Financial Services Guide – Part 1

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This Financial Services Guide (FSG) has been authorised for distribution by Count Financial Limited (ABN 19 001 974 625), the holder of Australian financial services (AFS) licence no. 227232 ('Count'). Count is the AFS Licensee that authorises your Count financial adviser ('Adviser') and their firm ('we', 'us', 'our') to provide financial services.

The purpose of this FSG

This document provides information to help you decide whether to use the financial services we are authorised to provide. It includes details about the financial services and products we are authorised to offer you, the types of documents you may receive, any conflicts of interest we may have and how we, Count, and related parties are paid for the services provided, and our complaint handling process and options available if you are dissatisfied with our services.

This FSG is provided in two parts and both parts must be read together. Part One contains information about Count and the general obligations and arrangements that apply to all authorised representatives. Part Two is the Adviser Profile, which outlines information specific to your Adviser and their firm, including services offered and applicable fees.

Contacting Count

If you need to contact us, you can speak with your Adviser. You can also contact Count using the following details:

Writing:	Count Financial Limited GPO Box 1453 Sydney NSW 2001
Phone:	(02) 8218 8778
Email:	info@count.au

Not independent

We acknowledge that we are not independent, impartial, or unbiased. In general, we provide personal advice that aligns with the Licensee's Approved Product List (APL), which may include financial products and services associated with the Licensee. We may receive commissions for recommending life insurance products and non-monetary benefits such as training and educational seminars from product providers.

About Count

Count is a subsidiary of Count Limited ABN 111 26 990 832 ("Count Limited"). Count provides client engagement services, training, licensing, compliance, investments advice and support services to us.

About Count Limited

Count Limited is an Australian public company listed on the Australian Stock Exchange (ASX:CUP). Count Limited operates a network of professional accounting and financial advice firms. Count Limited also operates a services segment that specialises in the delivery of education and expertise to accountants and advisers.

Other relationships which might influence Count in providing financial advice services

Hub24 Limited

HUB24 Limited is an ASX listed provider of investment administration platform and technology services and holds a material shareholding in Count Limited.

The Hub24 platform is included on the Count Approved Product List (APL) and is available for use by us where appropriate. We are obligated to act in our clients' best interests at all times and will only recommend the use of the Hub24 platform if it is suitable for your needs.

We continue to use a range of other platforms to implement investment advice, and you are welcome to request an alternative platform if you prefer. Importantly, we are not subject to any incentives, sales targets, or under any obligation to recommend the Hub24 platform.

CARE Managed Portfolios

DWA Managed Accounts Pty Ltd (AFS licence no. 264125) (DWA) is a wholly owned subsidiary of Count Limited. DWA is the investment manager for each of the CARE Managed Portfolios. DWA has appointed an investment committee that is responsible for implementing the investment philosophy, investment strategy and investment process for the CARE Managed Portfolios and receives fees for the provision of these services.

These fees, where applicable, will be disclosed in your Statement of Advice (SoA).

No part of this fee is paid to Count.

Philo Capital Advisers – Managed Discretionary Account (MDA) Service

Your adviser may recommend the Managed Discretionary Account (MDA) service provided by Philo Capital Advisers Pty Ltd (Philo) (ABN 70 119 185 974, AFSL 301808). More information about Philo is available at www.philocapital.com.au.

If you use this service, Philo will be responsible for managing your investment portfolio in line with an agreed Investment Program. This program is based on your financial objectives and strategy, which your adviser will help you establish. Philo, or a portfolio manager appointed by them, will make and implement investment decisions to keep your portfolio aligned with your agreed strategy.

Your adviser does not operate the MDA. Their role is to provide you with personal advice and recommend the service if it is appropriate for your needs. Philo is responsible for the day-to-day management of your investments, while a platform provides custody and administration services.

Fees for the service are paid from your account and include an MDA portfolio management fee. Your adviser may also receive advice fees as agreed with you. In addition, Count may receive a fee of 0.05% - 0.15% (excluding GST) from Philo in connection with the referral. All fees and payments will be clearly disclosed in your Statement of Advice (SoA). You should carefully read the SoA, MDA Contract and the Investment Program before deciding to proceed.

Safeguards to manage conflicts of interest

Count has adopted safeguards to manage conflicts of interest that may arise wholly or partially in relation to the activities that we undertake. These may include:

- providing full disclosure of the conflict of interest, potential conflict of interest, or perceived conflict of interest to you,
- referring you to another adviser to provide advice to you, or
- declining to provide services or withdrawing the services provided to you.

We consider these safeguards to be a robust and effective approach to managing and preventing conflicts of interest. If we detect a conflict of interest, we will act as an impartial advisor would in your interests.

Documents you may receive

Documents may be provided electronically to your nominated email address, unless agreed otherwise. The following documents may be received by you when your Adviser provides financial services to you:

Statement of Advice (SoA)

If your Adviser provides personal advice tailored to your circumstances and needs, you will receive a SoA. This document outlines the advice provided, the reasons for the advice, and any remuneration payable by you and/or received by us or Count. The information contained in the SoA is designed to help you make an informed decision about whether to act on the advice.

Record of Advice (RoA)

In certain circumstances, if you have previously been issued with a SoA, your Adviser may provide further advice without the need for another SoA. In these cases, a Record of Advice (RoA) will be prepared. Additionally, where advice is provided on a small investment balance, a RoA may also be issued. The RoA will outline the advice, the reasons for the advice, and details of any remuneration payable by you and/or received by us or Count. Your Adviser may provide you with a copy of the RoA.

Product Disclosure Document (PDS)

You will receive a PDS or a link to the website where you can locate the PDS if your Adviser recommends a financial product or offers to arrange the issue of a financial product at your request. The PDS contains information about a financial product's features, fees, benefits and risks.

Services and products we offer

Having access to a comprehensive range of products and services helps ensure your Adviser can provide a tailored financial solution just for you.

Advice services we provide

Under Count's AFS licence, we are permitted to provide financial advice and services across a wide range of financial products. These include:

- Deposit and payment products including basic deposit, non-basic deposit, and non-cash payment products
- Government debentures, stocks or bonds
- Life products including investment life insurance and life risk insurance products
- Managed investment schemes including Investor Directed Portfolio Services (IDPS)
- Retirement savings account products
- Securities
- Superannuation, and
- Standard margin lending facility

Your Adviser is authorised to provide advice in some or all of these areas and may also be authorised in other specialist advice areas. These are outlined in Part Two of this FSG.

Approved products

Authorised representatives of Count are generally restricted to recommending products that appear on Count's APL. These products have been assessed through a robust due diligence and approval process managed by Count Limited's specialist product research team, with the support of independent research providers.

Count may use Lonsec Research as a primary research provider in constructing the APL. Lonsec Research is a wholly owned subsidiary of Lonsec Holdings Pty Ltd (ABN 41 151 235 406). Another subsidiary of Lonsec Holdings, Lonsec

Investment Solutions Pty Ltd (ABN 95 608 837 583), manages portfolios that may also be included on the APL.

Count has also established a partnership program with a number of financial product issuers. While these issuers may have products included on the APL, any financial benefits received through the program are strictly used to fund education initiatives for Count representatives and do not influence product selection.

While other financial products may also be suitable to your needs, your Adviser will generally only recommend products listed on the Count APL. If, based on your objectives, financial situation and needs, a product outside of the APL is considered appropriate, it must still meet Count's selection criteria and approval requirements before being recommended.

The specific financial services and types of products that your Adviser is authorised to provide are outlined in Part Two of this FSG.

Non-advised transactions

In limited circumstances, we can arrange financial product transactions for you on your instruction without providing personal advice. In some cases, you may be asked to confirm your instructions in writing and sign an acknowledgment form to confirm that you are proceeding without advice. Any assistance we provide to complete your transaction should not be taken as a recommendation or endorsement of the product or transaction.

Services Count is not responsible for

Count is only responsible for the financial services or products provided by your Adviser in their capacity as an authorised representative of Count. This does not include any other services your Adviser may provide in another capacity, such as acting as an accountant, tax agent or in another professional role, such as:

- Taxation advice and services (e.g. preparing and lodging tax returns).
- Accounting and audit services
- Self-Managed Super Fund compliance and administration services
- Advice on specific credit products (excluding margin lending)
- Business or legal advisory services
- Advice on unlisted or private companies and investments, private development funds, franchises, high yield debentures, direct property, property syndicates, mortgage schemes, derivatives, general insurance or direct international share holdings
- Any other services not provided under Count's authorisation

It is important that you understand which services are being provided under Count's licence and who is responsible for them. If you are unsure, please speak with your Adviser or contact Count for clarification.

In order to provide tax (financial) services to you an Adviser must be a Qualified Tax Relevant Provider (QTRP). Based on the information collected from you, your Adviser will consider the tax consequences that relate directly to the financial advice being provided, however, this financial advice will not include an assessment of your overall tax position. To determine how your Adviser's financial advice fits with your overall tax position, you should seek separate tax advice about liabilities, obligations or entitlements that arise, or could arise, under taxation law.

Instructing us

You may provide instructions in writing—by post or email—as agreed with your Adviser. In limited circumstances, and only where specifically agreed, instructions may be accepted over the phone.

Remuneration and fees

All advice fees, including non-advised fees, and commissions are paid directly to Count as the licensee. Count may retain a percentage, and the remainder, that is attributable to the financial services we provide, is passed on to us.

If the fees, commissions or benefits cannot be determined at the commencement of our services, we will describe the manner by which they are calculated and provide you with an estimate of the applicable remuneration.

Financial planning advice fees

The fees or other costs associated with the services we offer and products we recommend depend on the complexity of your situation and the nature of the advice provided.

Your Adviser will discuss and determine the fees with you before providing any advice or services. They will clarify the method for calculating costs and provide you the actual costs in an agreement before starting any work that you will be charged for. You can ask for more information about the fees and the remuneration we may receive.

The advice and service fees may be calculated using a fixed dollar amount, a percentage of invested funds, an hourly rate, or a combination of these methods.

Where we are aware that you have used borrowed funds to invest, including where we recommend that you borrow to invest, we will not charge you percentage-based fees on the borrowed amount.

Our financial planning advice fees generally include charges for providing you with initial advice, ongoing advice and services, or other transaction-related fees. You may choose to pay these fees directly or from an eligible financial product which you hold, or which we recommend.

Please refer to Part Two of this FSG for further details on the fees that we charge.

Insurance commission payments

When we advise on an insurance policy that you hold, or we recommend, we may receive initial and ongoing commission payments from the product issuer.

An initial commission is a one-off payment made by the product issuer when you first take out a financial product. An ongoing commission may also be paid by the product issuer each year from the second year onward, for as long as you hold the policy. These amounts are not paid directly by you but are built into the cost of the product. We only receive commission where we are entitled to do so under existing arrangements with the product issuer.

If you are charged a financial planning advice fee, we may rebate some or all of the above commission to you.

Detailed insurance commission rates

Initial commissions: Up to 66% of the first year's premium for new policies implemented from 1 January 2020. We may receive commissions on increases or additions to existing policies of up to 66%.

Ongoing commissions**:** Up to 33% of the insurance premium each following year.

For example: On insurance policies implemented from 1 January 2020, if your insurance premium was $1,000, we would receive an initial commission of up to $660. We would receive an ongoing commission of up to $330 pa.

Referral fees

If you have been referred to your Adviser or to us by a third party, a referral payment may be made to the referrer by us, Count Limited or Count. Similarly, we, Count Limited or Count may receive a benefit for referring you to third parties for specialist services. These benefits are not passed on to your Adviser.

Class Super is Count's preferred third-party service provider of software to assist in the administration of Self- Managed Super Funds. In situations where you purchase this software Count Limited may receive up to 17.5% of the annual software licence fee.

If applicable, further details of referral agreements will be disclosed in Part Two of this FSG or in your SoA.

Fee rebate or waiver

Count, your Adviser and/or we may also receive fee waivers, fee subsidies and/or fee reimbursements. These fees relate to support services provided by Count to its authorised representatives and may cover expenses such as annual membership fees, software and data service fees, paraplanning fees, as well as travel and accommodation costs related to conferences and training events.

Professional Development Sponsorship

Count may receive sponsorship payments from product providers which are in no way linked to volume of sales. These sponsorship arrangements help Count to offset the organisational and running costs of providing education and training services to Count's authorised representatives.

What else should you understand?

How we handle your personal information

We are committed to ensuring the privacy and security of your personal information. As part of our continuing commitment to client service and maintenance of client confidentiality, we have adopted the principles set out in the Privacy Act 1988. For further details you can refer to Count's Privacy Policy, available at: www.count.au/privacy

As a financial service provider, we have obligations under the Anti-Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds. This means that your Adviser may ask you to present identification documents such as your passport or driver's license and may also retain copies of this information. They cannot provide you with services if you are unwilling to provide this information.

Some of our financial advisers may enter their own outsourcing arrangements with providers located in countries other than those detailed in our Privacy Policy. Details of the countries we disclose to you may change from time to time. Those arrangements will be disclosed separately by the financial adviser to you.

We may use artificial intelligence (AI) tools to assist in providing services to you. These tools are used responsibly to support quality and efficiency, and you will always be asked for your permission before any conversation is recorded.

If you wish to review your personal information held by us, please contact your Adviser directly, or Count by emailing info@count.au.

What to do if you have a complaint

We are committed to resolving your concerns. If you are not fully satisfied with any part of the service or advice you have received, for whatever reason, you should take the following steps:

Step 1: Contact your Adviser

You should contact your Adviser in the first instance and discuss your concerns with them. Most complaints can be resolved quickly and fairly at this stage.

Step 2: Contact the Count Complaints Manager

If your Adviser cannot resolve your complaint, or you wish to contact Count directly, an internal process is available for reviewing your concerns impartially.

Your complaint will be escalated to the Count Complaints Manager, who will aim to resolve it quickly and fairly. They will communicate a proposed solution to you and attempt to resolve the complaint within 30 days of receipt. You will be informed if more time is needed to finalise the matter.

Writing:	Count Complaints Manager GPO Box 1453 Sydney NSW 2001
Phone:	(02) 8218 8778
Email:	reportcomplaints@count.au

Step 3: Contact the Australian Financial Complaints Authority (AFCA)

If you remain dissatisfied with the outcome provided by our, or Count's internal complaints processes, or if you have a complaint that is not satisfactorily resolved within 30 days, you are entitled to refer your complaint to the Australian Financial Complaints Authority (AFCA). AFCA is an external, independent body offering free and accessible dispute resolution services to individuals who have been unable to satisfactorily resolve their complaint.

Time limits may apply to complain to AFCA and so you should act promptly or otherwise consult the AFCA website to find out if or when the time limit relevant to your circumstances expires.

The AFCA contact details are:

Writing:	Australian Financial Complaints Authority GPO Box 3 Melbourne VIC 3001
Online:	www.afca.org.au
Phone:	1800 931 678 (free call)
Email:	info@afca.org.au

Any issue about your personal information, you can contact the OAIC:

Writing:	The Office of the Australian Information Commissioner GPO Box 5218 SYDNEY NSW 2001
Online:	www.oaic.gov.au
Phone:	1300 363 992 (free call)
Email:	enquiries@oaic.gov.au

You may also contact the Australian Securities & Investments Commission (ASIC) on 1300 300 630 (free call info line) to make a complaint and obtain information about your rights.

Professional indemnity insurance

Count has professional indemnity insurance cover in place and these arrangements comply with the requirements for compensation under the Corporations Act.

Count's professional indemnity insurance is subject to terms and exclusions and generally covers claims arising from the actions of our current and former employees or authorised representatives whilst they acted on Count's behalf.