

ASX ANNOUNCEMENT - KPG

Wednesday, 12th February 2025

2 Hunter Region Firms (\$1m) chooses Kelly+Partners Run rate revenue \$135m (up 25% on FY24)

Kelly Partners Group Holding Limited ("Company", ASX:KPG) announces today that it has executed agreements to partner with two accounting business located in the Hunter Region, NSW. The details are as follows:

Accounting Business #1

Location: Hunter Region
Revenue: c. \$500,000
Completion: 7 January 2025

Accounting Business #2

Location: Hunter Region
Revenue: c. \$500,000
Completion: 1 June 2025

Both businesses will be "tucked-in" to the existing Kelly Partners Hunter Region business and operate from the existing Kelly Partners Hunter Region office locations.

The partnership is not material to KPG, however it confirms the attractiveness of the Kelly+Partners offer and our Partner-Owner-Driver® model to owners of accounting businesses.

A summary of partnerships completed since July 2024 are as follows.

#	Date of completion	Location	Type	Revenue to Group (\$AUD)
1	16 August 2024	St Petersburg, FL	Marquee	\$10.8m to \$12.5m
2	1 October 2024	United Kingdom	Marquee	\$0.3m to \$0.4m
3	12 December 2024	Sydney CBD, NSW	Tuck-in	\$3.2m to \$4.0m
4	7 January 2025	Hunter Region, NSW	Tuck-in	\$0.4m to \$0.5m
5	1 June 2025	Hunter Region, NSW	Tuck-in	\$0.4m to \$0.5m
	Total			\$15.1m to \$17.9m
	% of FY24 Group Revenue			14.0% to 16.6%

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KPG Consolidated Group FY25 Run Rate Revenue

	\$m	Growth %
FY23 Revenue	83.7	-
FY24 Revenue	108.1	29.3
FY25 organic & annualised FY24 acquired growth	10.5	9.7%
Current year acquisitions:		
1. Kelly Partners FRS	11.7	
2. Kudos International	0.3	
3. Kelly Partners Sydney (Tuck-in)	3.6	
4. Kelly Partners Hunter Region (Tuck-in)	0.5	
5. Kelly Partners Hunter Region (Tuck-in)	0.5	
	16.6	15.4%
FY25 Run Rate Revenue Estimate	135.2	25.1%

Disposal of Shares by Mr Ryan Macnamee

Mr Ryan Macnamee has disposed of 59,855 Ordinary shares in the Company held in the name of "Mrs Vanessa Macnamee and Mr Ryan Macnamee" between 6-10 February 2025 ("Share Disposal") as outlined in the Appendix 3Y released today.

The Share Disposal is to provide funding for a new business venture in which Mr Macnamee is involved, with the shares disposed at a price range between \$11.20- \$11.70, for a total consideration of \$682,361.50 (before brokerage costs).

Mr Macnamee continues to hold a significant interest in the Company, holding 100,046 shares after the Share Disposal.

The Share Disposal is disclosed within the required timeframe under the Listing Rules in the Appendix 3Y released.

The Executive Chairman of Kelly Partners Group Holdings Limited has approved the release of this document to the market.

About Kelly+Partners Group Holdings Ltd (ASX:KPG)

Kelly+Partners is a specialist chartered accounting network established in 2006 to provide a better service to private clients, private businesses & their owners, and families.

Growing from two greenfield offices in North Sydney and the Central Coast, Kelly+Partners now consists of 38 operating businesses across 35 locations in Australia, Hong Kong and the United States. In total, the team consists of 600 people, including 100 partners, who service over 25,000 SME clients.

The holding company, Kelly Partners Group Holdings Limited, was listed on ASX on 21 June 2017. Over the past 18 years, Kelly+Partners has undertaken 80+ individual transactions in order to build the current accounting network. This includes the transformation of 50+ external firms, and the launch of 30+ greenfield businesses.

KPG's Hold Co ownership structure and unique operating model (**Partner-Owner-Driver**[®]) is transforming the Australian accounting market and provides a strong platform for long-term sustainable growth. The combination of a proven business model and specialist operational expertise enables KPG to help solve many of the issues currently facing both the accounting sector and the SME clients of our firms.

Kelly+Partners – Current Locations



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