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ASX Announcement

30 October 2026

New strategic Equity Partnership and FY2027 Q1 trading update

Count Limited (**ASX: CUP**) (**Count, Count Group** or the **Company**) is pleased to announce that it has entered into a binding agreement to acquire a strategic 30% shareholding in MP Pty Ltd ("Apiary"). Based in Brisbane, Apiary is an integrated accounting and financial planning firm which already operates under Count Financial Limited's Australian financial services licence.

Count also provides an unaudited, pre-tax Q1 FY2027 trading update.

Strategic investment into Apiary

Apiary is a well-established accounting and financial advice business, generating $3.5 million in revenue in FY2026.

Apiary's principals Scott McDonald and Craig Dobbs continue to lead the business and will together retain a 70% shareholding. Scott and Craig are experienced, growth-focused operators and are looking to expand the business including through tuck-in acquisitions.

The investment is consistent with Count's strategy of investing into quality, accounting and financial planning firms and supporting their ambition through the provision of capital, capability and broader strategic support.

The acquisition follows four transactions completed during the financial year to date. The transaction is expected to complete on 1 December 2026, subject to customary closing conditions and regulatory approvals, including ACCC approval. Commenting on the transaction, Count Group Chief Executive Officer Hugh Humphrey said:

"Apiary is a strong, growing business that is well aligned with the Group's strategy. Our initial investment provides Scott and Craig with the support and capital to accelerate their growth ambitions, while creating a clear pathway for Count to increase its investment as the business grows and our partnership develops. We are particularly excited by the opportunity to expand financial planning services across Apiary's established accounting client base."

FY2027 Q1 trading update

Count is also pleased to provide its unaudited, pre-tax market update for the first quarter of FY2027, being the three months ending 30 September 2026 (**FY2027 Q1**)[1]:

- Revenue of $52.1 million is up +23.2% on the prior corresponding period (FY2026 Q1: $42.3 million)[2].

[1] FY2027 Q1 financial metrics and performance are unaudited and pre-tax.
[2] Revenue is calculated on a statutory basis, in line with the FY2026 annual report.

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- Underlying EBITA[3] of $12.7 million is increased by 66.6% on the prior corresponding period (FY2026 Q1: $7.6 million), representing an underlying EBITA margin of 24.5% (FY2026 Q1: 18.1%).
- Performance to date reflects;
  - carry over work from FY2026 in the Equity Partnership segment; and
  - strong actuarial consulting revenues.
- Funds Under Management (**FUM**) of $6.7 billion[4], up +31.3% compared to 30 September 2025, reflecting new and existing client growth, net inflows and market movements.
- The acquisition of Oracle Group (successfully rebranded Count Wealth) on 20 July 2026 has progressed as planned with increased $1.25 million targeted annualised cost synergies to be realised within 24 months post completion.
- Count has completed four acquisitions in FY2027 to date, including Count Wealth and a cornerstone equity partnership investment in Tailored Lifetime Solutions.

Commenting on the trading update, Hugh Humphrey said: *"Pleasingly, the Group has delivered a very strong start to FY2027. FUM has reached a new record of $6.7 billion, and the integration of the Oracle businesses is progressing as planned."*

This announcement has been authorised for release to the ASX by the Board of Count.

[3] Underlying Earnings before Interest, Tax and Amortisation (EBITA) excluding transactions that are not directly attributable to the performance of Count's business operations and significant items.
[4] As at 30 September 2026 and includes Oracle business, noting that the transaction completed on 20 July 2026.