

ASX Release

4 May 2026

Count announces a new equity partnership with Tailored Lifetime Solutions.

Count Limited (**ASX:CUP**) (**Count** or the **Company**) has finalised terms to acquire a strategic cornerstone shareholding in Tailored Lifetime Solutions Pty Ltd (“Tailored”), a leading Count Financial Limited* licensed financial planning firm. As part of the transaction, Tailored will acquire the financial planning clients of a further Count Financial Limited licensed firm.

Tailored operates a high-quality, disciplined advice business with a strong compliance and governance track record. Amongst other accolades the firm was recently awarded 2025 ‘Firm of the Year’ by Count Financial. Tailored has qualified as a Count ‘Pinnacle firm’ – one of our top 25 advice businesses – in every year of the program.

The combined business will have revenues of circa \$6.0 million and a strong presence across both Victoria and Tasmania.

Investment through disciplined equity partnerships with leading advice firms is consistent with Count’s strategy to expand its participation in the financial planning value chain.

Commenting on the transaction, Count Chief Executive Officer Hugh Humphrey said:

“This investment reflects our confidence in the Tailored leadership team and our equity partnerships model, which supports ambitious firms to accelerate growth and reach scale. The team at Tailored share our passion for advice, and the importance of giving back to the local community. The tuck-in acquisition adds further depth to Tailored and demonstrates the benefits of in-network consolidation across the Count community.”

** Count Financial Limited (a holder of an Australian financial license) is a wholly owned subsidiary of Count.*

This announcement has been authorised for release to the ASX by the CEO of Count.

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