

## ASX ANNOUNCEMENT - KPG

Wednesday, 19<sup>th</sup> March 2025

### Irish Firm (AUD\$3.6m revenue) chooses Kelly+Partners Run rate revenue \$138m (up 28% on FY24)

Kelly Partners Group Holdings Limited ("Company", ASX:KPG) announces arrangements have been made to execute agreements to partner with an accounting business located in Ireland on Thursday, 20<sup>th</sup> March 2025. The partnership aligns with the Groups' strategy to become Australia's first global accounting firm, with the Group now operating in Australia, United States, Ireland / UK, Hong Kong and India. It represents the Group's entry into the Irish / United Kingdom accounting market.

The details of the Irish business are as follows:

Location: Ireland  
 Revenue: c. €2,100,000 / AUD \$3,600,000  
 Completion: 31 March 2025

The business is in a marquee location and will continue to operate from its existing location in Ireland. All 3 existing partners of the business will continue as equity partners.

The business is a member firm of Kudos International, which the Company acquired a 51% interest of in September last year. The Company is pleased to partner with a Kudos member firm.

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 since July 2024 are as follows.

#	Date of completion	Location	Type	Revenue to Group (\$AUD)
1	16 August 2024	St Petersburg, FL	Marquee	\$10.8m to \$12.5m
2	1 October 2024	United Kingdom	Marquee	\$0.3m to \$0.4m
3	12 December 2024	Sydney CBD, NSW	Tuck-in	\$3.2m to \$4.0m
4	31 March 2025	Ireland	Marquee	\$2.8m to \$3.6m
	<b>Total</b>			<b>\$17.1m to \$20.5m</b>
	<b>% of FY24 Group Revenue</b>			<b>15.8% to 19.0%</b>

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

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## KPG Consolidated Group FY25 Run Rate Revenue

	\$m	Growth %
<b>FY23 Revenue</b>	<b>83.7</b>	<b>-</b>
<b>FY24 Revenue</b>	<b>108.1</b>	<b>29.3</b>
FY25 organic & annualised FY24 acquired growth	10.5	9.7%
Current year acquisitions:		
1. Kelly Partners FRS	11.7	
2. Kudos International	0.3	
3. Kelly Partners Sydney	3.6	
4. Kelly Partners Ireland	3.2	
	19.0	17.6%
<b>FY25 Run Rate Revenue Estimate</b>	<b>137.6</b>	<b>27.3%</b>

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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 37 operating businesses across 35 locations in Australia, Hong Kong and the United States. In total, the team consists of more than 600 people, including 100 partners, who service over 23,000 SME clients.

The holding company, Kelly Partners Group Holdings Limited, was listed on ASX on 21 June 2017. Over the past 18 years, Kelly+Partners has undertaken 80 individual transactions in order to build the current accounting network. This includes the transformation of 50+ external firms, and the launch of 30+ greenfield businesses.

KPG's Hold Co ownership structure and unique operating model (**Partner-Owner-Driver**<sup>®</sup>) 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.

### Kelly+Partners – Current Locations



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