

## Quality Shareholders #1

Dear Valued Shareholder,

Firstly, thank you for investing in Kelly Partners Group Holdings Limited (KPG:ASX) and being our valued shareholder.

Through regular emails such as this, I want to ensure that you are across the fundamental values of our business and any key information on our business that arise.

One of my personal heroes, Warren Buffett, notes that "while our form is corporate, our attitude is partnership." Similarly, at Kelly+Partners, we see you as a partner in our business.

We want you to be interested and engaged in the Kelly+Partners business and to be well-informed of our progress. We want you to hold our shares for long periods, trade little and to behave like owners and partners, not mere shareholders. Our desire is to build an enduring relationship with you based on trust, common understanding and a focus on long-term success.

### **Key information on Kelly+Partners**

Our Owner's Manual, which can be accessed in the link below, provides you with key information on the Kelly+Partners business, which includes our ethos, values and principles. We encourage you to read this in detail using the link below:

<https://kellypartnersgroup.com.au/investor-centre/kpg-owners-manual>

### **How you can help grow your investment**

Here are some ways you can become more engaged as a partner in our business. It will help you grow your investment in KPG.ASX over time.

1. [Become a client](#) of our business (if you aren't already). We are eager to assist in your personal and business financial affairs.
2. [Invest with our wealth management teams](#). We have both a retail and wholesale wealth management business.
3. [Refer a friend](#) to become a client of our business.
4. [Identify older accountants](#) wishing to sell their business. Our unique Kelly+Partners acquisition system provides a clear exit and succession strategy for accounting business owners that are looking to retire.
5. [Promote KPG shares](#) to other friends with a long-term investor mindset.

If you are interested in any of the above, please feel free to click on the links above or contact me on [brett.kelly@kellypartners.com.au](mailto:brett.kelly@kellypartners.com.au) or 0419 206 475.

# KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

## **Total Shareholder Return (TSR)**

Since IPO in June 2017, KPG:ASX has achieved a Total Shareholder Return (TSR) of 121.1%, representing an annual TSR of 23.26% over ~4 years, as per the below table. This demonstrates the strength of our stock when held over time and we believe Kelly+Partners will generate significant returns to you in the years to come.

KPG.ASX Return	Issue price at IPO	FY18	FY19	FY20	FY21	Current Share price	Total
Share Price	\$1.0000					\$2.0200	\$1.0200
Dividends per share - Ordinary		\$0.0400	\$0.0440	\$0.0484	\$0.0532		\$0.1856
Dividends per share - Special				\$0.0055			\$0.0055
Total Shareholder Return (\$)							\$1.2111
Total Shareholder Return (%)							121.1%
Total Shareholder Return - Annual (%)							23.26%

Yours sincerely,



Brett Kelly

Founder & CEO, Kelly Partners Group Holdings Limited