

27 August 2025

Attention: Company Announcements

ASX Limited

By E-Lodgement

InvestSMART Group investor presentation

InvestSMART Group Limited ACN 111 772 359 (ASX:INV) (the **Company**) encloses a copy of its Investor Presentation

For further information, please contact Mr Paul Clitheroe (Chairman) or Mr Ron Hodge (Managing Director and CEO) at InvestSMART Group on (02) 8305 6000.

By order of the Board

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INVESTSMART

Helping all Australians grow and protect their wealth

ASX: INV

Investor Presentation

Dated 27 August 2025



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Company highlights

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InvestSMART has built Australia's premier direct-to-investor wealth platform featuring unique content, low-cost funds and wealth tools in an integrated technology ecosystem.

- 1 The website is the front end of our digital wealth platform encompassing tools, content and innovative products:**
 - 7.1 million visits in during the year ended 30 June 2025 (9% increase on FY24).
 - 27,000 new free users during the year ended 30 June 2025 (75% increase on FY24).
 - 22,000 fee paying accounts across funds management, subscriptions and insurance products.
 - Funds under management (FUM) of \$711 million at 31 July 2025.

- 2 Three core products**
 - 1. InvestSMART Professionally Managed Accounts (PMAs)** – Roboadvice portfolios of ASX listed ETFs.
 - 2. Intelligent Investor** – manages four of its own ASX listed 'active' ETFs (INIF, INES, IIGF and IISV).
 - 3. Subscriptions** – premium paid content through **Intelligent Investor**:
 - ASX & International Buy, Hold, Sell stock recommendations and analysis.
 - Market commentary and insights, delivered by business commentator Alan Kohler.

- 3 Low cost of customer acquisition through unique content and tools ecosystem.**

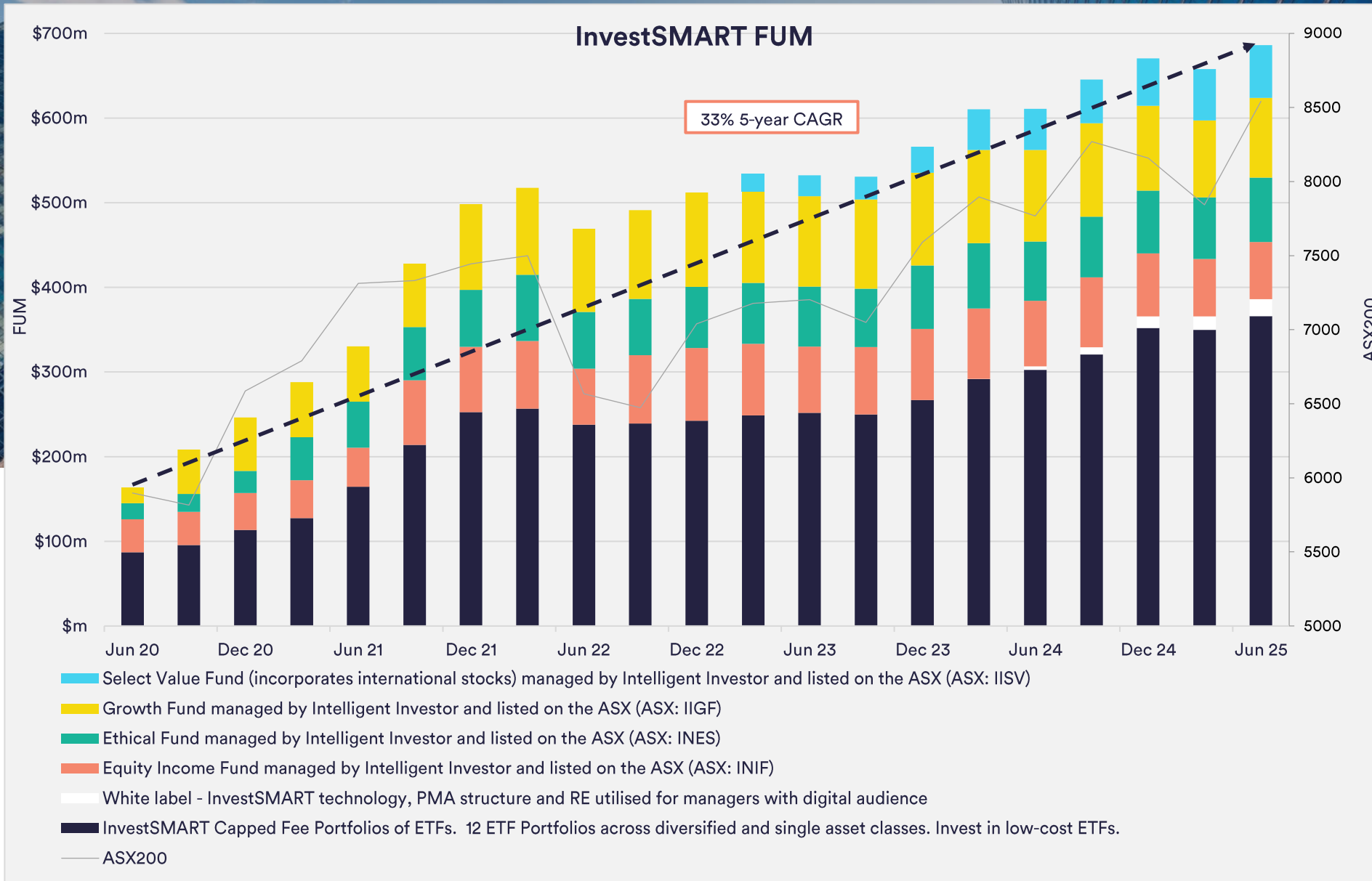
- 4 Well recognised ambassadors and visible Board:**
 - **Paul Clitheroe AM** – Chairman
 - **Effie Zahos** – Non-executive director
 - **Alan Kohler AM** – Editor-in-chief
 - **Michael Shepherd AO** – Non-executive Director

Profit & loss FY2025

To be read in conjunction with InvestSMART Group Ltd Appendix 4E and Financial Report for the year ended 30 June 2025.

	FY2025	FY2024	%	
	\$	\$		
Operating Income				
Management fees - funds	3,692,979	3,390,763	9%	Management fees from InvestSMART Professionally Managed Accounts and Intelligent Investor ASX listed Active ETFs.
Performance fees - funds	669,492	233,236	187%	Performance fees earned by Intelligent Investor Select Value Share Fund (ASX: IISV).
Subscription income	4,522,614	4,806,519	-6%	Premium paid content for Australian/Internationally listed shares and general macroeconomic/finance commentary.
Commissions income - insurance	1,062,176	1,272,143	-17%	Attrition rate of ~8% since 31 December 2020 in line with expectations. Plan to market in future as part of estate planning/protect wealth hub.
Other income	34,541	24,970		
Total operating income	9,981,802	9,727,631	3%	
Operating Expenses				
Commissions rebates	356,047	375,870	-5%	
Brokerage	39,538	-		
Employment expenses	5,468,510	5,824,824	-6%	33 Staff , built for a highly scalable business
Marketing costs	623,139	656,148	-5%	Content based marketing. Scale other marketing activity opportunistically
Other operating expenses	3,338,079	3,266,974	2%	
Total operating expenses	9,825,313	10,123,816	-3%	
Operating Profit/(Loss)	156,489	(396,185)	139%	
Interest income	275,369	255,331		
Government grants	-	113,856		
Employee benefit expense	(22,748)	(102,551)		
Amortisation of intangibles	(260,489)	(541,692)		All intangibles fully amortised at 31 December 2024.
Restructure costs	-	(230,982)		
Income tax benefit	51,759	137,877		
Statutory Profit/(Loss) for the period	200,380	(764,346)	126%	
Cash at bank (end of period)	8,297,543	7,736,213	7%	Strong runway to grow the business

Growth of funds under management (FUM)



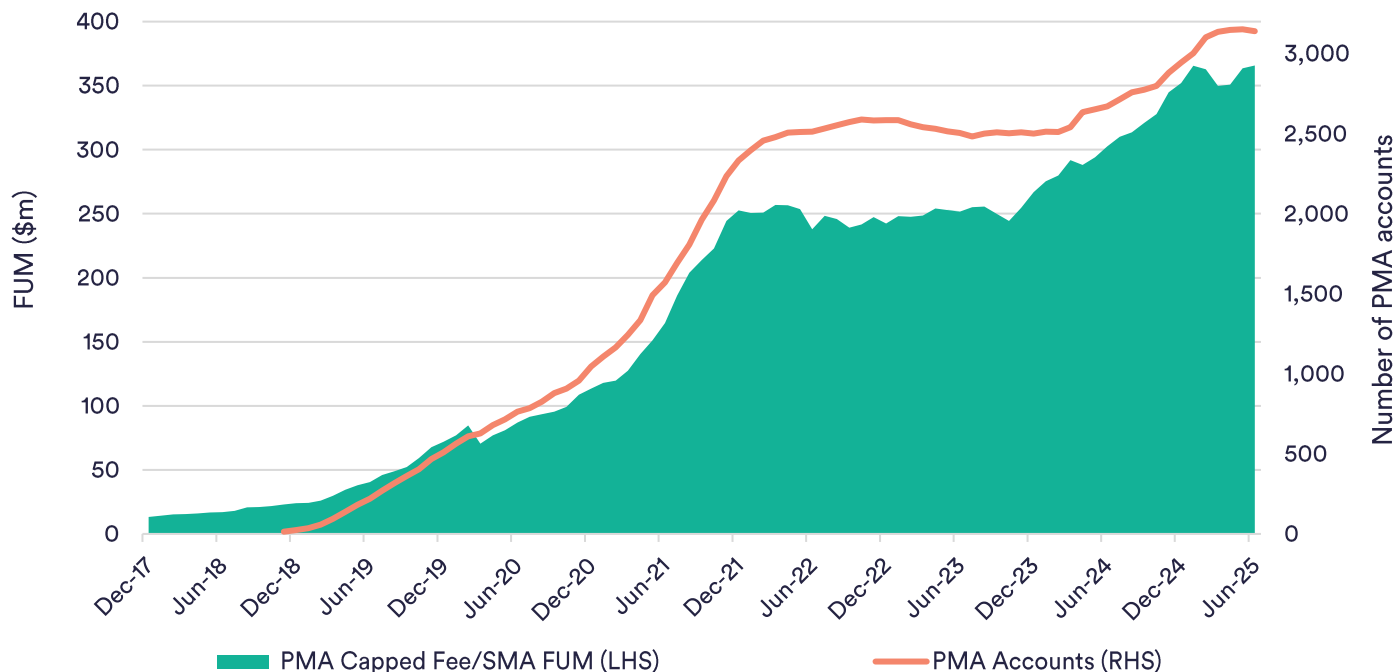
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Funds under management

InvestSMART Professionally Managed Accounts (PMA) portfolios

- PMA Platform investor accounts increased by 18% over FY25. InvestSMART FUM on platform increased by 21% over FY25 to \$366m.
- Fee structure amended from 1 April 2025 to 0.44% management fee (capped at \$880 p.a.) plus 0.11% admin fee (uncapped).
- PMA accounts is our core growth engine for digital financial advice.
- 6 diversified portfolios and 6 single asset portfolios which invest in passive ETFs.
- Custom portfolios launched in July 2025 allowing investors to add up to 5 additional ETFs to their portfolio from our approved list.

Professionally Managed Accounts FUM



Professionally Managed Accounts was established in November 2018. Professionally Managed Accounts is a unique portfolio solution where the investor holds legal and beneficial ownership. The underlying securities are registered under their name, within the investment portfolio (“on HIN”). The investment process is data driven and our diversified portfolios (conservative, balanced, growth and high growth) are the building blocks of a roboadvice portfolio. These portfolios and the International portfolio celebrated their 10 year anniversary during the year.

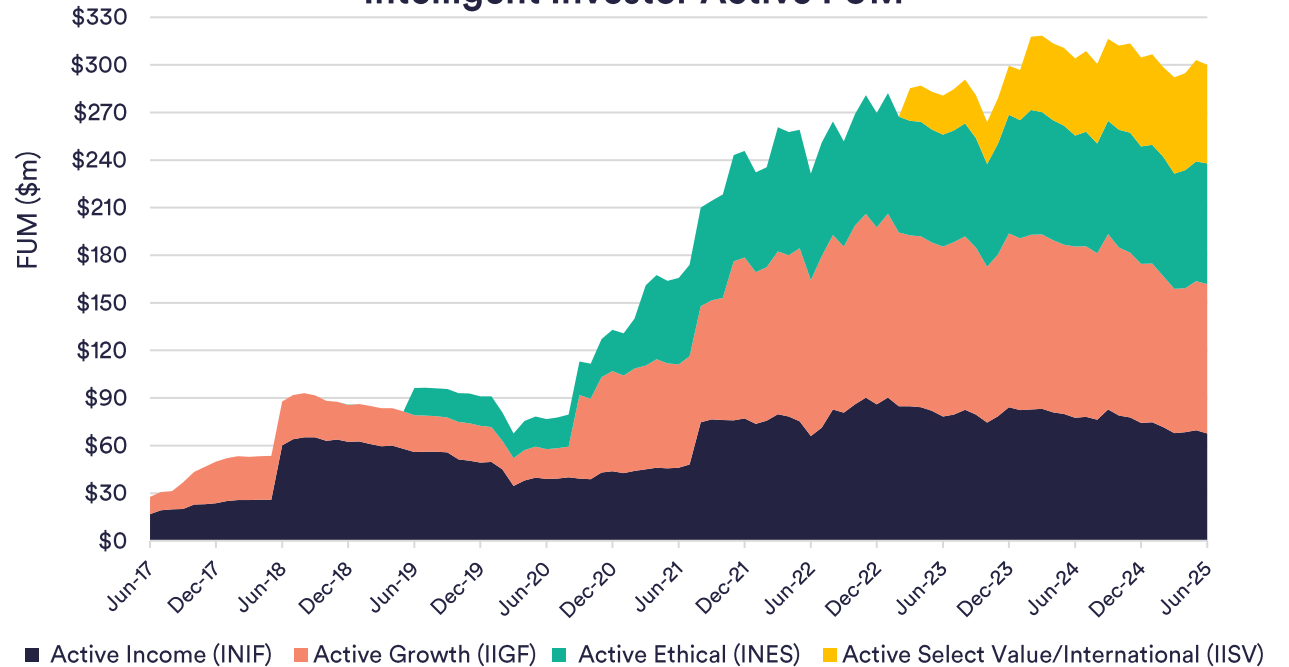


Funds under management

Intelligent Investor active ETFs (ASX-listed)

- Intelligent Investor active ETFs are listed on the ASX, providing a convenient, transparent and reliable process for applications, withdrawals and pricing.
- Value investing approach. Team of analysts generates ideas for content (subscribers) and funds.
- IISV is the fourth listed Intelligent Investor fund and the first to incorporate internationally listed shares and performance fees:
 - FY23 performance fee \$161k
 - FY24 performance fee \$233k
 - FY25 performance fee \$669k

Intelligent Investor Active FUM



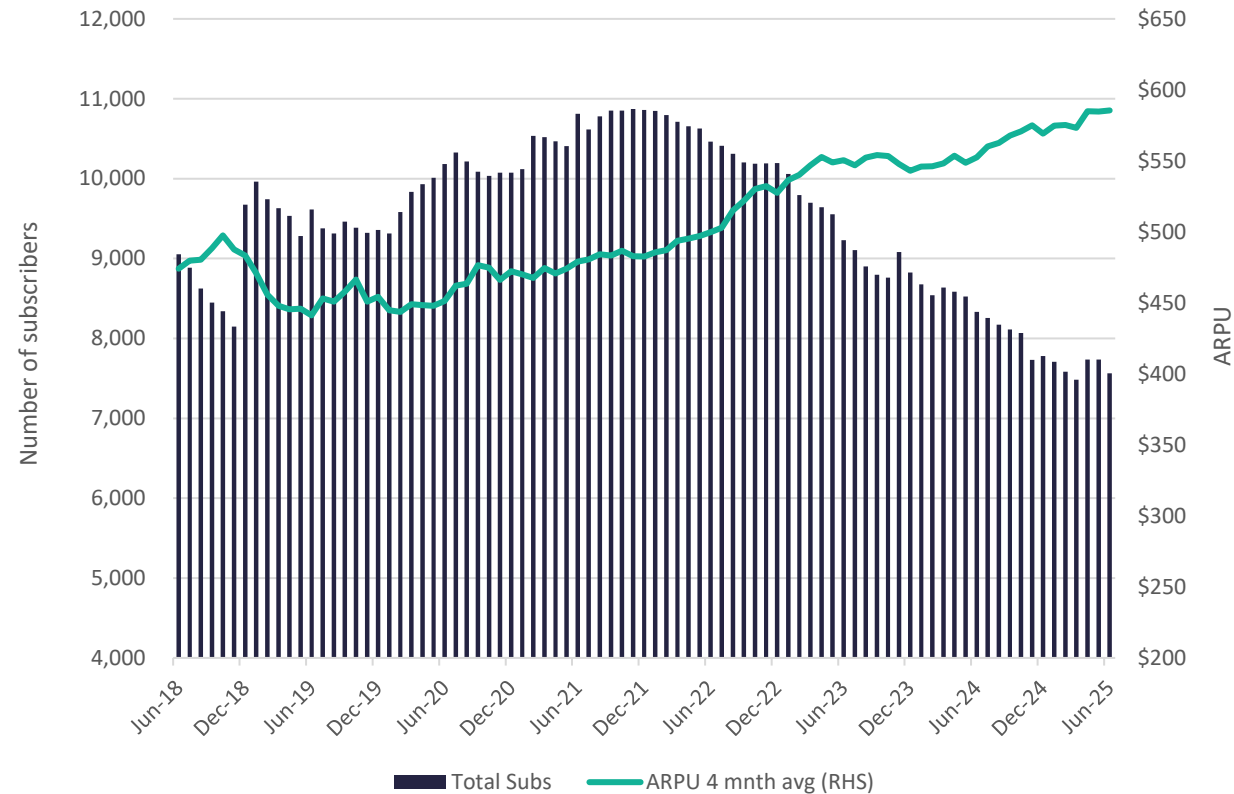
All active funds have a management fee of 0.97%.

Subscriptions

- Intelligent Investor was founded in 1998 and provides high quality research-based views on companies and investment themes.
- Alan Kohler provides commentary and insights on investment strategy, markets and companies.
- Intelligent Investor and Eureka Report merged into one product in November 2023.
- Provides the backbone for digital general advice and Active ETF portfolio construction.
- Provides a long tail for search engine optimisation.
- Annual retention rate of 77% at 30 June 2025 (June 2024: 75%).
- Price increase of 20% from 1 July 2025 (headline rate from \$1,100 to \$1,320)
 - Existing subscribers allowed to renew in advance ahead of price rise before 30 June 2025. 2,359 subscribers chose to renew in advance.



Subscribers and Average Revenue per User (ARPU)



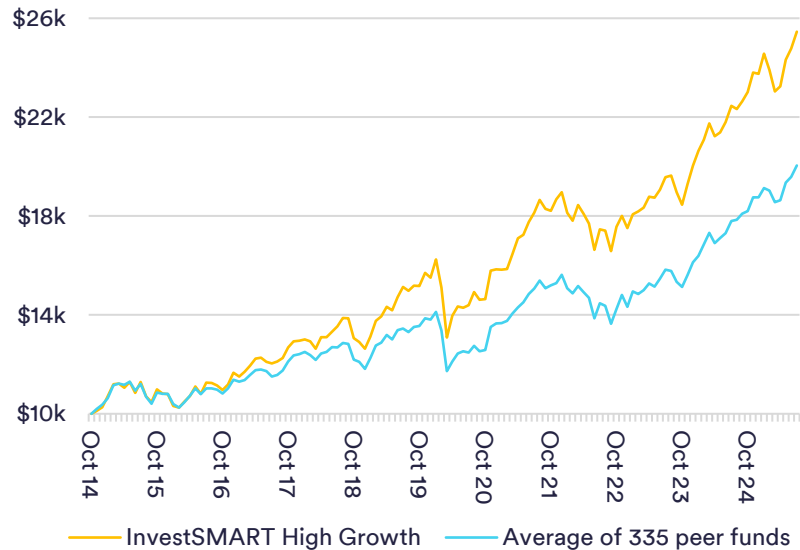
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InvestSMART Capped Fee Portfolios Performance

Our InvestSMART branded [portfolios](#) continue to outperform their peers^ (sample performance of 2 of 12 Portfolios). Performance is to 31 July 2025.

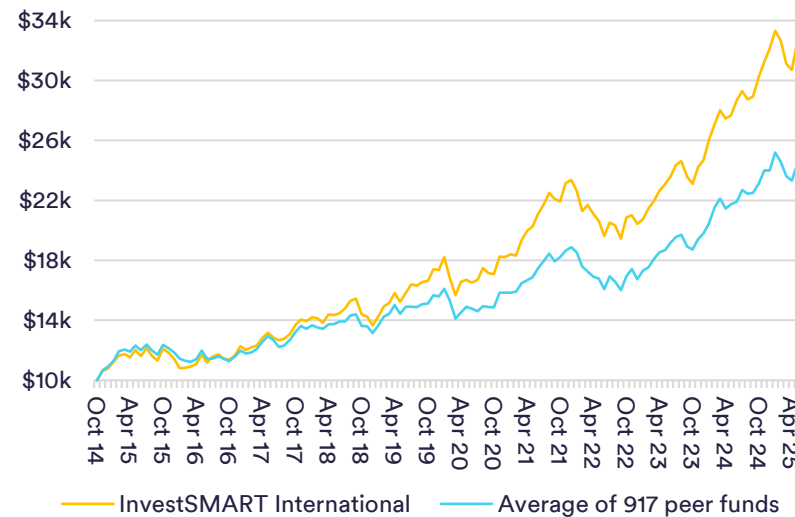
High Growth Model performance

(growth of \$10k to 31 July 2025)
Inception date 27 October 2014



International Equities Model performance

(growth of \$10k to 31 July 2025)
Inception date 27 Oct 2014



^ Performance figures are after management and admin fees excl. brokerage and assuming dividends re-invested and no withdrawals. Performance figures for periods greater than one year are annualised and presented as "per annum" values. The peer comparison figures have been sourced from Morningstar data and is therefore limited to the funds and investment products included in their database. This may not include all funds available for retail investment in Australia. The peer calculation is inclusive of admin and management fees; excludes brokerage and no withdrawals have been made. InvestSMART cannot determine whether or not franking has been included, nor if dividends have been reinvested. Whilst every care has been taken in producing these numbers, InvestSMART does not guarantee the accuracy of the figures produced in the table. Fee data may not include all costs being charged such as platform and adviser fees. Historical performance is not a reliable indicator of future performance.

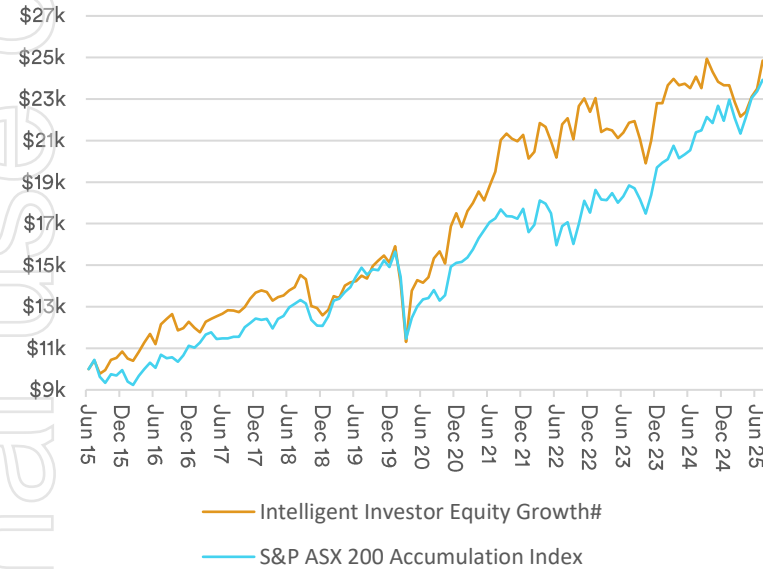
Active Intelligent Investor ETFs Performance



Our Intelligent Investor branded active ETFs. Performance is to 31 July 2025.

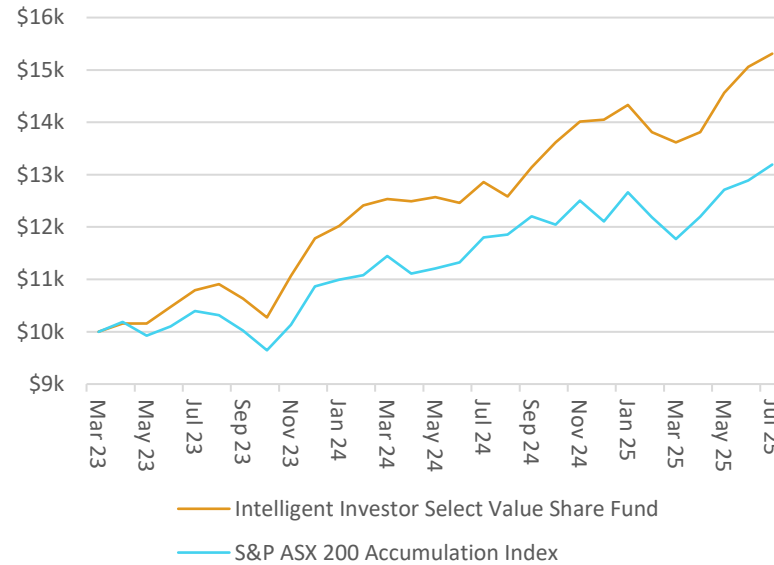
Growth Model (ASX: IIGF) Performance

(growth of \$10k)



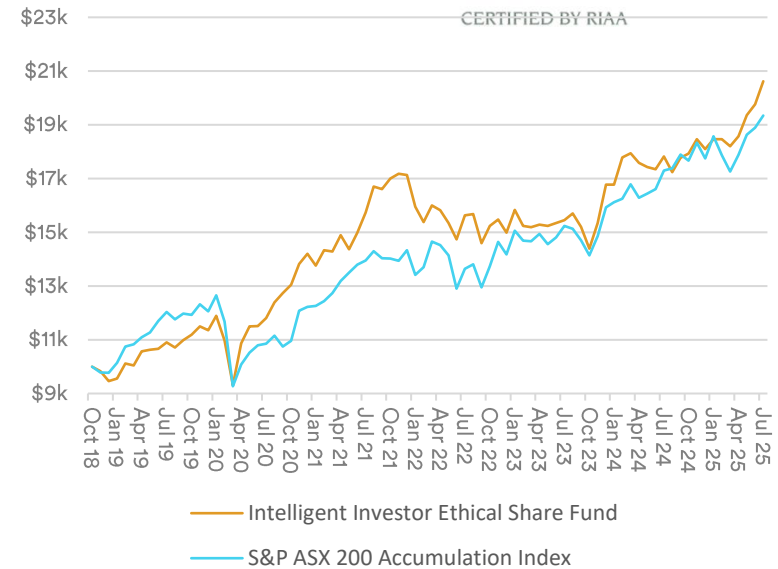
Select Value (ASX: IISV) (International) Performance

(growth of \$10k)



Ethical (ASX: INES) performance

(growth of \$10k)



CERTIFIED BY RIAA

#The performance figures for the Intelligent Investor Growth Model Portfolio is since 1 July 2015. Performance figures (after fees and brokerage) were recorded from the Separately Managed Accounts that mirrored these models. After 5 October 2020 performance figures have been recorded from the performance figures (after fees and brokerage) from the Australian Equity Growth ETF (ASX: IIGF) which mirrors the Growth Model. Past performance may not be a reliable indicator of future performance. RIAA's RI Certification Symbol signifies that a product or service offers an investment style that takes into account environmental, social, governance or ethical considerations. The Symbol also signifies that Intelligent Investor Australian Ethical Share Fund (ASX: INES) adheres to the strict operational and disclosure practices required under the Responsible Investment Certification Program for the category of Product. The Certification Symbol is a Registered Trademark of the Responsible Investment Association Australasia (RIAA). Detailed information about RIAA, the Symbol and Intelligent Investor Australian Ethical Share Fund (ASX: INES) methodology, performance and stock holdings can be found at www.responsiblereturns.com.au, together with details about other responsible investment products certified by RIAA. The Responsible Investment Certification Program does not constitute financial product advice. Neither the Certification Symbol nor RIAA recommends to any person that any financial product is a suitable investment or that returns are guaranteed. Appropriate professional advice should be sought prior to making an investment decision. RIAA does not hold an Australian Financial Services Licence.

One Digital Platform

Our proprietary wealth platform operates within a content and tools ecosystem

- Self select, transact and manage multiple products and services
- Product & service delivery
- Administration and tax reporting

Investment products

InvestSMART
Professionally
Managed Accounts
Capped fees[^]

Diversified ETF portfolios
Conservative, Balanced, Growth,
High Growth, Ethical Growth
Single Asset Class ETF portfolios
e.g. International, Interest Income
Custom Portfolios
Add custom ETFs

Fundlater
Lending service
+
White label
Variable fees

Intelligent Investor
Active ETFs –
ASX-listed
Variable fees

Australian Equity Income Fund (ASX: INIF)
Australian Equity Growth Fund (ASX: IIGF)
Ethical Share Fund (ASX: INES)
Select Value Fund incl. International (ASX: IISV)

Content and tools ecosystem (subscription based)

Stock Recommendations

Markets and Economics

★★★★★ 4.6 (89 reviews)

Bootcamp for Beginner Investors

Set yourself up for financial freedom. Learn how to invest in today's market. **Total cost \$49.50**

Enrol now

Well recognised and active ambassadors in the Board and executive

Paul Clitheroe AM
Chairman

Effie Zahos
Non-executive Director

Alan Kohler AM
Founding editor

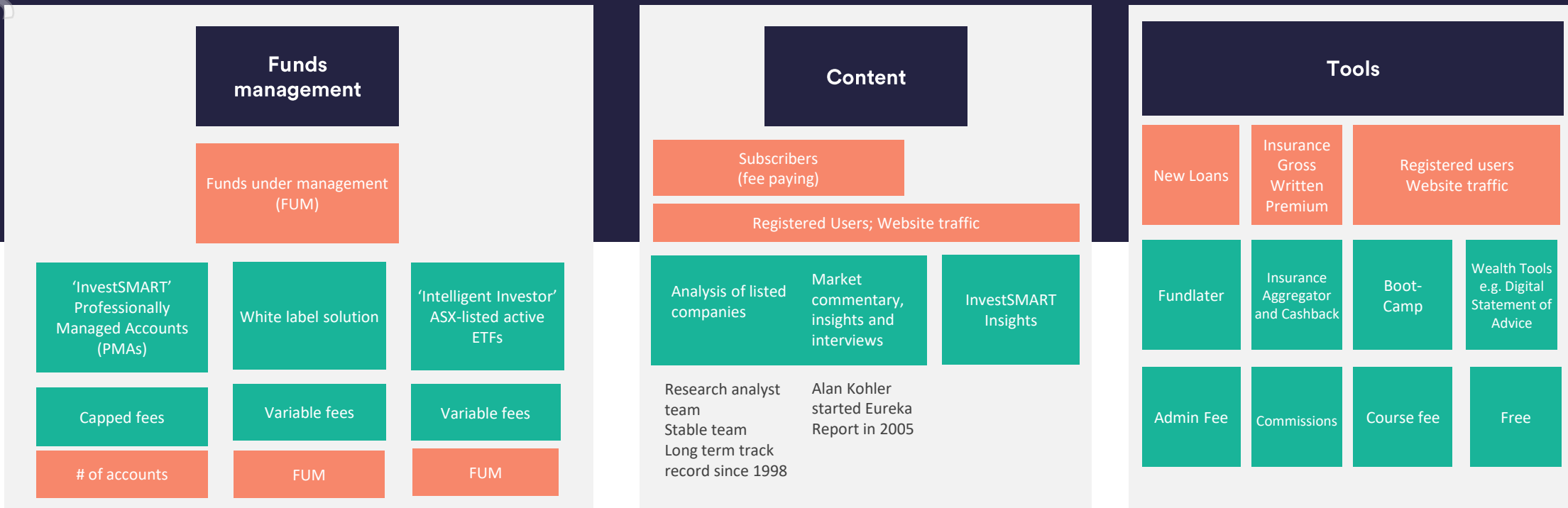
[^]Fee structure amended from 1 April 2025 to 0.44% management fee (capped at \$880 p.a.) plus 0.11% admin fee (uncapped).

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Unique digital wealth platform

InvestSMART has built Australia's premier direct to investor wealth platform featuring unique content, low-cost funds and wealth tools in an integrated technology ecosystem

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DIGITAL PLATFORM
product & service delivery / administration / focus on customer experience and cost efficiency

= Key operating indicator

^Fee structure amended from 1 April 2025 to 0.44% management fee (capped at \$880 p.a.) plus 0.11% admin fee (uncapped).

Looking Ahead

Funds under management



- New PMA dashboard has improved engagement and conversions.
- New fee structure reduces costs for low balance new investors and rewards ongoing contributions.
- Custom portfolios launched on 1 July 2025.
- Continued secondary offers for Intelligent Investor Growth (ASX: IIGF), Income (ASX: INIF), Ethical (ASX: INES) and Select Value (ASX:IISV) Funds.

Subscriptions



- ARPU will continue to increase organically.
- Maintain and improve annual retention rate above 75%.
- Better customisation of content to improve conversion from Trial to subscriber.

Product & services



- Continued focus on amplifying content through socials, PR and affiliates to grow members.
- Continue to improve our ETF Scorecard Report and ETF Star rating system to grow traffic.
- Wealth protection (estate planning and life insurance) hub.
- Launch our own SMSF Administration service
- Provide more tailored financial advice to our high net worth clients.

“InvestSMART will continue to pursue helping all Australians grow and protect their wealth. The result of that will be growth in funds under management. I am most pleased to see an Operating Profit for FY25 fuelled by growth in funds management fees.” ~ Ron Hodge, August 2025.

Company corporate structure & holders

Capital structure	
Share price at 19 August 2025	\$0.13
- Ordinary shares on issue*	142.7m
- Market cap*	\$18.6m
- Market cap – excluding EDSP	\$14.4m
Net Tangible Assets (30/06/2025)	\$4.5m
Cash at bank (30/06/2025)	\$8.3m

Substantial shareholders	
Leyland Private Asset Management Pty Ltd	13.9%
Perpetual Limited	11.7%
Ron Hodge	9.9%

*Includes 31,937,947 EDSP (employee) shares. The shares are issued at various prices from 14.5c to 75c. If an employee sells their shares they must repay the loan from the company at the price issued i.e. the shares are similar to options and result in a capital inflow at the issue price to the company when the employee sells the shares. The shares are broken down as follows:

- o 27,251,664 shares issued in November 2020 divided into 3 equal tranches: 15 cents, 20 cents and 30 cents.
- o 910,000 shares issued in September 2021 at 25c, 575,000 shares issued in Sep/Dec 2022 at 34c, 1,290,000 shares issued in March 2023 divided into 3 equal tranches at 45c, 60c and 75c, 961,283 shares issued in Sep/Dec23 at 14.5c, 500,000 shares issued in September 2023 divided into 3 equal tranches at 26.5c, 33c and 40c. 450,000 shares issued in May 2025 divided into 3 equal tranches at 26.5c, 33c and 40c.

About InvestSMART Group Ltd

ASX:INV

InvestSMART has built Australia's premier direct to investor wealth platform focused on digital investment advice. Our proprietary digital wealth platform helps clients achieve their financial goals through our low-cost funds, content and tools ecosystem-

Today, we interact with Australians who are building investing knowledge by consuming our content, using our tools and growing and protecting their wealth through our investment solutions.

We seek to be
Australia's #1
wealth platform for
do-it-yourself
investors



Products & services

InvestSMART Group runs **Professionally Managed Accounts (PMAs)*** using ETFs (with **capped management fees**) and four active **ASX-listed ETFs** under its Intelligent Investor brand.

PMA Investment Accounts focus on investing into a large universe of preferred ETFs selected to provide a unique balance between performance returns, cost efficiency and risk diversification. Our proprietary investment research methodology screens a large universe of Australian and overseas ETFs, selecting only those which deliver leading returns relative to performance benchmarks and which have low management fees. Investors can create customised and diversified investment portfolios (based on ETFs) to suit their individual needs. Our investment portfolios differ in the levels of risk and return, and each offers a different investment emphasis.

The **Intelligent Investor** is a membership-based content publication developed to assist investors. Intelligent Investor provides research-based views on companies and investment themes together with The Eureka Report team, founded by Alan Kohler, which provides commentary and insights on investment strategy, markets and companies.

Technology

InvestSMART deploys and develops proprietary digital solutions to efficiently and effectively run its business to deliver exceptional customer experience – quality advice, research and easy-to-use tools for its clients. Existing infrastructure and resources are utilised to provide white label solutions for selected partners.

Investment tools developed by InvestSMART provide foundational knowledge for investors, such as through our short course **Bootcamp**, and free tools to monitor and assess investment performance via our **Portfolio Manager**.

* *Professionally Managed Account (PMA): the investor holds legal and beneficial ownership (HIN based) and the underlying securities are registered under their name, within the investment portfolio.*



FUM of
\$711m
(at 31 July 2025)

Thank you

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Andrew Ward

Chief Financial Officer
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Disclaimer

The material contained in this document is a presentation of general information about the activities of InvestSMART Group Limited (InvestSMART) and its wholly owned entities (together, the Group). The information in this document is current as at the date of this presentation (27 August 2025). It is provided in summary and does not purport to be complete. You should not rely on it as advice for investment purposes, as it does not take into account your investment objectives, financial position or needs. These factors should be considered, with or without professional advice, when deciding if an investment is appropriate.

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The forward-looking statements included in this document speak only as of the date of this document. The Group does not intend to update the forward-looking statements in this document in the future.

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