

Count Financial Limited

Half Yearly Results

11 February 2009

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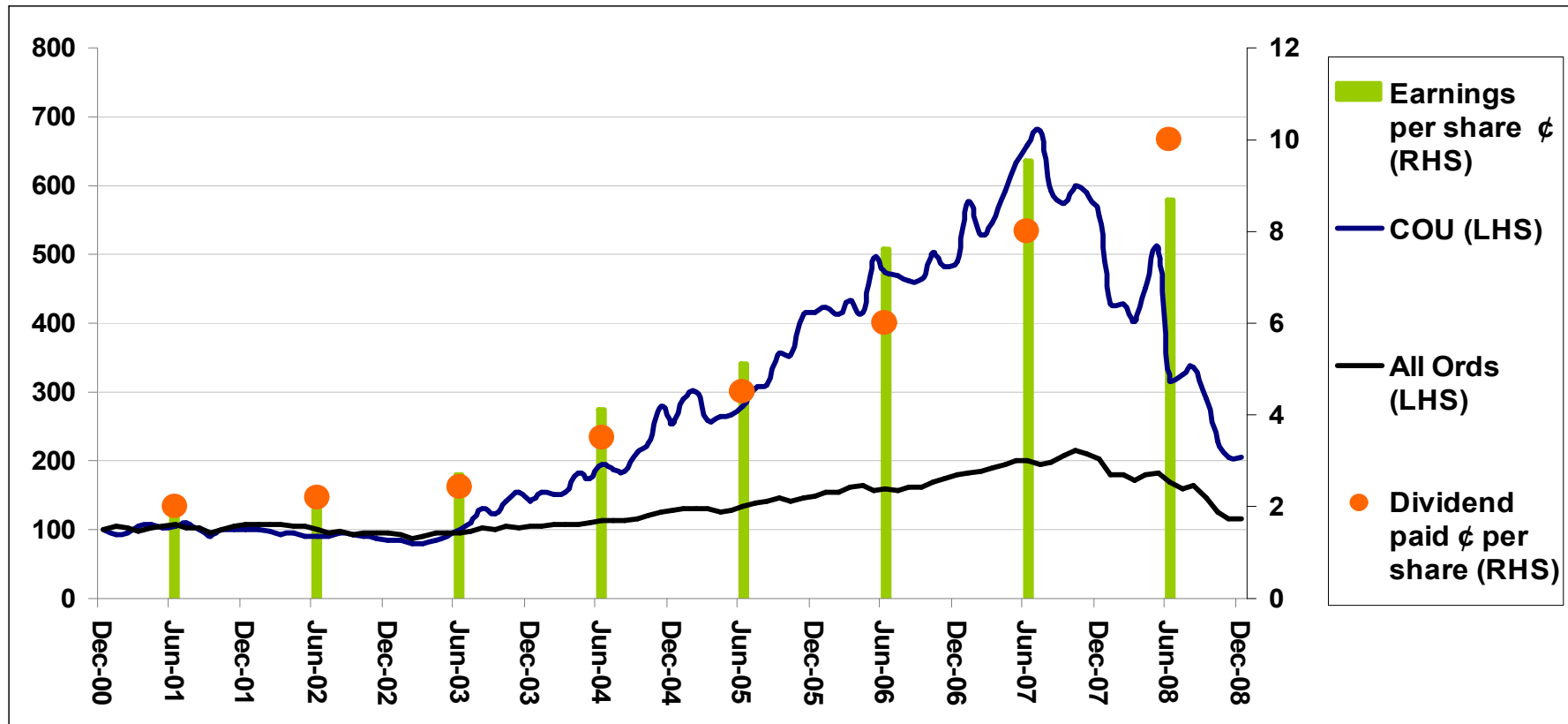
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Results in brief: Another Great Result

- Cash profit down 9% pcp
 - Excluding non cash mark to market investments portfolio changes and share based payments-options
- EBIT \$12.27m down 20% pcp
- Net profit after tax from ordinary activities: \$5.84 m down 46% pcp
- “Easter” dividend: 2 cents, payable 15/04/2009
- EBIT guidance unchanged: 2008/09 EBIT will be down marginally more than 20%

COU EPS & Dividends vs Share Price



Our Track Record

- Average EBIT growth last 6 years 33% pa

30 June \$M	2003	2004	2005	2006	2007	2008	1H08	1H09
Operating Profit	8.22							
/ EBIT		10.85	15.60	23.18	28.92	33.42	15.32	12.27
Growth %	33%	32%	44%	49%	25%	16%	26%	(20%)

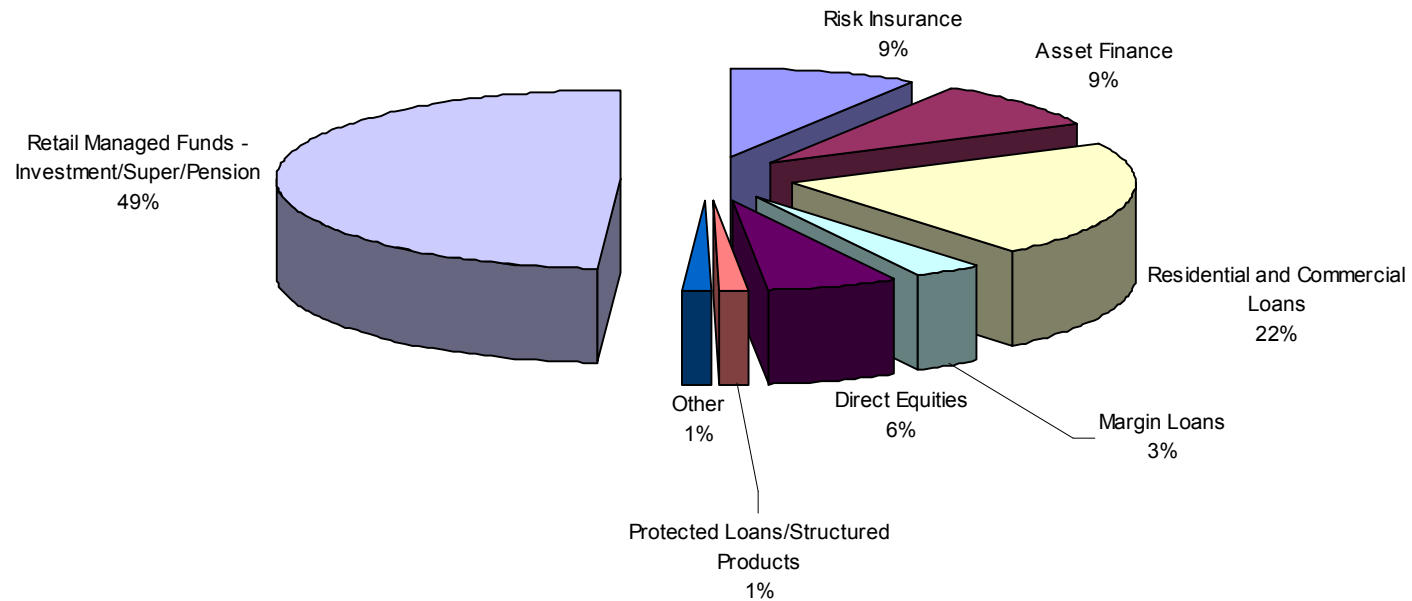
- Average annual dividend increase last 6 years 29% pa
- “Easter” dividend: 2 cents, payable 15/04/09

Per Share	2003	2004	2005	2006	2007	2008
Dividend (cents)	2.42	3.5	4.5	6.0	8.0	10
Growth %	10%	45%	28%	33%	33%	25%

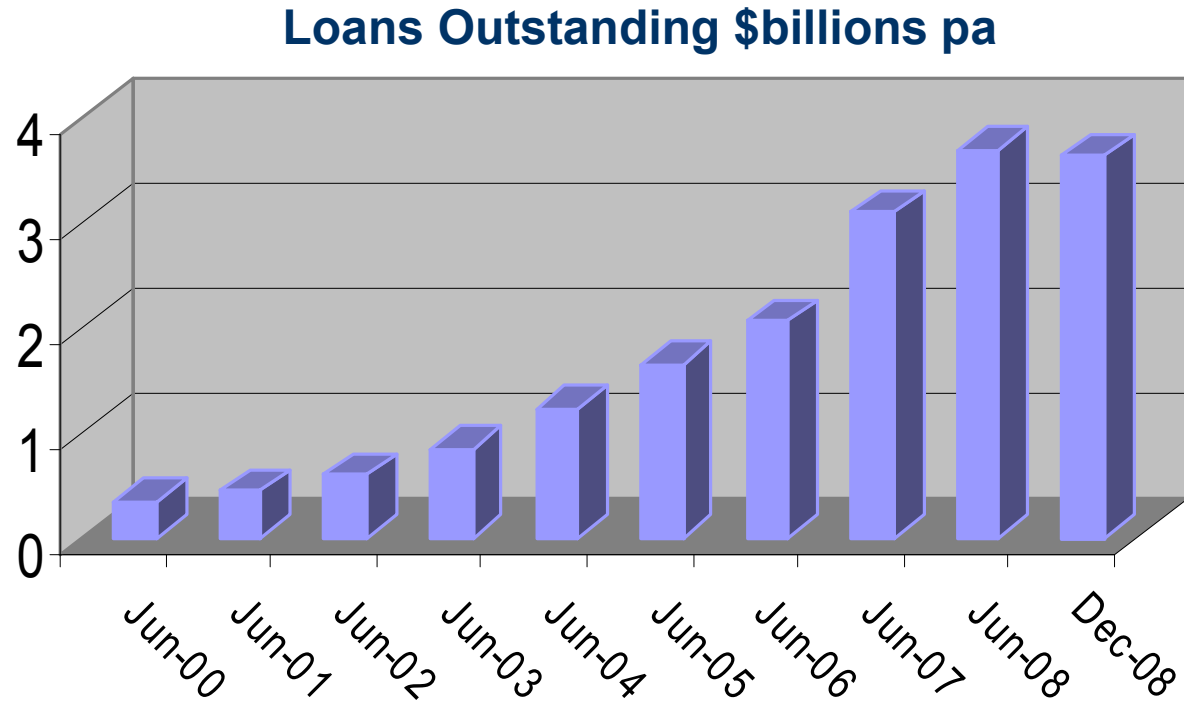
Breakdown of results: Revenue

Operating Profit	02/03	03/04	04/05	05/06	06/07	07/08	1H08	1H09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Net Fees and Commissions	9.77	11.20	12.25	14.10	16.13	17.34	8.92	7.33	(18%)

Net Fees & Commissions Breakdown December 08

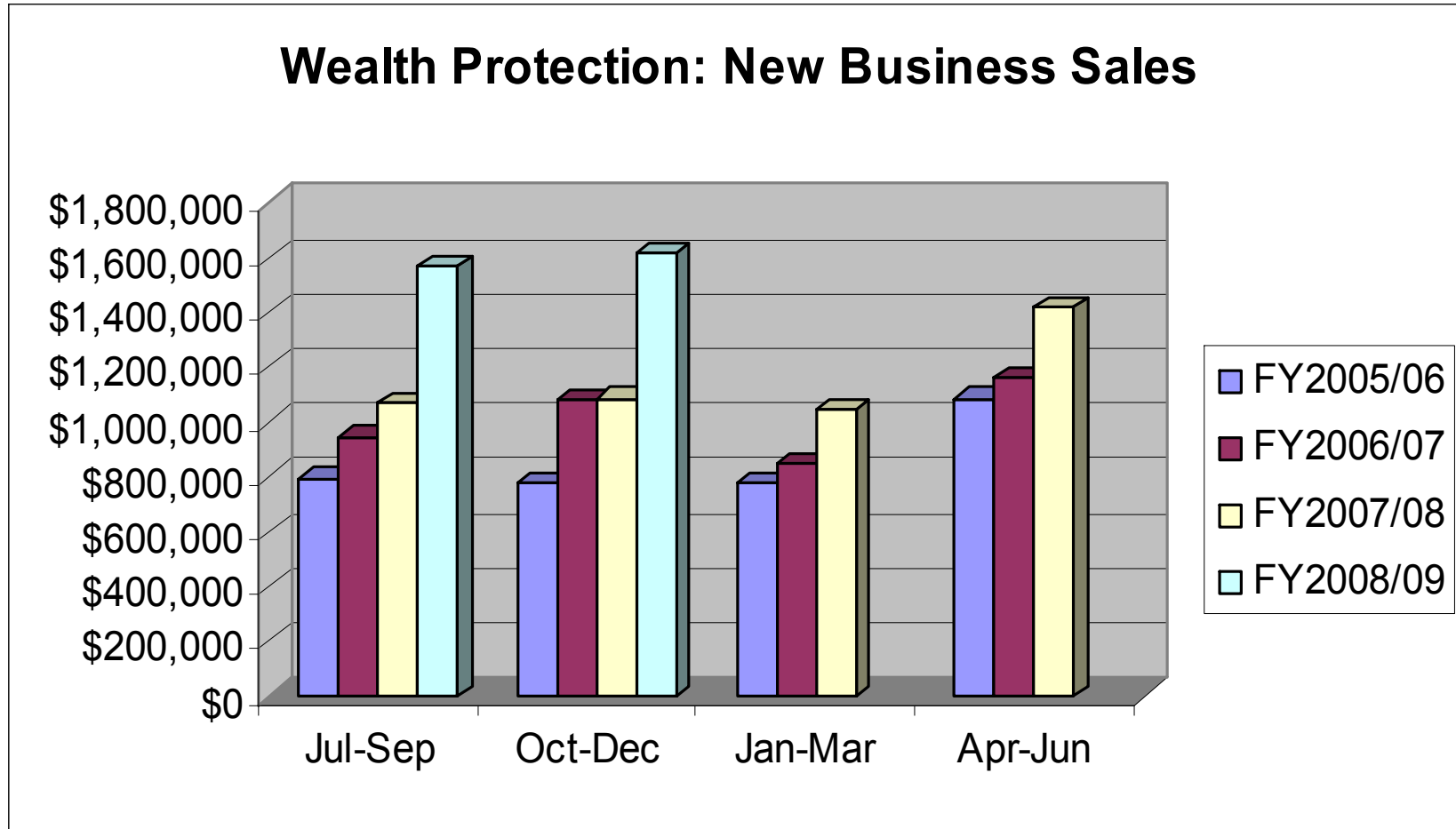


Loans outstanding



- finconnect introduced 2007, LUA includes residential, commercial, margin & protected lending
- LUA: \$3.64b. Margin Lending less than 3% of LUA

Risk Insurance (Wealth Protection)



- In Force Premiums (as at 31/12/08) is \$31.4 million, up 26.6% for 12 months

Breakdown of results: Revenue

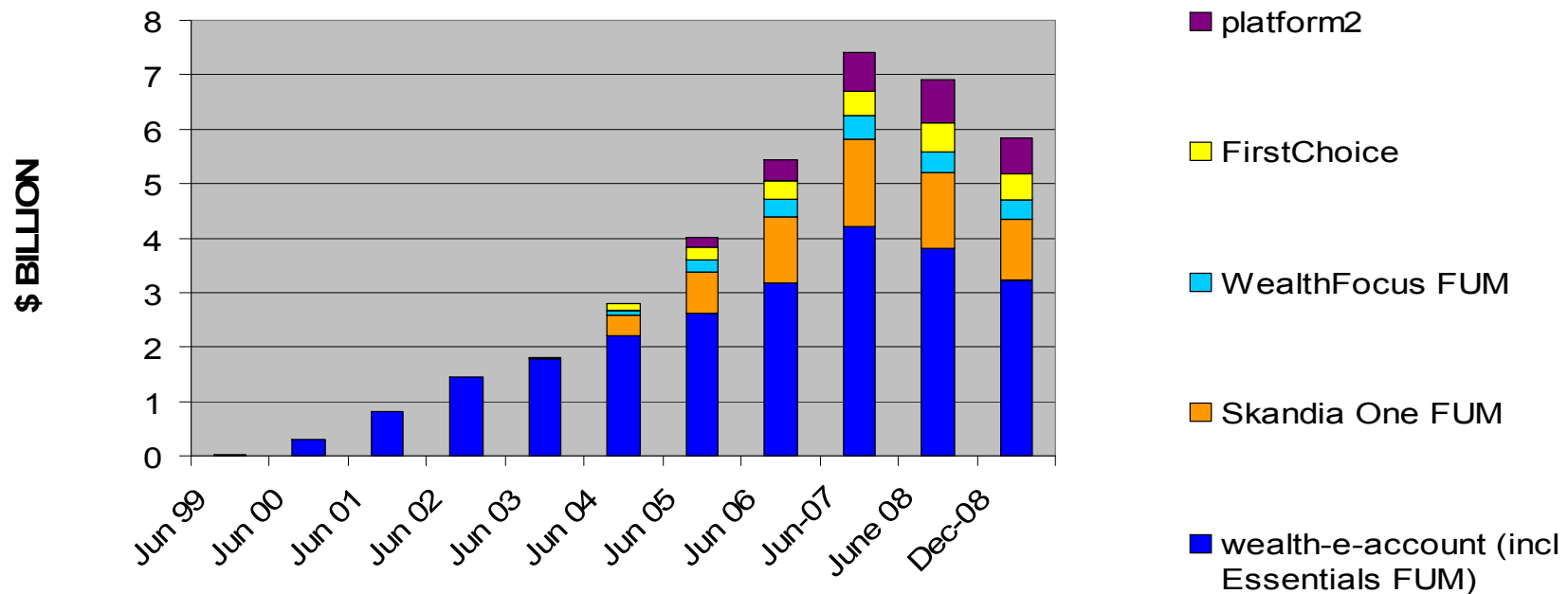
Operating Profit	02/03	03/04	04/05	05/06	06/07	07/08	1H08	1H09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Net Fees and Commissions	9.77	11.20	12.25	14.10	16.13	17.34	8.92	7.33	(18%)
Asset-based income	8.25	10.55	13.60	19.87	25.62	31.57	15.56	13.72	(12%)

Key Performance Indicators

Key Performance Indicators	31/12/08	% change	31/12/07	12 mth	30/06/08	30/06/07
	\$B	FYTD	\$B	change	\$B	\$B
1 Recommended Platforms	\$ 5.84	(15.6)%	\$ 7.76	(24.7)%	\$ 6.92	\$ 7.41
2 Other Investments	\$ 4.90	(16.7)%	\$ 7.03	(30.3)%	\$ 5.88	\$ 6.65
3 Total Funds 1&2 (FUA)	\$10.74	(16.1)%	\$14.79	(27.4)%	\$12.80	\$14.06
4 Loans outstanding	\$ 3.64	(1.4)%	\$ 3.63	0.3%	\$ 3.69	\$ 3.09
5 Total 3&4 (FLUA)	\$14.38	(12.8)%	\$18.42	(21.9)%	\$16.49	\$17.15
	31/12/08	% change	31/12/07	12 mth	30/06/08	30/06/07
	\$M	FYTD	\$M	change	\$M	\$M
6 Insurance Premiums (in force)	\$31.4	8.1%	\$24.80	26.6%	\$29.06	\$23.00

Funds Under Advice: Platforms

End of Financial year FUA figures



- **31 December 2008:**
- **Preferred Platforms FUA down 24.7% All Ords Index down 43% 12 months**

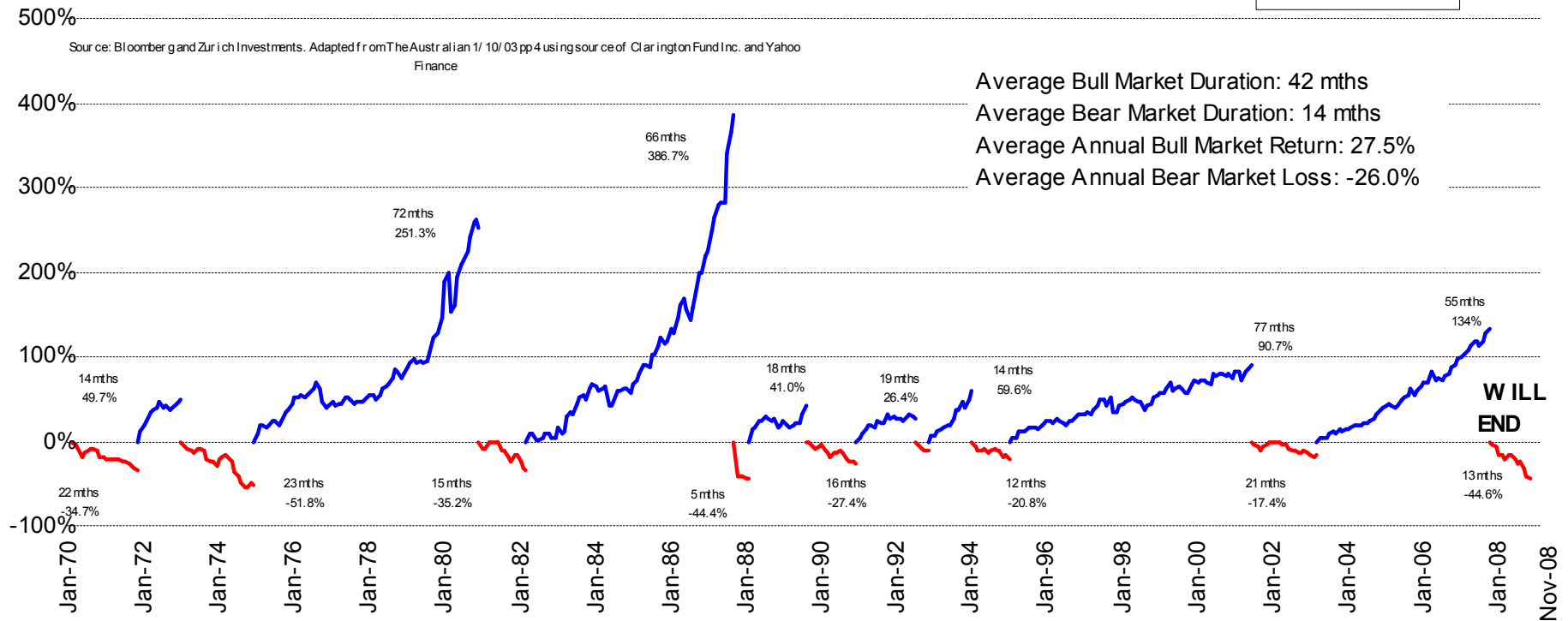


vs.



- Australia

Australian All Ordinaries Bull and Bear Markets



2008/09 Half Year Results: Revenue

Operating Profit	02/03	03/04	04/05	05/06	06/07	07/08	1H08	1H09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Net Fees and Commissions	9.77	11.20	12.25	14.10	16.13	17.34	8.92	7.33	(18%)
Asset-based income	8.25	10.55	13.60	19.87	25.62	31.57	15.56	13.72	(12%)
Other fees	3.02	3.53	3.86	3.01	3.24	3.07	0.76	1.08	41%
Net Revenue	21.04	25.28	29.71	36.98	44.99	51.98	25.24	22.13	(12%)

2008/09 Half Year Results: Expenses

Expenses	02/03	03/04	04/05	05/06	06/07	07/08	1H08	1H09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Employment	6.81	7.85	7.91	7.70	8.23	8.82	4.72	4.79	1%
Other expenses	6.01	6.58	5.42	4.61	5.58	6.67	3.77	3.33	(12%)
Share based payments expense	-	-	0.80	1.49	2.26	3.07	1.43	1.73	21%
Total expenses	12.82	14.43	14.11	13.80	16.07	18.56	9.92	9.85	(1%)

Summary

Year ending 30 June	2003	2004	2005	2006	2007	2008	1H08	1H09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Net Operating Income#	21.04	25.28	29.71	36.98	44.99	51.98	25.24	22.13	(12%)
Expenses	12.82	14.43	14.11	13.80	16.07	18.56	9.92	9.85	(1%)
Operating Profit	8.22								
/ EBIT		10.85	15.60	23.18	28.92	33.42	15.32	12.27	(20%)
Percentage Increase	33%	32%	44%	49%	25%	16%	26%	(20%)	

excludes interest, dividends and profits from sale of assets

Summary (cont)

Year ending 30 June	2003	2004	2005	2006	2007	2008	1H08	1H09	Change
	\$M	\$M	\$M	\$M	\$M	\$M	\$M	\$M	%
Investment income*	0.015	1.69	1.04	2.37	3.88	(1.56)	0.65	(3.62)	(656%)
Net profit before tax	8.08	12.54	16.65	25.55	32.80	31.7	15.97	8.66	(46%)
Net profit after tax	5.91	9.01	12.30	17.60	22.69	21.3	10.74	5.84	(46%)

*including unrealised gains and losses

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 through out their life cycle.

438 Franchisee offices, mainly accountants
(including 9 CountPlus firms)
857 Authorised Representatives
292 finconnect Members



The Future Counts



Young & Single

- 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



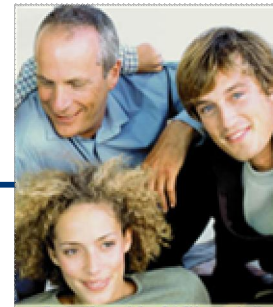
In a Relationship

- 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



Relationship/With Young Children

- 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



Relationship/With Adult Children

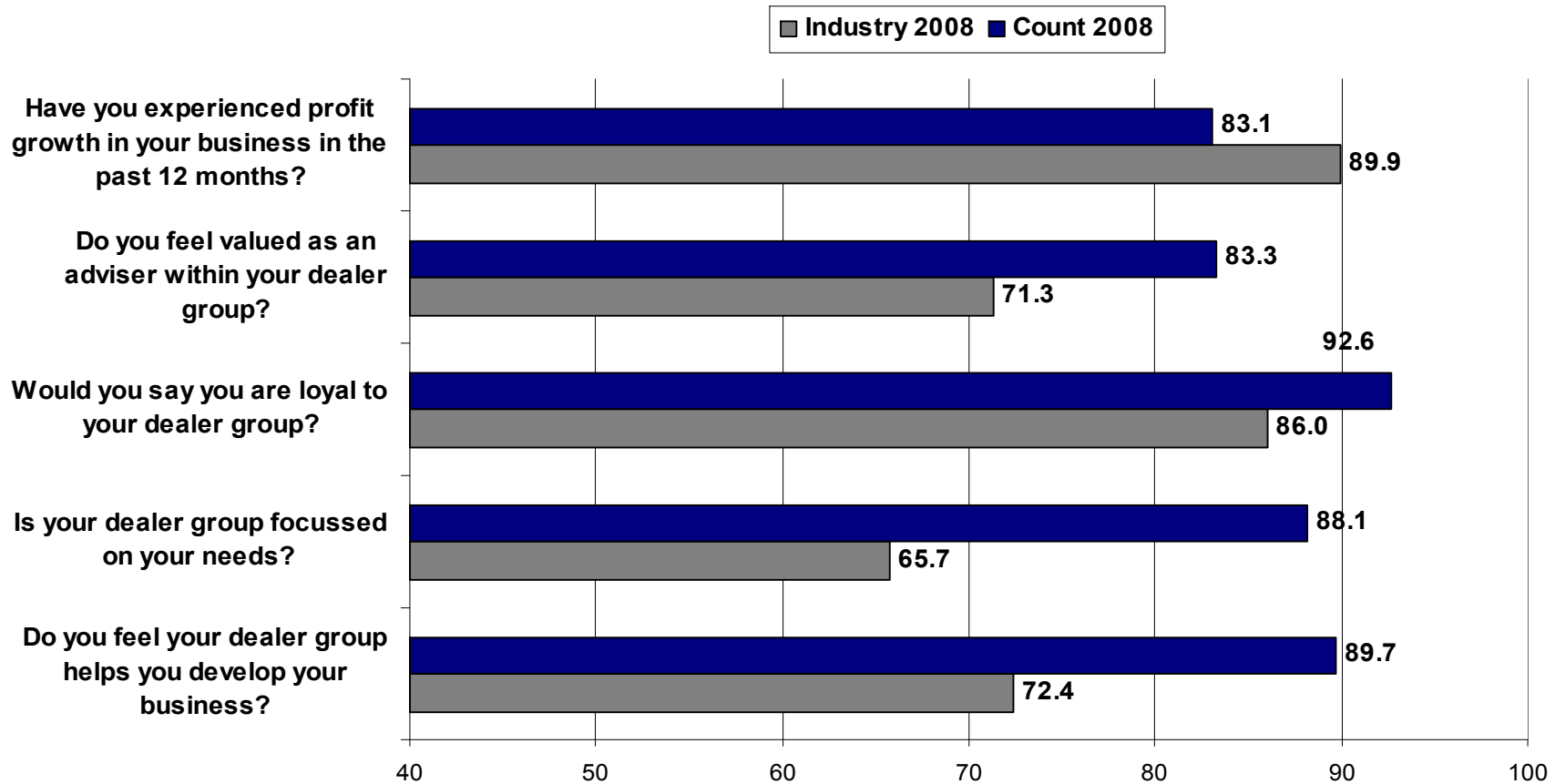
- Superannuation strategies
- Investment strategies
- Mortgage
- Family Expenses
- Lifestyle expenses
- Retirement goals
- Expenses and financial care for children living at home
- Estate planning
- Transition to retirement



Retired

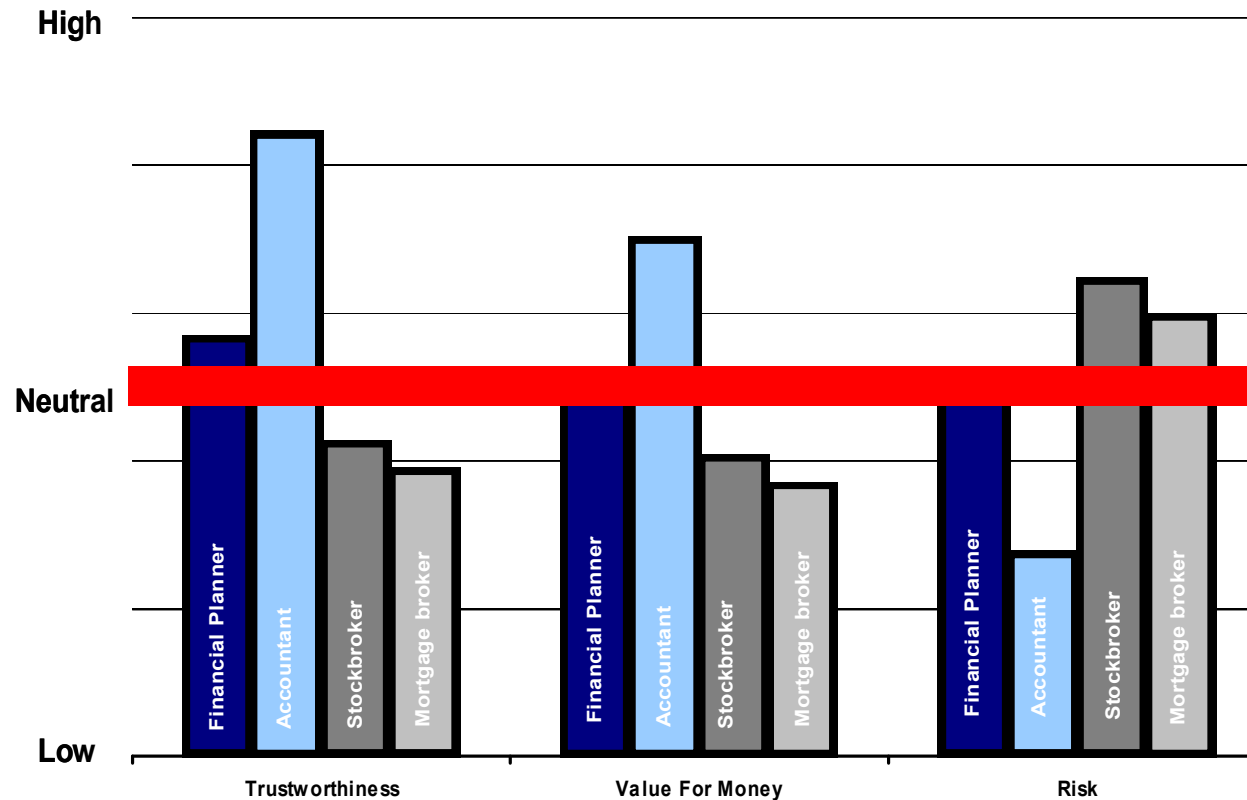
- Superannuation and pensions
- Managing income
- Lifestyle expenses
- Medical expenses
- Estate planning
- Care and living expenses
- Government support

Count Franchisee views



Client Perceptions

Q. Please rate your perceptions of the following professions on a scale from 1-10 for the following factors.



Source: CoreData-BM Investor Sentiment Index Q4 2008

Core Business: Advice

- Count remains strong & solid
- Business is impacted by effects of adverse market conditions only
- Long-term record of successful risk management through Count's sound research process with an Independent Board Risk & Compliance Committee

Count's sound research process

- Never on Count's Approved Product List:
 - Westpoint, FinCorp, ACR, MFS, Basis Capital, Opes Prime or any unlisted Property Syndicates
- Policies to limit the exposure on sector funds like:
 - Hybrid Property Trusts
 - Hybrid Fixed Interest Funds
 - Hedge Funds
- Maximum Gearing levels to reduce debt: equity risks

AFSL Compliance Report: Dec 2008

“My overall impression is that Count’s procedures for monitoring and supervising its representatives are of a high order. In fact, they are among the best that I have seen anywhere.”

Grant Holley,

Holley Nethercote, Commercial Lawyers

Track record: Quality Advice

- Count's claim costs – including legal costs & reimbursements from franchisees

Year	\$'000
2005/06	\$ 80
2006/07	\$111
2007/08	\$159
2008/09 (6months)	\$ 11

- 5 years to 31 December 2008:
FOS Complaints 1,606 v Count FOS Complaints 3

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.

Solutions for Accountants

- Count GPS



Accounting based
best practice templates,
procedures & tools

- Super Central

Online self managed
super fund deed
generator &
automatic updates

- Class Super



Stream line, self
managed super fund
administration

- **Nine investee acquisitions** and **five tuck-ins** have settled to date with more in acquisition pipeline.
- Despite tough macro economic conditions 08/09 actual YTD and forecast EBITA shows solid growth on purchased EBITA.
- Management remain confident of achieving \$25 m EBIT target prior to listing.



Important notice to Accounting Principals:

One day you will need one of our exclusive accounting services...



NEW accounting platform

"CountGPS could be an invaluable tool for any accounting practice in Australia – it triggers everything you need to discuss in a meeting. We use it for the value-added services to clients as well as for the high end technical advice on corporate structuring for the business."

– Peter Barnes, Chartered Accountant, Business & Associates, Darwin ACT



List your business on the ASX

"Countplus is the ultimate growth strategy for accounting practices. On top of benefits and incentives for our team, and being able to list the business later, we retain day to day management of the practice and continue to look after our clients."

– Geoff Mason, Chartered Accountant, The MBA Partnership, Southport QLD



Outsourced loan service for professionals

"Just wanted to say thank you to the finconnect team, not only for the additional revenue stream that the service has opened up, but because of the flexibility it offers to my practice and for one more professional edge we have over competitors."

– Mark Dobby, CPA, Doing Wealthy, Gombak QLD



Funding for your business expansion

"Count Loans has made it easy for us to realise our ongoing plans to expand the practice – including our most recent acquisition."

– George Haden, FCPA FRS, Haden Partners Pty Ltd VIC



AFS Licence, total financial service solutions

"We're not restricted by relying on one service only – we offer a one-stop service for all financial needs. This is important for the financial health of our clients, but also the future well-being of the business."

– Peter Hayes, Chartered Accountant, Colby Hunt VIC

...and there has never been a better time to join Count.

For more information contact Colin Simkin (02) 8272 0413 or joinus@count.com.au

Count and Count Wealth Accountants are the trading names of Count Financial Limited, ABN 59 001 811 026, AFS Licence Number 217235. Principal Member of the Financial Planning Association of Australia Limited. Successful individuals may be a wholly owned subsidiary of Count Financial Limited, 801 Newson Street, Gosford NSW. Registered Finance Broker (FC) 1773 58-65, Head Office, Level 10, 1 Macquarie Street, Sydney 2000.

Question Time

Count 

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