Count
The confidence to look ahead

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COUNT LIMITED - ASX ANNOUNCEMENT

7 April 2025

COUNT EXPANDS SOUTH AUSTRALIAN FOOTPRINT

Count Limited (**Count** or the **Company**) (**ASX:CUP**) is pleased to announce that Johnston Grocke, a leading accounting and financial planning firm in Adelaide, has entered into a binding transaction to merge into Count Adelaide.

Johnston Grocke brings $3.8 million in new revenue to the business with around 60% from financial advice. This transaction significantly enhances our service offerings and market presence in South Australia.

The merger represents an important development for Count Adelaide, with the combined business approaching $10 million in revenues, up substantially from $2.8 million in Financial Year 2023. The transaction delivers a step-change in the financial planning business and is consistent with Count's strategy of creating a national footprint of large, scaled equity partnerships.

Count holds a 45% share of Count Adelaide and following expected completion in May 2025 will increase that holding to c.65% from Financial Year 2026.

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

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