

ASX ANNOUNCEMENT - KPG

Monday 22nd November 2021

Kelly+Partners Employee Shares Scheme Trust (ESS) Acquires Shares

A key to Kelly Partners Group Holdings Limited's (ASX.KPG) competitive position is its ability to attract, develop and retain its key people. In order to further enhance KPG's ability to win the battle for talent, an Employee Share Scheme was established in December 2019 to remunerate KPG team members through KPG shares.

Whilst the previously announced Upstreet program allows team members to be gifted fractional share rewards and focuses on general employee share ownership, the Employee Share Scheme is a separate program providing long term incentives for our team members. Both programs seek to differentiate our remuneration offering and attract talented people. Today, more than 8.00% of KPG shares outstanding are owned by Kelly+Partners' operating partners and team members.

Since the establishment of the Employee Share Scheme, the ESS trust has acquired **121,064** of KPG shares on market. All shares were acquired at market prices with the average price paid of \$2.55 per share and represent a ~37% discount to the current share price.

| Financial Year | No. of shares acquired in ESS | Average price paid | Total Cost | Current Market Value as at 18/11/2021 |
|----------------|-------------------------------|--------------------|------------------|---------------------------------------|
| 2020 | 9,729 | \$0.77 | \$7,483 | \$39,500 |
| 2021 | 57,360 | \$1.82 | \$104,383 | \$232,882 |
| 2022 | 53,975 | \$3.65 | \$197,023 | \$219,139 |
| Total | 121,064 | \$2.55 | \$308,889 | \$491,520 |

For clarity, the shares acquired through the ESS trust do not constitute a buy back and have been purchased on market and at market prices.

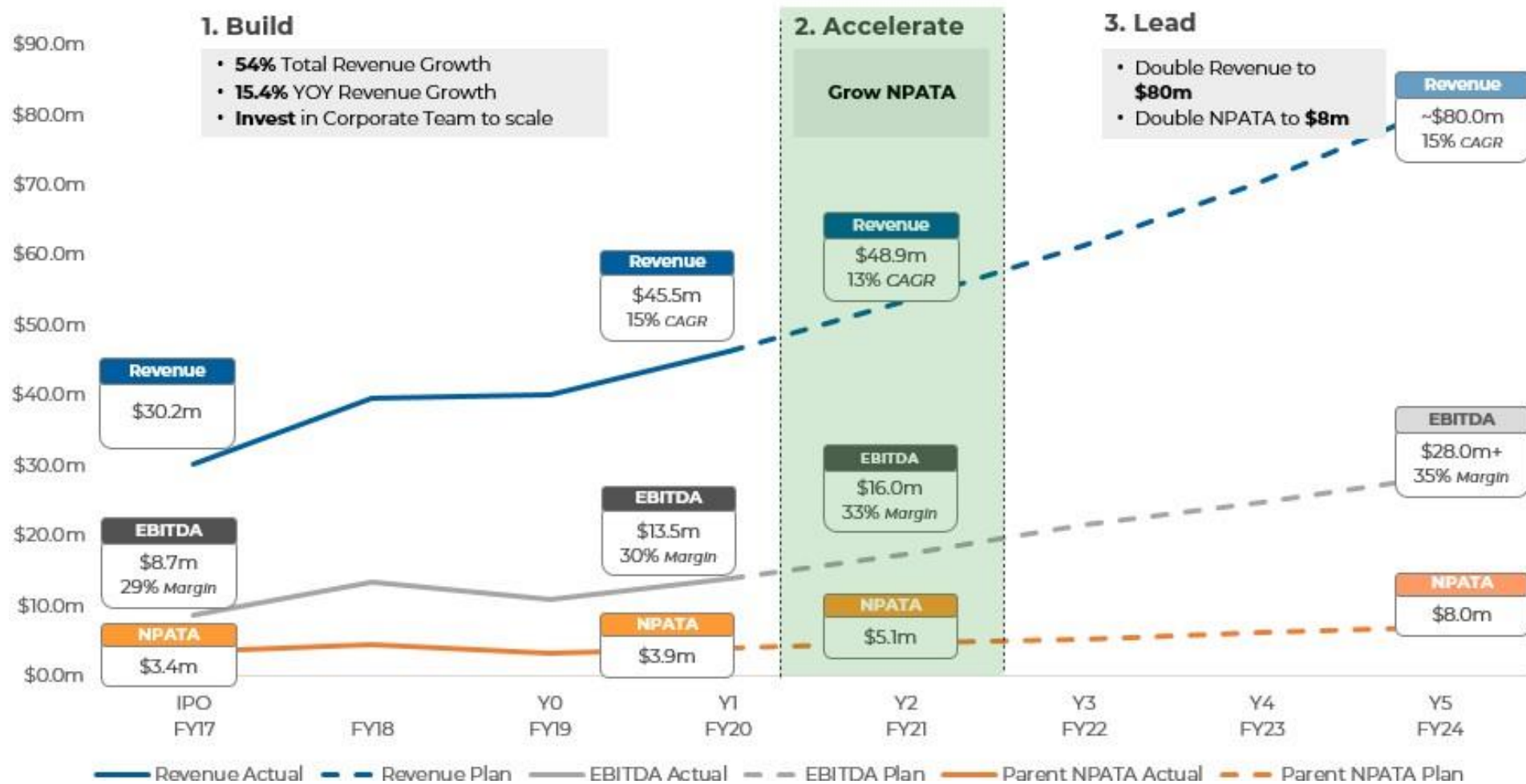
The Kelly+Partners ESS Trust will continue to acquire shares to attract and retain Kelly+Partners team members..

The Board of Directors of Kelly Partners Group Holdings Limited, has approved the release of this document to the market.

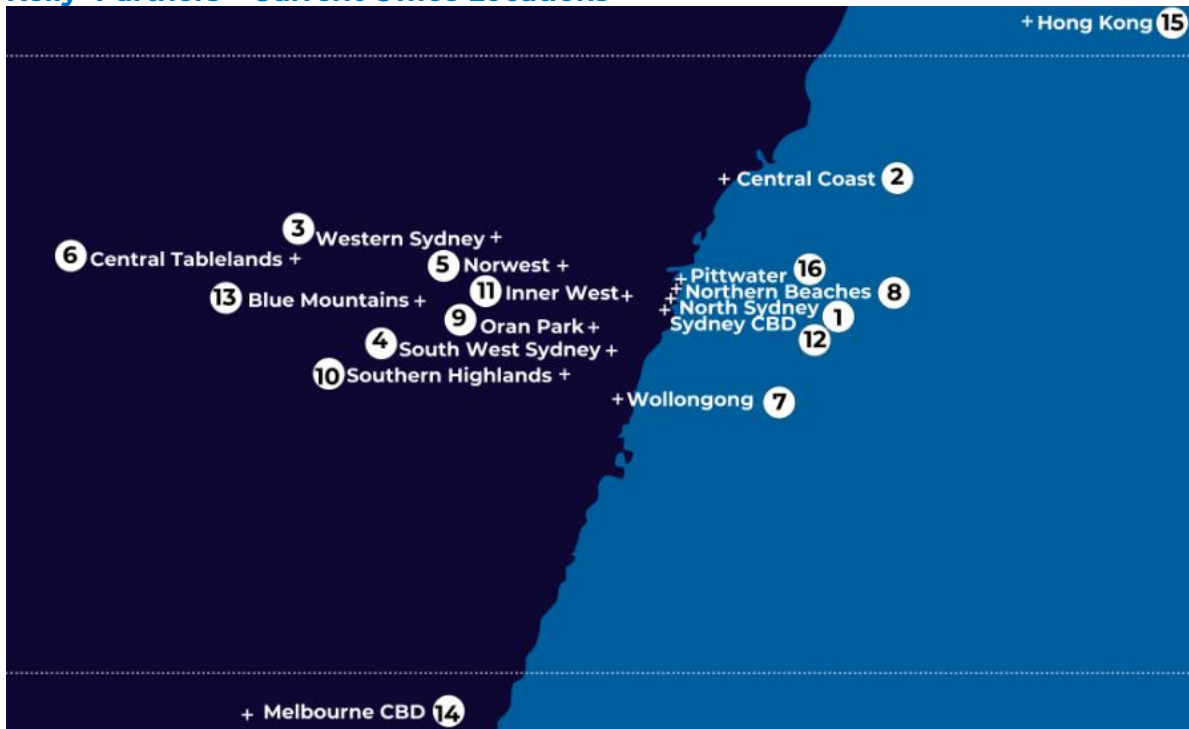
Appendix A: KPG - 5 Year Growth Plan

Build, accelerate and lead

Double revenue to \$80m+ by FY24



Kelly+Partners – Current Office Locations



About Kelly+Partners

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 26 operating businesses across 17 locations in Greater Sydney, Melbourne and Hong Kong. In total, the team consists of more than 300 people, including 57 partners, who service over 9,500 SME clients. Our holding company, Kelly Partners Group Holdings, was successfully listed on ASX on 21 June 2017. Over the past 15 years, Kelly+Partners has undertaken 47 individual transactions in order to build the current accounting network. This includes the transformation of 31 external firms, and the launch of 16 greenfield businesses. Our ownership structure and operating model is unique in 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 Kelly+Partners to help solve many of the issues currently facing both the accounting sector and our SME clients.

For more information, please contact:

Brett Kelly

Founder and CEO

P: +612 9923 0800

E: brett.kelly@kellypartnersgroup.com.au

W: kellypartnersgroup.com.au

Kelly Partners Group Holdings Limited ABN 25 124 908 363

Level 8/32 Walker Street, North Sydney, NSW, 2060

PO Box 1764, North Sydney, NSW, 2059

T 02 9923 0800 **E** info@kellypartners.com.au **W** kellypartnersgroup.com.au