

**ASX ANNOUNCEMENT - KPG**  
 Thursday, 24<sup>th</sup> November 2022

## Quality Shareholder #11 Complementary Businesses & Private Wealth

Dear Valued Shareholder,

Since commencing Kelly Partners Private Wealth and Kelly Partners Finance in 2016, we have grown the complementary services businesses to generate an annual revenue run rate of \$7.7m, accounting for approximately 10% of the group revenue. As per our FY22 results presentation, our intention is to discover the natural conversion of finance (10%), insurance (10%), and wealth (30%) services required by our accounting clients.

To that end, we are pleased to announce the appointment of **Matthew (Matt) Fogarty** as the **Head of Private Wealth** at Kelly+Partners. Matt was most recently the CEO of Fitzpatrick's Private Wealth. Prior to Fitzpatrick, he held the position of General Manager at MLC, and Head of Financial Planning at Genesys and IPAC Equity Partners. Matt brings a wealth of experience to Kelly+Partners and will be responsible for leading our private wealth businesses. Matt commences on **1 December 2022**.

Below is a 10-year plan that we have developed with Matt to grow our Private Wealth Businesses. The 10-year plan has been prepared based on growing the Private Wealth business at the same annual rate of 30% as the Kelly Partners accounting businesses have grown in the past. We believe such growth is possible through exploring the natural conversion of our accounting clients and we believe this will add immense value to the group if we can realise this plan successfully.



# KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

We are confident that with the right leadership and commitment of our teams we will continue to serve our clients in a way that looks after their multi-generational requirements.

Yours sincerely,

A handwritten signature in blue ink that reads "Brett Kelly". The signature is written in a cursive style with a horizontal line underneath the name.

Brett Kelly  
Founder & CEO

# KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

## Kelly+Partners – Current Office Locations - NSW



## Kelly+Partners – Current Office Locations – VIC



## Kelly+Partners – Current Office Locations – QLD



## Kelly+Partners – Current Office Locations – International



## 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 34 operating businesses across 27 locations in Australia and Hong Kong.

In total, the team consists of more than 400 people, including 73 partners, who service over 13,500 SME clients.

The holding company, Kelly Partners Group Holdings Limited, was successfully listed on ASX on 21 June 2017.

Over the past 16 years, Kelly+Partners has undertaken 60 individual transactions in order to build the current accounting network. This includes the transformation of 43 external firms, and the launch of 17 greenfield businesses.

KPG's 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.

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For more information, please contact:

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