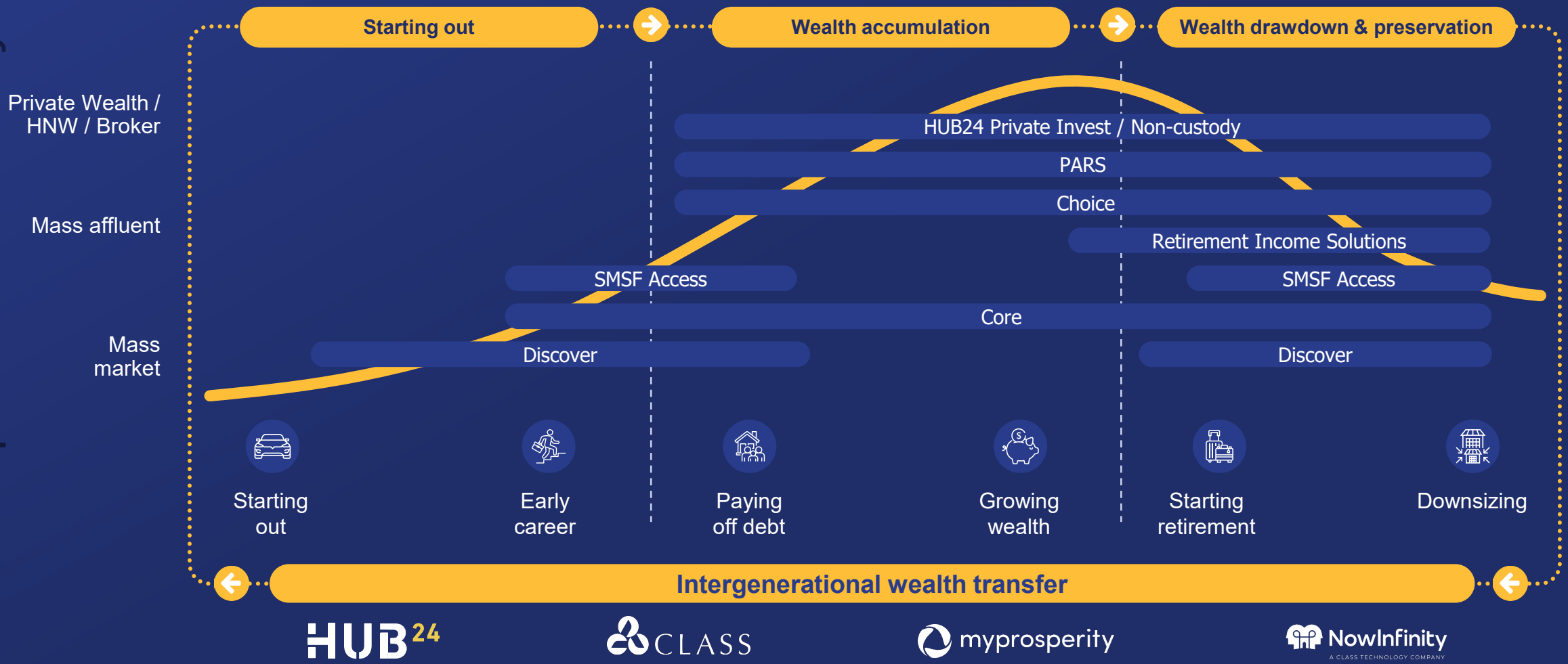

HUB24 CLASS myprosperity NowInfinity A CLASS TECHNOLOGY COMPANY

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Innovative solutions for High Net Worth clients

Extending our leading HNW capability with launch of HUB24 Private Invest[1]

Expanding our addressable markets

$3.4t
HNW assets[2]

690k
HNW investors and growing[2]

22%
HNW investors are advised[2]

28%
advisers primarily focused on HNW and wholesale clients[3]

Improving productivity & client experience

56%
of HNW investors using spreadsheets for whole of wealth view[2]

50%
of advisers who administer off-custody assets do so manually[4]

Innovative and unique solution designed for wholesale clients

- Easier access to wholesale investments with streamlined disclosure documentation and onboarding
- Broader range of investment offerings including alternatives
- Administration of custody & non-custody assets
- Fee flexibility for advisers
- Whole of wealth reporting through Engage

1. HUB24 was ranked as the #1 platform in the HNW category in the Investment Trends 2024 Platform Competitive Analysis and Benchmarking Report.
2. Investment Trends, 2024 High Net Worth Investor Report. HNW investors increased by 9% in 2024.
3. Investment Trends, 2025 Adviser Business Model Report.
4. Investment Trends 2025 Adviser Technology Needs Report.

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Engage – the next evolution of our leading reporting capability

Enhanced Present

- Reporting transformed – technology that enhances engagement between advisers and clients
- Advanced reports that convert portfolio data into customisable, interactive visuals
- Consolidated 'whole of wealth' reporting for both custody and non-custody assets

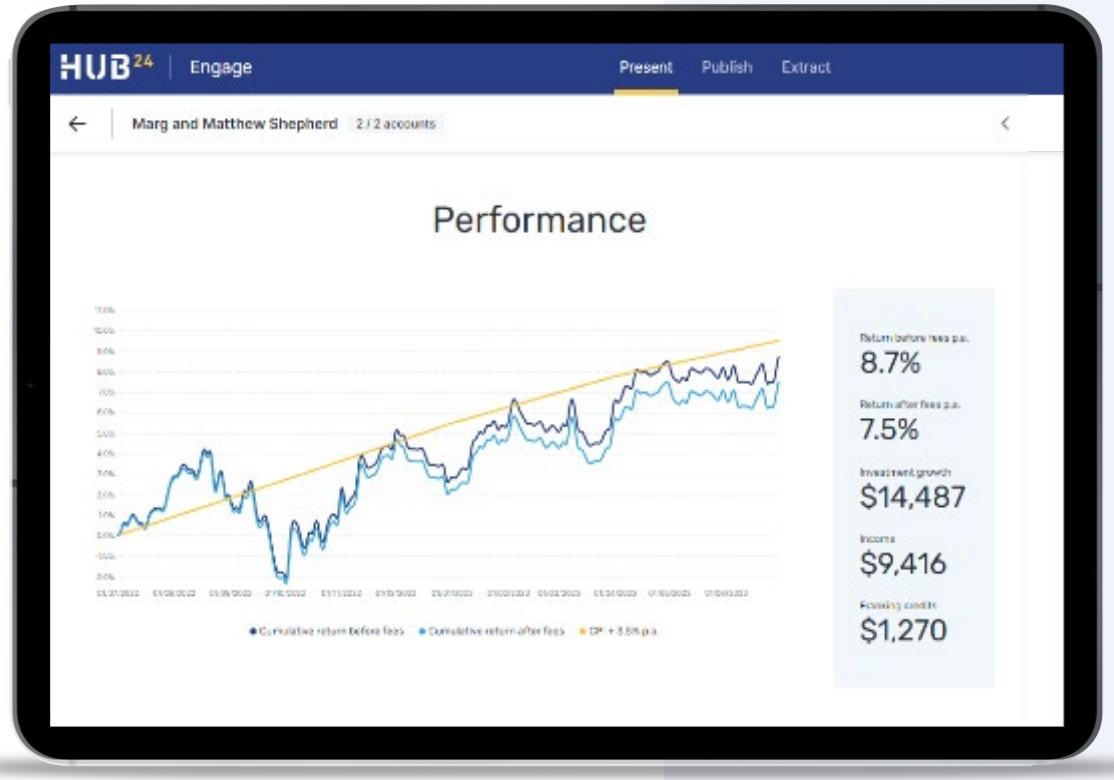
Further functionality under development:

Publish

Fast, scalable publishing to multiple clients at once

Extract

Secure, flexible access to underlying data tailored to diverse needs



Delivering adviser efficiency, advocacy and client experience

Leveraging HUBconnect capability – including recently enhanced data infrastructure

Investing in innovation to scale and deliver customer value

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Innovation Lab

Established 2018 to research and trial innovative technologies

AI/ML

Low-code

RPA

Governance & Security

AI governance including responsible use of AI

Data governance including privacy

Robust cyber security framework

Best-in-class client solutions

- Advice fee consent capability leveraging machine learning to pre-populate forms
- AI-powered Virtual Mailroom to streamline collection & storage of documents

Increasing our productivity

- Phased rollout of AI productivity tools
- Building pro-active servicing model to improve efficiency and customer experience
- AI-powered automated testing for product development

Data security and privacy

- Data redaction tool improving efficiency, accuracy and compliance
- Secure document sharing and storage through myprosperity
- Safeguarding customer and shareholder interests

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Significant opportunity for growth and value creation for customers and shareholders

Leverage structurally growing markets and demand for integrated solutions

Strong and reliable growth from both existing and new customer relationships

HUB24 Platform positioned to significantly grow market share

Capitalise on unique Group capabilities to unlock value for customers and shareholders

Scalable operations enabling both UEBITDA margin expansion and ongoing investment

Strong balance sheet, increasing profitability and cash flows supporting ongoing investment and shareholder returns

Platform FUA target (excluding PARS FUA)

$148b-$162b

for FY27[1]

Platform FUA target comprises

- Continued net inflow momentum
- Potential outflows from Xplore MDA discontinuation[2]
- Range of market growth assumptions

1. HUB24 expects strong growth moving forward subject to consistent and stable investment markets and HUB24 terms of business that may affect platform FUA and revenue.
2. Following a review, HUB24 has announced the planned closure of the Xplore Wealth Managed Discretionary Account (MDA) services, by 31 March 2026. There is approximately $2 billion of FUA within Xplore Wealth MDA and given the nature of this solution there is potential for outflows as a result of the closure. The contribution of Xplore Wealth MDA to Underlying EBITDA is immaterial.

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Questions?

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About HUB24

HUB24 Limited is listed on the Australian Securities Exchange, and includes the award-winning HUB24 Platform, HUBconnect, Class, NowInfinity and myprosperity.

The HUB24 Platform offers advisers and their clients a comprehensive range of investment options, including market-leading managed portfolio solutions, and enhanced transaction and reporting functionality. As one of the fastest growing platforms in the market, the platform is recognised for providing choice and innovative product solutions that create value for advisers and their clients.

HUBconnect focuses on leveraging data and technology to provide solutions to common challenges for stockbrokers, licensees and advisers and enable the delivery of professional advice to more Australians.

Class is a pioneer in cloud-based wealth accounting software and is recognised as one of Australia's most innovative technology companies. Class delivers SMSF administration, trust accounting, portfolio management, legal documentation and corporate compliance solutions to financial professionals across Australia who depend on Class to drive business automation, increase profitability and deliver better client service.

myprosperity is a leading provider of client portals for accountants and financial advisers, enabling streamlined service delivery, increased productivity and enhanced customer experience for finance professionals and their clients.

For further information, please visit www.HUB24.com.au

HUB24

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Disclaimer

SUMMARY INFORMATION

The material herein is a presentation of general background information about HUB24 Limited's ('HUB') activities current as at date of presentation. This information given in summary form does not purport to be complete and should be read in conjunction with previous ASX filings, Half Year Report and the audited Annual Report as applicable. Any arithmetic inconsistencies are due to rounding.

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This presentation contains certain forward-looking statements. The words 'anticipate', 'believe', 'expect', 'project', forecast', 'estimate', 'intend', 'should', 'could', 'may', 'target', 'plan' and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of HUB24, that may cause actual results to differ materially from those expressed or implied in such statements. There can be no assurance that actual outcomes will not differ materially from these statements. You should not place reliance on forward-looking statements and neither HUB nor any of its directors, employees, consultants, contractors, advisers or agents assume any obligation to update such information.

This presentation was authorised for release to the market by the Managing Director.

HUB24