

ASX ANNOUNCEMENT – KPG

Thursday, 12th March 2026

Kelly+Partners announces strategic partnership with Hello AI Collective

Kelly Partners Group Holdings Limited (ASX:KPG) ("Kelly+Partners" or the "Group") is pleased to announce it has signed legal agreements to commence a strategic partnership with Hello Ai Collective Limited ("Hello AI"), a specialist artificial intelligence consultancy headquartered in the United Kingdom.

The partnership will see Kelly+Partners own a 50.10% controlling interest in a newly formed entity that will hold and operate the Hello AI business, with the remaining 49.90% retained by Hello AI's founder, Daniel Boyles, who will continue as an equity partner and assume the role of Head of AI. Daniel Boyles' background and previous experience is included in the Appendix.

Partnership overview

Key terms of the partnership include:

- Kelly+Partners will own a 50.10% interest in the Hello AI business, consistent with the Group's Partner-Owner-Driver® model;
- Hello AI is a specialist AI advisory and implementation business with run rate revenues of £500,000, focused on practical AI deployment for professional services firms and private businesses;
- The business will continue to operate under the Hello AI brand, while also delivering AI services across the Kelly+Partners global network;
- Founder Daniel Boyles will commit to the business for a minimum 10-year period and will lead the Group's AI strategy, capability development and client deployment initiatives.

Strategic rationale

This partnership represents a significant strategic milestone for Kelly+Partners and directly supports the Group's long-term strategy of building a global, technology-enabled accounting and advisory platform for private business owners.

AI will be a defining productivity and service-delivery lever for the accounting profession over the coming decade. By partnering with Hello AI, Kelly+Partners will:

- Embed proprietary AI capability across its global operating businesses, improving productivity, scalability and client outcomes;
- Accelerate the development of AI-enabled advisory services for private business owners, particularly in automation, data analytics and decision support.
- Enhance the competitive advantage of the Partner-Owner-Driver® model by equipping operating partners with market-leading tools and expertise;
- Create a platform for internal innovation, enabling the Group to deploy AI across workflow, knowledge management and operational processes at scale.

Kelly Partners Group Holdings Limited ABN 25 124 908 363

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KELLY PARTNERS GROUP HOLDINGS LIMITED

Founder and CEO Brett Kelly said:

“This partnership is highly strategic for Kelly+Partners. AI is no longer theoretical — it is a practical tool that will reshape how professional services firms operate. By partnering with Hello AI and bringing this capability in-house, we are investing ahead of the curve to materially enhance the productivity of our partners and the value we deliver to our clients.

Importantly, this transaction follows our proven Partner-Owner-Driver® structure: we back exceptional operators, retain majority ownership, and build long-term value together.”

The Board considers the transaction to be non-material in financial terms at inception, but strategically important in positioning the Group for sustained long-term growth and technological competitiveness.

The Board of Directors of Kelly Partners Group Holdings Limited has approved the release of this announcement to the market.

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Appendix: Daniel Boyles' Background – Founder of Hello AI Collective

Daniel Boyles

Founder – Hello AI Collective

Proposed Head of AI – Kelly Partners Group Holdings Limited

Professional Summary

Daniel Boyles is the Founder of Hello AI Collective, a specialist artificial intelligence consultancy focused on practical, secure and compliant AI deployment for professional services firms and private businesses. Dan is a recognised AI practitioner and Microsoft Copilot expert with extensive hands-on experience delivering real-world AI solutions across the UK and Europe, particularly within the finance and professional services sectors.

He is known for his pragmatic, jargon-free approach to AI enablement, helping organisations move beyond experimentation to measurable productivity and operational outcomes.

Current Roles

Founder & Director – Hello AI Collective Limited (UK)

June 2025 – Present

- Founded Hello AI Collective as a boutique AI consultancy dedicated exclusively to AI strategy, governance, enablement and implementation.
- Advises professional services firms, private businesses and technology vendors on AI readiness, deployment and compliance.
- Leads delivery of AI roadmaps, Copilot implementations, governance frameworks and adoption programs.

Head of AI – Hello AI Collective

- Has delivered 50+ AI and Microsoft Copilot deployments across the UK and Europe, with a strong focus on accounting, legal and financial services organisations.
- Specialises in the intersection of AI, data security, compliance and operational productivity.

Previous Experience

Microsoft – Global AI Enablement & Training

- Former Global Master Trainer at Microsoft, working hands-on with organisations to design and deploy AI and Copilot strategies that deliver operational value.
- Supported enterprise clients during the early commercial rollout of Microsoft Copilot, providing rare, practical insight into large-scale AI adoption.

Technology & Innovation Roles

- Background includes senior technology and innovation roles spanning AI, emerging technology demonstration and enterprise enablement, including collaboration with global technology partners such as HP and NVIDIA.

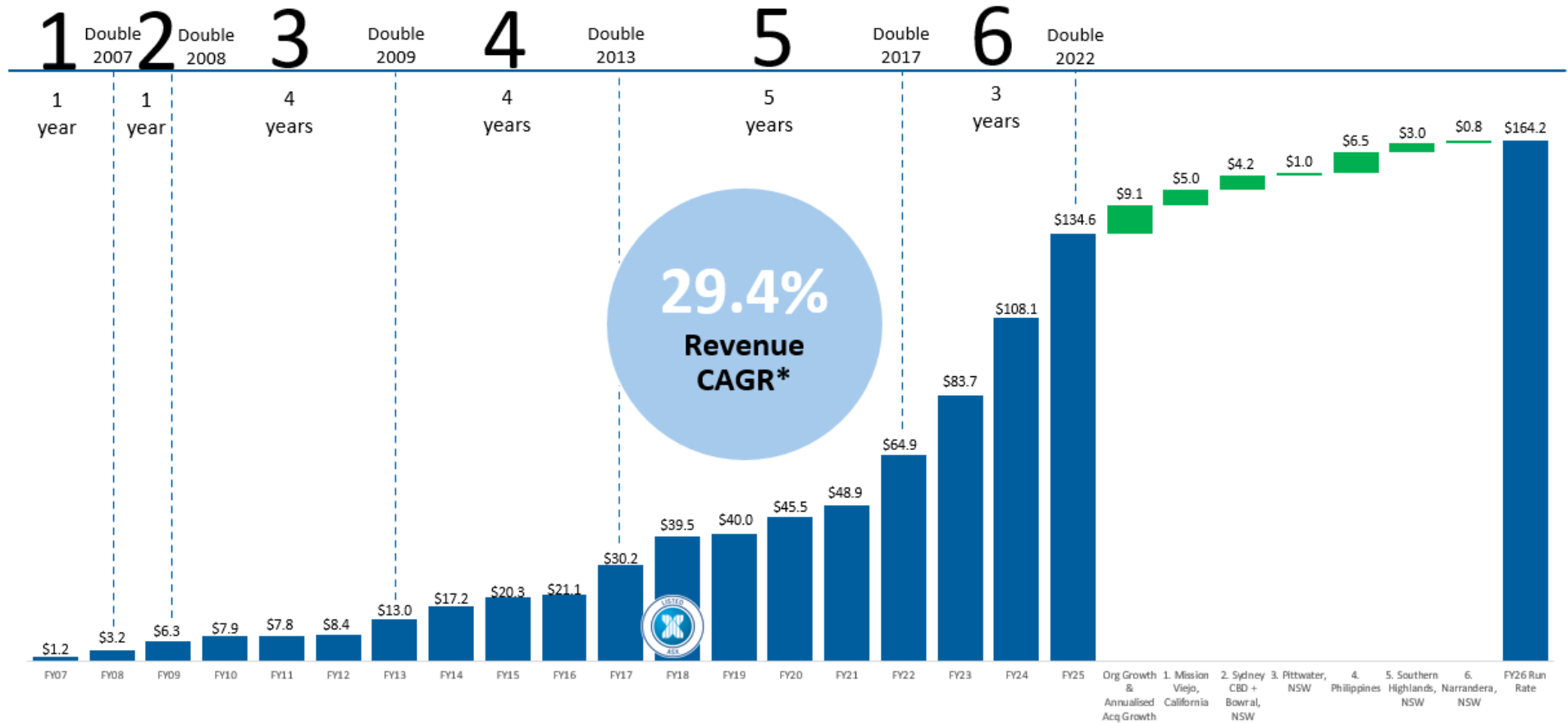
Industry Recognition & Speaking

- Regular speaker at leading industry events, including 20:20 Innovation Conference and Accountex London, on applied AI in professional services.
- Featured contributor in industry publications discussing practical AI adoption, governance and productivity.

KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

KPG Consolidated Group FY26 Run Rate Revenue (m)



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 41 operating businesses across 42 locations globally. In total, the team consists of more than 700 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 19 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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