

ASX ANNOUNCEMENT - KPG

Friday, 8th November 2024

Sydney CBD Firm (\$4m) chooses Kelly+Partners Run rate revenue \$134m (up 24% on FY24)

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

Location: Sydney CBD
Revenue: c. \$4,000,000
Completion: 12 December 2024

The business will be "tucked-in" to the existing Kelly Partners Sydney business and operate from the existing Kelly Partners Sydney office location. 3 of the 4 existing partners of the business will become equity partners in the combined business of Kelly Partners Sydney.

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
	Total			\$14.3m to \$16.9m
	% of FY24 Group Revenue			13.2% to 15.6%

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

Kelly Partners Group Holdings Limited ABN 25 124 908 363

Level 8/32 Walker Street, North Sydney, NSW, 2060

PO Box 1764, North Sydney, NSW, 2059

T 02 9923 0800 E info@kellypartners.com.au W kellypartnersgroup.com.au

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	3.6	
	15.6	14.4%
FY25 Run Rate Revenue Estimate	134.2	24.1%

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 37 operating businesses across 35 locations in Australia, Hong Kong and the United States. In total, the team consists of more than 600 people, including 100 partners, who service over 23,000 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



For more information, please contact:

Brett Kelly

Founder and CEO

P: +612 9923 0800

E: brett.kelly@kellypartnersgroup.com.au

W: kellypartnersgroup.com.au