

Strategic Investment and Board Transition

3 October 2025

Equity Story Group Ltd (ASX: EQS) (**EQS** or **Equity Story**) is pleased to provide the following update:

Capital Raising

Equity Story has received a strategic investment of \$650,000 from Mr. Alex Brinkmeyer by way of a convertible loan, with the shares to be issued on conversion being subject to shareholder approval. Alex Brinkmeyer also joins the Board of Equity Story as Non-Executive Chair and has committed to supporting any future fundraising required by the Company. The key terms of the Convertible Loan are set out in Annexure A.

Alex Brinkmeyer brings a depth of experience in property development and his strategic investment provides the platform for the Company to expand its current funds management business into the property sector. In addition to its existing Australian equities and litigation funds, the opportunity to expand the Company's offering into property funds is expected to drive further value for shareholders.

Board Transition

Mr. David Nolan joins the Board of Equity Story as Managing Director and Mr. Albert Wong AM as Non-Executive director. Mr. Shane White has resigned as CEO and director, with Mr. Brendan Gow, Mr. Trent McGraw and Mr. Mark Goes also resigning. The reconstituted Board now consists of Chair Alex Brinkmeyer, David Tildesley, Albert Wong and David Nolan. The key terms of Mr. David Nolan's remuneration are set out in Annexure B. Mr. Albert Wong is receiving a fee in relation to the Convertible Loan which is set out Schedule A.

Founder, David Tildesley commented:

"This strategic investment by Alex Brinkmeyer and his depth of experience in property development provides the Company a tremendous opportunity to further expand its funds management business into the property sector. I am excited to work with the

experienced incoming Board and management to grow the business and deliver further value for shareholders.”

David Tildesley thanked the outgoing CEO and directors for their contributions to the Company.

Alex Brinkmeyer Background:

Alex Brinkmeyer was raised in Canberra, Australia. His early employment was in the sales and marketing industry where he developed his skills in management, marketing, promotion and motivation before moving into real estate.

Alex has had over 40 years' experience in the development and sale of residential and commercial property. Alex has been a director of companies listed on the ASX. His current focus on is on land subdivision and build to rent projects.

Albert Wong Background:

Albert Wong has been in the investment banking and stockbroking industry for over 40 years. He has held both executive and non-executive roles in various listed ASX companies over the years. Albert also devotes time on the boards of various NGOs/NFPs and currently serves on the boards of UNSW Foundation, Children's Medical Research Institute and GWS Giants Foundation.

David Nolan Background:

David Nolan has over 25 years' experience guiding and advising ASX listed and private companies and has extensive experience in IPOs, fundraisings, acquisitions and restructures. David was previously a partner at a number of leading Sydney law firms advising on corporate finance and has been a director of numerous of ASX listed companies. David is currently the Chairman of Camilla Australia where he has played a significant role in the company's growth and strategic direction over the last nine years.

Together, the incoming directors bring a wealth of experience to Equity Story and will work with the founders to drive the business and generate value for its shareholders.

Baker Young Acquisition Update

The Company continues discussions with Baker Young in relation to the acquisition of its business and assets.

This announcement has been authorised for release by the Board of Equity Story Group Ltd.

For further information, please contact

David Nolan – Managing Director

T: +61 0410 770 469

corporate@equitystory.com.au

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Annexure A

The key terms of the Convertible Loan are:

- Lender: Aland Pty Limited (ACN 150 757 145) as trustee for The Wanderer Trust (ABN 35 897 435 578)
- Loan Amount: \$650,000
- Conversion Price: \$0.01, subject to shareholder approval
- Advance Date: 30 September 2025
- Use of Funds: Working capital
- Conversion: Equity Story agrees to use best endeavours to hold a General Meeting no later than 60 days following the request by the Lender at which it will obtain shareholder approval for the issue of the Conversion Shares
- Interest: 12%, calculated monthly in arrears payable in cash
- Repayment Date: If the Loan is not converted into Shares, it is repayable within 12 months or such later date elected by the Lender
- Security: Equity Story must grant security for the Loan if requested and cannot grant any other security
- Fees: 10% of the Loan Amount, payable 5% in cash of \$32,500 (excluding GST) and 5% in 3,250,000 Shares at the Conversion Price. The Fees are payable to Mr. Albert Wong or his associated entities and the issue of the Shares is subject to shareholder approval pursuant to ASX Listing Rule 10.11.

Annexure B

The key terms of David Nolan's remuneration are:

- Salary: \$250,000 plus superannuation
- Short Term Incentive: 30% of salary achieved on agreed hurdles
- Long Term Incentive: To be agreed