



The confidence to look ahead

Address Level 11, 45 Clarence Street Sydney NSW 2000
Postal GPO Box 1453, Sydney NSW 2001

T (02) 8218 8778
E info@count.au

www.count.au
ABN 11 126 990 832

COUNT LIMITED - ASX ANNOUNCEMENT

28 August 2025

COUNT ANNOUNCES STRONG REVENUE AND PROFIT GROWTH FOR FY2025

Count Limited (Count) (ASX:CUP) today issued its FY2025 financial results for the twelve months ending 30 June 2025.

Count delivered \$5.1 million in cost synergies from the integration of Diverger, significantly exceeding initial guidance of \$3.0 million. Complemented by strong revenue growth, Count is pleased to declare a FY2025 final dividend of 2.75 cents per share, a +22.2% increase on the prior corresponding period and the highest return in eight years.

Key Annual Highlights

- Revenue rose by +28% to \$143.6 million (FY2024: \$111.80 million) reflecting strong growth across all three operating segments.
- Underlying Earnings Before Interest, Tax and Amortisation (EBITA) increased by +67% to \$27.7 million (FY2024: \$16.63 million), driven by realised cost synergies, organic and inorganic growth.
- Statutory EBITA increased by +144% to \$24.9 million (FY2024: \$10.1 million), inclusive of transaction and integration costs and the impact of divested operations including any profit on sale.
- Underlying Net Profit After Tax (NPAT) attributable to Count shareholders reached \$10.9 million, representing a +89% improvement on FY2024.
- Funds Under Advice (FUA) grew to \$37.8 billion, a +10% increase from the 30 June 2024 balance, supported by adviser network expansion, client inflows and market performance.
- Funds Under Management (FUM) climbed to \$3.9 billion, up +24% from the 30 June 2024 balance, reflecting strong adoption of the CARE philosophy, strong investment performance and net inflows.
- Eleven transactions successfully completed, reflecting disciplined execution of the M&A strategy including divestment of under-performing assets.
- Cost synergies from business integration exceeded \$5.1 million in FY2025.



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- Final dividend of 2.75 cents per share, up +22.2% on the final dividend declared in 2024, reflecting the increased earnings profile for shareholders with a total FY2025 dividend per share of 4.5 cents, fully franked, a +20% increase on prior year.

Hugh Humphrey, Count Chief Executive Officer, said:

“Count celebrates its 45th anniversary this year - a significant milestone that underscores our longstanding commitment to delivering trusted advice to Australians. Our legacy is founded on deep client relationships and an enduring focus on helping people achieve their financial goals across generations.”

“We delivered cost synergies as a result of the successful integration of Diverger of \$5.1 million in the period, significantly exceeding our initial expectation of \$3 million. Coupled with strong revenue growth, we are delighted to announce a +22.2% increase to the final dividend to 2.75 cents per share. This increases the FY2025 dividends declared to 4.5 cents per share, the highest payout declared in the last eight years.”

“As Australia’s leading advice network¹, Count continues to set the benchmark for quality, scale, and innovation. Our adviser-led model and national footprint position us to deliver exceptional outcomes for clients and sustainable growth for shareholders.”

“We are leading Count into its next growth phase — executing with precision through our integrated accounting and wealth business model. We are taking advantage of our scale to unlock new revenue opportunities and to remove costs, expanding our investment solutions and enhancing client outcomes. This is how we will create long-term value and drive the future of accounting and wealth.”

FY2025 Results Overview

Financial performance

- Continued underlying growth driven by both organic revenue growth and completed acquisitions, with integration costs normalising through the period.
- Underlying profitability strengthened, with EBITA margin of 20% reflecting operational efficiencies and scale benefits rather than one-off items.

Strategic execution & integration

¹ Core Data Group '2025 Future of Advice Awards'



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- Business integration completed with realised cost synergies of \$5.1 million from the Diverger integration, well ahead of initial expectations of \$3.0 million.
- Eleven transactions successfully executed in the year, driven by disciplined execution of our M&A strategy reflecting a strong pipeline and a focus on growing financial planning revenues and scaling our equity partnerships.

Segments

- Wealth: Strong growth in Funds Under Advice +10% and Funds Under Management +24% reflects growing demand for Count Investment Solutions which are focused on driving firm efficiencies in providing advice and driving better client experiences through Count's client engagement tools.
- Equity Partnerships: Delivered solid earnings growth +5% with firms continuing to increase their scale. Four firms have positioned for future growth by undertaking system upgrades, which impacted productivity in FY2025. The segment realised integration and transaction costs during the period related to business acquisitions completed within the last 12 months.
- Services: Unifying the sales team and standardising CRM systems across our product offerings in Q4 2025 supported diversified revenue growth of +113% across education, technical support, and outsourced solutions.

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

For further information please contact:

Hugh Humphrey
Chief Executive Officer

T 02 8218 8778
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