

## Appendix 4E Preliminary Final Report

29 August 2025

### 1. Company details

Name of entity:	Equity Story Group Ltd
ABN:	84 653 383 478
Reporting period:	For the year ended 30 June 2025
Previous period:	For the year ended 30 June 2024

### 2. Results for announcement to the market

				\$
Revenues from ordinary activities	up	8.2%	to	1,155,785
Loss from ordinary activities after tax attributable to the owners of Equity Story Group Ltd	down	14.5%	to	(1,638,821)
Loss for the year attributable to the owners of Equity Story Group Ltd	down	14.5%	to	(1,638,821)

#### Dividends

There were no dividends paid, recommended or declared during the current financial period.

#### Comments

Revenue for the year increased by 9.1% to \$1,150,763, primarily due to increased performance in the Group's Securities division.

The loss for the Group after income tax decreased by \$277,440 or 14.5% to \$1,638,821 (30 June 2024: \$1,916,261), noting there was a loss on disposal of subsidiary of \$344,496 recorded in the comparative period.

### 3. Consolidated statement of profit or loss and other comprehensive income

	<b>Consolidated</b>	
	<b>30 Jun 2025</b>	<b>30 Jun 2024</b>
	<b>\$</b>	<b>\$</b>
<b>Revenue</b>	1,150,763	1,055,211
Interest revenue calculated using the effective interest method	5,022	13,420
<b>Expenses</b>		
Advertising and marketing expense	(69,786)	(36,383)
Consulting fees	(398,514)	(265,297)
Employee benefits expense	(987,602)	(1,038,265)
Share-based payments expense	(251,990)	(163,154)
Depreciation and amortisation expense	(14,709)	(21,701)
Loss on disposal of subsidiary	-	(344,496)
Finance costs	(93,914)	(165,037)
Other expenses	(978,091)	(950,559)
<b>Loss before income tax expense</b>	<b>(1,638,821)</b>	<b>(1,916,261)</b>
Income tax expense	-	-
<b>Loss after income tax expense for the year attributable to the owners of Equity Story Group Ltd</b>	<b>(1,638,821)</b>	<b>(1,916,261)</b>
Other comprehensive income for the year, net of tax	-	-
<b>Total comprehensive income for the year attributable to the owners of Equity Story Group Ltd</b>	<b>(1,638,821)</b>	<b>(1,916,261)</b>
	<b>Cents</b>	<b>Cents</b>
Basic earnings per share	(1.17)	(1.78)
Diluted earnings per share	(1.17)	(1.78)

#### 4. Consolidated statement of financial position

	<b>Consolidated</b>	
	<b>30 Jun 2025</b>	<b>30 Jun 2024</b>
	<b>\$</b>	<b>\$</b>
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	174,902	808,458
Trade and other receivables	122,367	28,592
Income tax refund due	-	7,860
Other assets	99,092	33,933
<b>Total current assets</b>	<u>396,361</u>	<u>878,843</u>
<b>Non-current assets</b>		
Financial assets at fair value through other comprehensive income	126,798	126,798
Property, plant and equipment	4,831	3,092
Right-of-use assets	785,257	-
Intangibles	525,000	525,000
<b>Total non-current assets</b>	<u>1,441,886</u>	<u>654,890</u>
<b>Total assets</b>	<u>1,838,247</u>	<u>1,533,733</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	476,321	541,110
Contract liabilities	95,804	275,229
Lease liabilities	113,437	-
Employee benefits	101,395	106,502
<b>Total current liabilities</b>	<u>786,957</u>	<u>922,841</u>
<b>Non-current liabilities</b>		
Contract liabilities	152,915	190,994
Borrowings	1,064,033	1,102,428
Lease liabilities	685,129	-
<b>Total non-current liabilities</b>	<u>1,902,077</u>	<u>1,293,422</u>
<b>Total liabilities</b>	<u>2,689,034</u>	<u>2,216,263</u>
<b>Net liabilities</b>	<u>(850,787)</u>	<u>(682,530)</u>
<b>Equity</b>		
Issued capital	6,793,506	5,316,278
Reserves	913,460	920,124
Accumulated losses	(8,557,753)	(6,918,932)
<b>Total deficiency in equity</b>	<u>(850,787)</u>	<u>(682,530)</u>

## 5. Consolidated statement of cash flows

	<b>Consolidated</b>	
	<b>30 Jun 2025</b>	<b>30 Jun 2024</b>
	\$	\$
<b>Cash flows from operating activities</b>		
Receipts from customers	938,067	1,147,524
Payments to suppliers and employees	<u>(2,663,170)</u>	<u>(2,155,493)</u>
	(1,725,103)	(1,007,969)
Interest received	4,991	13,420
Interest and other finance costs paid	<u>(103,000)</u>	<u>(63,531)</u>
Net cash used in operating activities	<u>(1,823,112)</u>	<u>(1,058,080)</u>
<b>Cash flows from investing activities</b>		
Payments for investments	-	(253,190)
Payments for property, plant and equipment	(1,543)	-
Net cash outflow from disposal of business	<u>-</u>	<u>(22,471)</u>
Net cash used in investing activities	<u>(1,543)</u>	<u>(275,661)</u>
<b>Cash flows from financing activities</b>		
Proceeds from issue of shares	1,208,000	90,000
Proceeds from exercise of options	3,846	-
Proceeds from borrowings	-	830,000
Share issue transaction costs	<u>(20,747)</u>	<u>(1,350)</u>
Net cash from financing activities	<u>1,191,099</u>	<u>918,650</u>
Net decrease in cash and cash equivalents	(633,556)	(415,091)
Cash and cash equivalents at the beginning of the financial year	<u>808,458</u>	<u>1,223,549</u>
Cash and cash equivalents at the end of the financial year	<u><u>174,902</u></u>	<u><u>808,458</u></u>

## 6. Consolidated statement of changes in equity

Consolidated	Issued	Accumulated		Total
	capital	Reserves	losses	deficiency in
	\$	\$	\$	equity
				\$
Balance at 1 July 2023	5,227,628	742,000	(5,002,671)	966,957
Loss after income tax expense for the year	-	-	(1,916,261)	(1,916,261)
Total comprehensive income for the year	-	-	(1,916,261)	(1,916,261)
<i>Transactions with owners in their capacity as owners:</i>				
Contributions of equity, net of transaction costs	88,650	-	-	88,650
Share-based payments	-	178,124	-	178,124
Balance at 30 June 2024	<u>5,316,278</u>	<u>920,124</u>	<u>(6,918,932)</u>	<u>(682,530)</u>

Consolidated	Issued	Accumulated		Total
	capital	Reserves	losses	deficiency in
	\$	\$	\$	equity
				\$
Balance at 1 July 2024	5,316,278	920,124	(6,918,932)	(682,530)
Loss after income tax expense for the year	-	-	(1,638,821)	(1,638,821)
Total comprehensive income for the year	-	-	(1,638,821)	(1,638,821)
<i>Transactions with owners in their capacity as owners:</i>				
Contributions of equity, net of transaction costs	1,214,728	3,846	-	1,218,574
Share-based payments	154,311	97,679	-	251,990
Transfers within equity	108,189	(108,189)	-	-
Balance at 30 June 2025	<u>6,793,506</u>	<u>913,460</u>	<u>(8,557,753)</u>	<u>(850,787)</u>

## 7. Net tangible assets

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	<u>(0.82)</u>	<u>(1.11)</u>

## 8. Control gained over entities

On 28 May 2025, Baker Young (SA) Pty Ltd was formed, a wholly owned subsidiary of Equity Story Group Limited.

## 9. Loss of control over entities

Not applicable.

## 10. Dividends

### *Current period*

There were no dividends paid, recommended or declared during the current financial period.

### *Previous period*

There were no dividends paid, recommended or declared during the previous financial period.

## 11. Dividend reinvestment plans

Not applicable.

## 12. Details of associates and joint venture entities

Not applicable.

## 13. Foreign entities

*Details of origin of accounting standards used in compiling the report:*

Not applicable.

## 14. Other significant information

### Report on trends in performance

#### Consolidated Statement of Profit or Loss and Other Comprehensive Income

Please refer to section 2 above for information on the Group's revenue and expense trends.

#### Statement of Financial Position

As at 30 June 2025, the Group's Net Liabilities increased to \$850,787 (2024: \$682,530). The make-up of the movement in Net Liabilities was attributable to:

- A decrease in the closing cash position to \$174,902 (2024: \$808,458). See detailed commentary below on the movements in cash for the financial year.

- A \$93,775 increase in trade and other receivables to \$122,367 primarily due to current trade receivables in the Securities division.
- A \$217,504 decrease in current and non-current contract liabilities, corresponding to the recognition of deferred subscription revenue where cash receipts were received in prior periods.

#### Consolidated Statement of Cash Flows

- Net cash used in operating activities increased to \$1,823,112 (2024: \$1,058,080). This was primarily due to a decrease of \$209,457 in receipts from customers to \$938,067 (2024: 1,147,524), and an increase of \$507,677 in payments to suppliers and employees.
- Net cash provided by financing activities increased to \$1,191,099 (2024: \$918,650) as a result of the successful completion of two capital placements during the year.

#### Operating segment information

	Equity Story Pty Ltd \$	Equity Story Securities Pty Ltd \$	Other segments \$	Total \$
<b>Consolidated - 30 Jun 2025</b>				
<b>Revenue</b>				
Sales to external customers	437,951	494,556	218,256	1,150,763
Other revenue	2	-	5,020	5,022
<b>Total revenue</b>	<b>437,953</b>	<b>494,556</b>	<b>223,276</b>	<b>1,155,785</b>
<b>EBITDA</b>				
Depreciation and amortisation	(883,923)	211,956	(863,253)	(1,535,220)
Interest revenue	(1,400)	-	(13,309)	(14,709)
Finance costs	2	-	5,020	5,022
	(21,357)	-	(72,557)	(93,914)
<b>Profit/(loss) before income tax expense</b>	<b>(906,678)</b>	<b>211,956</b>	<b>(944,099)</b>	<b>(1,638,821)</b>
Income tax expense				-
<b>Loss after income tax expense</b>				<b>(1,638,821)</b>
<b>Assets</b>				
Segment assets	610,349	96,411	1,131,487	1,838,247
<b>Total assets</b>				<b>1,838,247</b>
<b>Liabilities</b>				
Segment liabilities	458,490	18,997	2,211,547	2,689,034
<b>Total liabilities</b>				<b>2,689,034</b>

**Consolidated - 30 Jun 2024**


	Equity Story Pty Ltd \$	Equity Story Securities Pty Ltd \$	Other segments \$	Total \$
<b>Revenue</b>				
Sales to external customers	795,106	207,013	53,092	1,055,211
Other revenue	1,322	12,098	-	13,420
<b>Total revenue</b>	<u>796,428</u>	<u>219,111</u>	<u>53,092</u>	<u>1,068,631</u>
<b>EBITDA</b>	(415,104)	63,795	(1,047,138)	(1,398,447)
Depreciation and amortisation	(21,701)	-	-	(21,701)
Loss on disposal of discontinued operation	(344,496)	-	-	(344,496)
Interest revenue	1,322	12,098	-	13,420
Finance costs	-	-	(165,037)	(165,037)
<b>Profit/(loss) before income tax expense</b>	<u>(779,979)</u>	<u>75,893</u>	<u>(1,212,175)</u>	<u>(1,916,261)</u>
Income tax expense				-
<b>Loss after income tax expense</b>				<u>(1,916,261)</u>
<b>Assets</b>				
Segment assets	583,965	725,103	224,665	1,533,733
<b>Total assets</b>				<u>1,533,733</u>
<b>Liabilities</b>				
Segment liabilities	865,076	661,504	689,683	2,216,263
<b>Total liabilities</b>				<u>2,216,263</u>

**15. Audit qualification or review**

*Details of audit/review dispute or qualification (if any):*

The financial statements are in the process of being audited and no modification to the auditor's opinion is expected. An emphasis of matter on going concern is expected.

**16. Signed**

Signed   
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Shane White  
Chief Executive Officer

Date: 29 August 2025