

Count Financial Limited

ASX Spotlight Conference

25 November 2009

Contact:

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EBIT Growth

Average EBIT growth last 6 years 22.7% pa

30 June \$M	2004	2005	2006	2007	2008	2009
EBIT	10.85	15.60	23.18	28.92	33.42	23.43
Change %	32%	44%	49%	25%	16%	(30%)

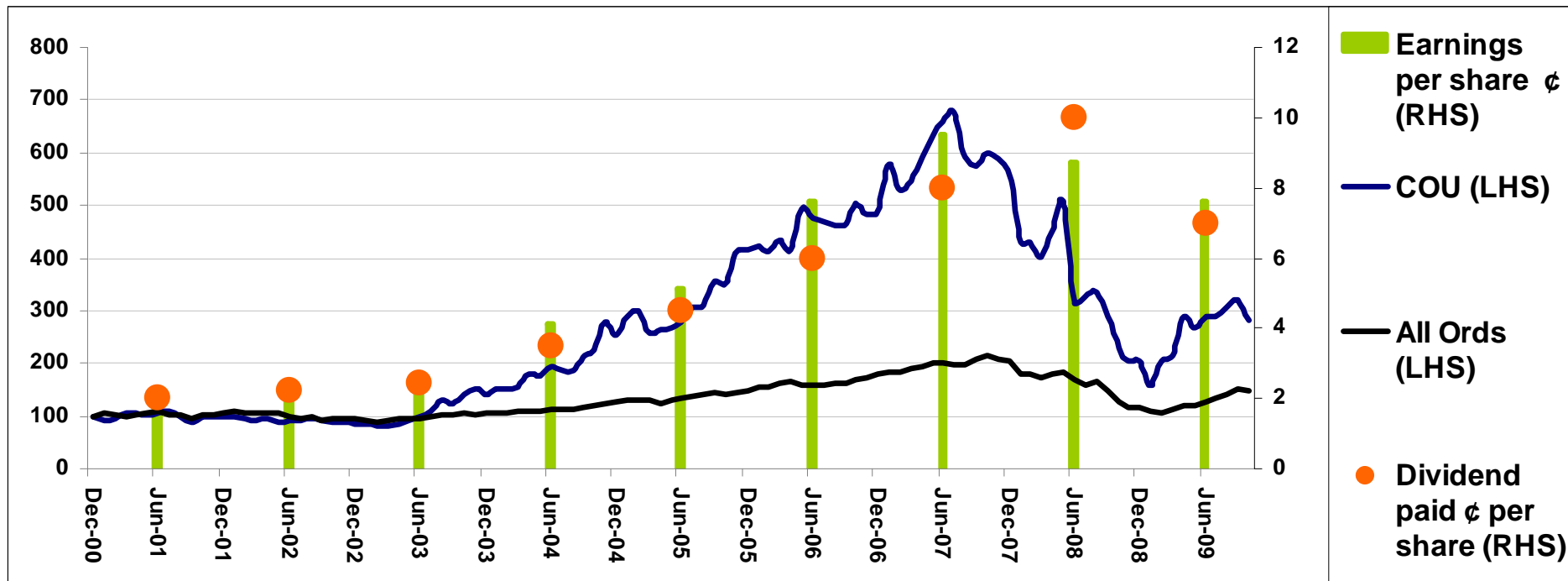
Dividend

Average annual dividend increase last 6 years 22.3% pa

Per Share	2004	2005	2006	2007	2008	2009
Dividend (cents)	3.5	4.5	6.0	8.0	10	7
Change %	45%	28%	33%	33%	25%	(30)%

COU EPS & Dividends vs Share Price

as at 31 October 2009



Key Performance Indicators

Key Performance Indicators	30/09/09	30/06/09	% Change	30/09/08	% change 12 months
	\$B	\$B	FYTD	\$B	
1 Preferred Platforms ^(a)	\$ 6.52	\$ 5.79	12.61%	\$ 6.56	(0.61)%
2 Other Investments ^(b)	\$ 5.45	\$ 4.81	13.31%	\$ 5.12	6.45%
3 Total Funds 1&2 (FUA)	\$11.97	\$10.60	12.92%	\$11.68	2.48%
4 Loans Outstanding ^(c)	\$ 3.60	\$ 3.57	0.84%	\$ 3.71	(2.96)%
5 Total 3&4 (FLUA)	\$15.57	\$14.17	9.88%	\$15.39	1.17%
	30/09/09	30/06/09	% Change	30/09/08	12 Mth Change
	\$M	\$M	FYTD	\$M	
6 Insurance Premiums (inforce) ^(d)	\$35.75	\$34.44	3.80%	\$30.40	17.60%

2008/09 Full Year Results: Revenue

Revenue	02/03	03/04	04/05	05/06	06/07	07/08	08/09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Net Fees and Retail Revenue	9.77	11.20	12.25	14.10	16.13	17.34	14.29	(18%)
Asset-based Revenue	8.25	10.55	13.60	19.87	25.62	31.57	25.13	(20%)
Other fees	3.02	3.53	3.86	3.01	3.24	3.07	3.12	2%
Net Revenue	21.04	25.28	29.71	36.98	44.99	51.98	42.54	(18%)

2008/09 Full Year Results: Expenses

Expenses	02/03	03/04	04/05	05/06	06/07	07/08	08/09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Employment	6.81	7.85	7.91	7.70	8.23	8.82	9.06	3%
Other expenses	6.01	6.58	5.40	4.61	5.58	6.67	6.51	(2%)
Share based payments expense	-	-	0.80	1.49	2.26	3.07	3.54	16%
Total expenses	12.82	14.43	14.11	13.80	16.07	18.56	19.11	3%

Summary

Year ending 30 June	2004	2005	2006	2007	2008	2009	Change
	\$M	\$M	\$M	\$M	\$M	\$M	%
Net Operating Income#	25.28	29.71	36.98	44.99	51.98	42.54	(18%)
Expenses	14.43	14.11	13.80	16.07	18.56	19.11	3%
EBIT	10.85	15.60	23.18	28.92	33.42	23.43	(30%)
Investment income*	1.69	1.04	2.37	3.88	(1.72)	4.72	
Net profit before tax	12.54	16.65	25.55	32.80	31.7	28.1	(11.5%)
Net profit after tax	9.01	12.30	17.60	22.69	21.3	19.4	(9.3%)

excludes interest, dividends and profits from sale of assets

*including unrealised gains and losses

We remain focused to grow

- Count remains in good shape with a strong balance sheet and stable professional network
- Count's 3- plank growth strategy remains consistent:
 - Increase number of **quality** Members;
 - Improve the efficiency of existing franchisees; and
 - Add non-investment products, services and businesses.

Core Business: Advice

- Count's strength is our strong and stable network of professional accountants and financial advisers who continue to service the needs of their clients throughout their life cycle.

418 Franchisee offices, mainly accountants
(including 13 Countplus firms)
860 Authorised Representatives
296 finconnect Members





Young & Single



In a Relationship



Relationship /
With Young Children



Relationship /
With Adult Children



Retired

- First job, managing income
- Income protection insurance
- Lifestyle expenses, education, travel
- Setting goals
- Paying rent, or saving for first home
- Planning for future savings
- First investments, savings plans

- Sustaining long term investment and superannuation
- Self-employed benefits
- Finance – mortgage, car, renovations
- Income Protection Insurance
- Risk and Trauma Insurance
- Government allowances
- Lifestyle expenses
- Estate planning

- Planning and strategies for superannuation
- Children's Education
- Finance – mortgage, car, renovations
- Family expenses
- Investment strategies
- Government allowances
- Lifestyle expenses
- Retirement goals
- Estate planning
- Wealth Protection

- Superannuation strategies
- Investment strategies
- Mortgage
- Family Expenses
- Lifestyle expenses
- Retirement goals
- Expenses and financial care for children living at home
- Estate planning
- Transition to retirement

- Superannuation and pensions
- Managing Income
- Lifestyle expenses
- Medical expenses
- Estate Planning
- Care and living expenses
- Government Support



Business Owners

- Self Managed Super funds
- Employee Benefits
- Business Insurance
- Business Loans
- Equipment finance & leasing
- Succession planning and managing

Increase number of **quality** Members

Count's Offerings

Count 

Full Financial Planning offering for Accountants & Financial Planners


finconnect[™]
australia ptv ltd

Mortgage aggregator for Members & Referrers for Residential, Commercial Lending & Asset Finance only

countplus 

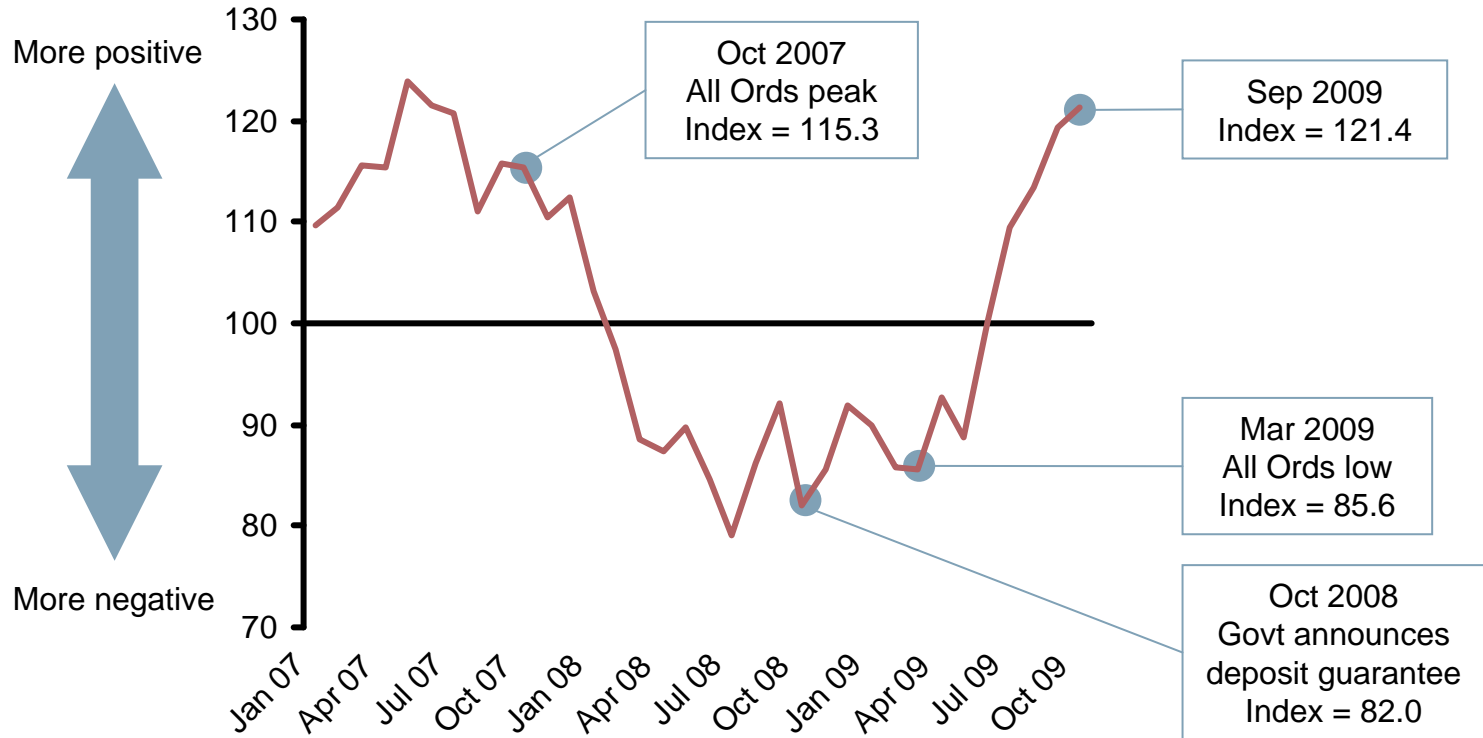
Wealth Creation Integration Model for Accounting & financial Planning firms

Count 
GPS

Accounting based best practice templates, procedures & tools website. JV Count & SBS (Countplus Member)

Consumer sentiment is now higher than when the All Ords was at its peak

Westpac-Melbourne Institute Consumer Sentiment Index Jan 2007 to Sep 2009

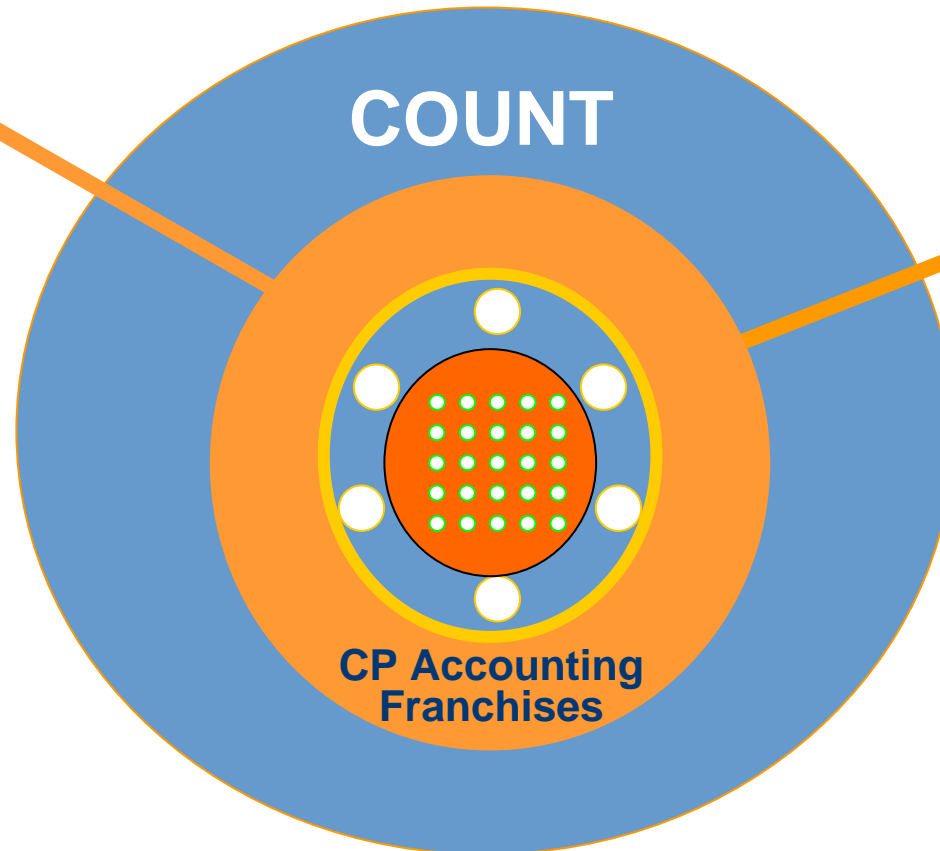


Source: Westpac-Melbourne Institute Consumer Sentiment Index.
Base: Australians aged 18 and over (1200 per month).

Countplus (work in progress)

Specialists

- SMSF Admin
- Audit
- M&A
- Technical
- Business broking
- R& D



Countplus

Lawrence Business Management



- 2010 Budgeted Revenue - \$9.4M
- Acquired: 30 November 2007
- Location: Perth WA

The MBA Partnership



The MBA Partnership Pty Ltd

- 2010 Budgeted Revenue - \$4.5M
- Acquired: 30 November 2007
- Location: Gold Coast QLD

HMA Twomey Patterson

HMA TWOMEY PATTERSON CHARTERED ACCOUNTANTS



Business & taxation advisers · Registered company auditors

- 2010 Budgeted Revenue - \$6.3M
- Acquired: 31 January 2008
- Location: Riverina and South West Slopes region NSW

Bentleys Perth (formerly Rix Levy Fowler)



- 2010 Budgeted Revenue - \$5.1M
- Acquired: 29 February 2008
- Location: Perth WA

Beames & Associates



**BEAMES &
ASSOCIATES**

- 2010 Budgeted Revenue - \$3.6M
- Acquired: 31 March 2008
- Location: Canberra ACT

Specialised Business Solutions



**Specialised
Business
Solutions**

- 2010 Budgeted Revenue - \$3.9M
- Acquired: 30 April 2008
- Location: Brisbane QLD

Mogg Osborne



Est. 1954

M O G G O S B O R N E & C O . P T Y . L T D .
Certified Practising Accountants

- 2010 Budgeted Revenue - \$3.2M
- Acquired: 1 July 2008
- Location: Regional VIC

Crosby Dalwood

CROSBY DALWOOD PTY LTD

- 2010 Budgeted Revenue - \$2.6M
- Acquired: 2 September 2008
- Location: Adelaide SA

Cooper Reeves



- 2010 Budgeted Revenue - \$4.1M
- Acquired: 1 November 2008
- Location: Brisbane QLD

Countplus MBT



- 2010 Budgeted Revenue - \$4.9M
- Acquired: 30 June 2009
- Location: Sydney NSW

Evolution Advisers



- 2010 Budgeted Revenue - \$3.6M
- Acquired: 31 July 2009
- Location: Lake Macquarie NSW

Robson Partners



- 2010 Budgeted Revenue - \$2.7M
- Acquired: 4 September 2009
- Location: Central Coast NSW

Achieve Corp



Achieve

CORP.™

- 2010 Budgeted Revenue - \$3.6M
- Acquired: 30 September 2009
- Location: Canberra ACT

Countplus Investees – 2010 budget

- Total Budgeted Revenue – \$57.4M
- Total Budgeted NPATBA* – \$8.9M
- Total Purchased NPATBA* – \$6.6M
- 35% Budgeted NPATBA* growth on Purchased NPATBA*

* NPATBA: Net Profit After Tax Before Amortisation



Count's strategic investment in MOC now at 17.33%

Summary

- **Team:** hardworking, committed, stable management
- **Network:** loyal and trusted professionals
- **Model:** Superior (has not been replicated)
- **Brand:** unique, unblemished
- **Profitable:** a rare attribute!

Question Time

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