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MEDIA RELEASE

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CountPlus bolsters partnership delivery to Member firms

CountPlus Limited (ASX: CUP) continues to deliver on its revitalisation strategy by providing renewed value and service lines to its network of Member firms. As part of the shift from 100% ownership of acquired firms to an 'Owner-Driver, Partner' model, CountPlus, led by Chief Executive Matthew Rowe, is bolstering its support to the national Member network.

"The Company is committed to delivering opportunities that give a competitive advantage to its Members. As part of this commitment, we have invested in technology to enhance the core business and add value across our Member firm network," said CountPlus CEO Matthew Rowe.

"To that end, CountPlus recently finalised a new 'Platinum' agreement with leading cloud software provider Xero Limited, under which all existing member firms will now gain access," he said.

"This is a significant step forward in 'value add' for the Member firms and further proof of our commitment to deliver on the 'partnership' aspect of our core strategy. We understand success is symbiotic, and we will therefore continue to negotiate value with technology and other suppliers like Xero to deliver competitive advantages to all our Member firms – both existing and new," said Mr Rowe.

Competitive advantage within the SME market

CountPlus' "Success Partner" initiative is aimed at developing its unique Owner-Driver, Partner relationship with high-quality and successful accounting and advice firms.

Recently appointed Chief Operating Officer Mark Chapman said: "We see significant opportunity in the advice market, especially for SME's clients, however there are also significant challenges to keep pace with the changes in technology that will allow increasing efficiencies and profitability for firms who are disciplined and focused," he said.

"The deal announced with Xero will allow member firms access to tailored learning & development plans delivered by Xero's Partner Consulting team and a preferential fee arrangement," said Mr Chapman.

"Our Member firms have built successful independent practices and CountPlus aims to build on this success by providing strategic support for growth and scaleable benefits," said Mr Chapman.

ENDS

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About the Owner-Driver, Partner Model

The 'Owner-Driver, Partner' allows the individual firm principals to own and drive their firms without loss of identity, while partnering with CountPlus using agreed team rules, shared processes and controls, improved funding and economies of scale, all of which provides security within a competitive market.

CountPlus has shifted from a model of 100% ownership of firms acquired, and moved to the 'Owner-Driver, Partner' model.

CountPlus partners with selected accounting and advice firms to amplify their success without loss of ownership, drive, identity or control. This partnership allows firms to better meet current and future challenges by providing strategic support, funding capital, scalable benefits and succession planning, as well as access to a professional community who want to protect and grow what they have worked hard to create.

With CountPlus, firms gain a partner working with them to succeed, not an owner seeking to control every facet of the business. This 'best of both worlds' approach, grounds firms with a strong notion of perpetuity and custodianship, as well as a renewed strength to overcome the myriad of challenges that operating and growing a successful practice brings.