

Office Level 17, 1 Margaret Street, Sydney NSW 2000
Postal GPO Box 1453, Sydney NSW 2001
www countplus.com.au
ABN 11 126 990 832

T (02) 8488 4500
E info@countplus.com.au



MEDIA RELEASE

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360FA ACQUIRES KERRY ALBERT & CO

CountPlus Limited (ASX: CUP) member firm 360 Financial Advantage (360FA) has finalised terms to acquire 100% of Kerry Albert & Co, a long-standing and respected member of the Count Financial network and the oldest Count member firm in Coffs Harbour, NSW.

The transaction strengthens 360FA's position within the mid-North Coast, NSW region.

360FA has acquired the entire client base of Kerry Albert & Co excluding the audit fees generated by the practice. Included in the transaction is the Count Coffs Harbour brand.

Commenting on the acquisition, Ms Victoria Studley, Managing Principal of 360FA said: "Our due diligence revealed Kerry Albert & Co as a quality strategic fit and represents a strong alignment of cultural values, and professional client purpose".

Principal Kerry Albert (CPA, CFP, JP) who founded the firm in Coffs Harbour in 1985, will be retained as a consultant, and the existing firm staff of Kerry Albert & Co will be offered roles. The firm has revenues of around \$1.2 million and has experienced growth in financial planning services that now accounts for approximately 30% of total revenue. Consideration for the investment is \$1.205 million with 70% to be paid on completion and the balance over two deferred payments.

360FA's Coffs Harbour practice will relocate to the Kerry Albert & Co offices as part of the transaction, further ensuring a smooth handover of clients.

Mr Albert said the merged firm marks a period of opportunity and growth for 360FA.

"The transaction represents a new phase for our firm and a natural home to our loyal business and personal clients located within the Coffs Harbour region, who will be serviced by a leading team from the CountPlus network."

Growth Strategy

Matthew Rowe, Chief Executive Officer of CountPlus says the Kerry Albert & Co transaction highlights the focus of the Company's Merger and Acquisition (M&A) process.

"CountPlus is focused on investing in high-quality accounting and advice firm partners and this acquisition represents a solid partnership in the Coffs Harbour region," Mr Rowe said.

The transaction is expected to be earnings accretive within the first year.

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ENDS

All media enquiries

Amy Boyce
Madden & Assoc.
Account Manager
M 0449 553 990
E amy@madden.com.au

About the Owner-Driver, Partner Model

CountPlus has shifted from a model of 100% ownership of firms acquired, and moved to the 'Owner-Driver, Partner' model. The new '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 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 of myriad challenges that operating and growing a successful practice brings