

ASX ANNOUNCEMENT – KPG

Wednesday, 26th November 2025

Southern Highlands Firm chooses Kelly+Partners

Kelly Partners Group Holdings Limited ("Group", ASX:KPG) announces today that it has executed legal agreements with an accounting firm that operates in Southern Highlands, NSW, to join the Kelly+Partners Group.

The details are as follows:

Location:	Southern Highlands, NSW
Annual Revenue to Group:	\$2.6m-\$3.3m
Annual NPATA to Parent:	\$0.3m
	<i>(based on 35% EBITDA margin post improvements)</i>
KPGH Purchased interest:	50.10%
Completion Date:	5 December 2025

A new Kelly Partners entity has been formed to acquire 100% of the business, of which Kelly Partners Group Holdings Limited owns 50.10% and two existing Kelly Partners' operating partners own 49.9%. The two current partners of the business will continue as consultants to the business and have committed to a minimum 3-year period.

The above is not material to KPG, however it confirms the attractiveness of Kelly+Partners' ability to assist in succession and its Partner-Owner-Driver® model to owners of accounting businesses.

Founder and CEO of Kelly+Partners, Brett Kelly said,

"We are humbled to be chosen by this well-established partnership to assist with their succession. This demonstrates our ability to manage the transition and the introduction of new partners confirming the attractiveness of the Kelly+Partners offering and our Partnership-Owner-Driver® model."

A summary of partnerships joining Kelly+Partners since July 2025 are as follows:

#	Date of completion	Location	Type	Revenue to Group (\$AUD)
1	31 July 2025	Mission Viejo, California	Marquee	\$4.3m to \$5.7m
2	31 October 2025	Sydney CBD + Bowral, NSW	Tuck-in	\$4.0m to \$4.4m
3	29 August 2025	Pittwater, NSW	Tuck-in	\$1.0m
4	16 October 2025	Philippines	Marquee	\$6.0m to \$7.0m
5	5 December 2025	Southern Highlands, NSW	Marquee	\$2.6m to \$3.3m
	Total			\$17.9m to \$21.4m
	% of FY25 Revenue (\$134.6m)			13.3% to 15.9%
	Annualised % Growth			~32%

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The current annual run rate revenue of the Group including the above is estimated at \$AUD163m. Please see the table below and the graph on the following page for a calculation of the run rate revenue.

KPG Consolidated Group FY26 Run Rate Revenue

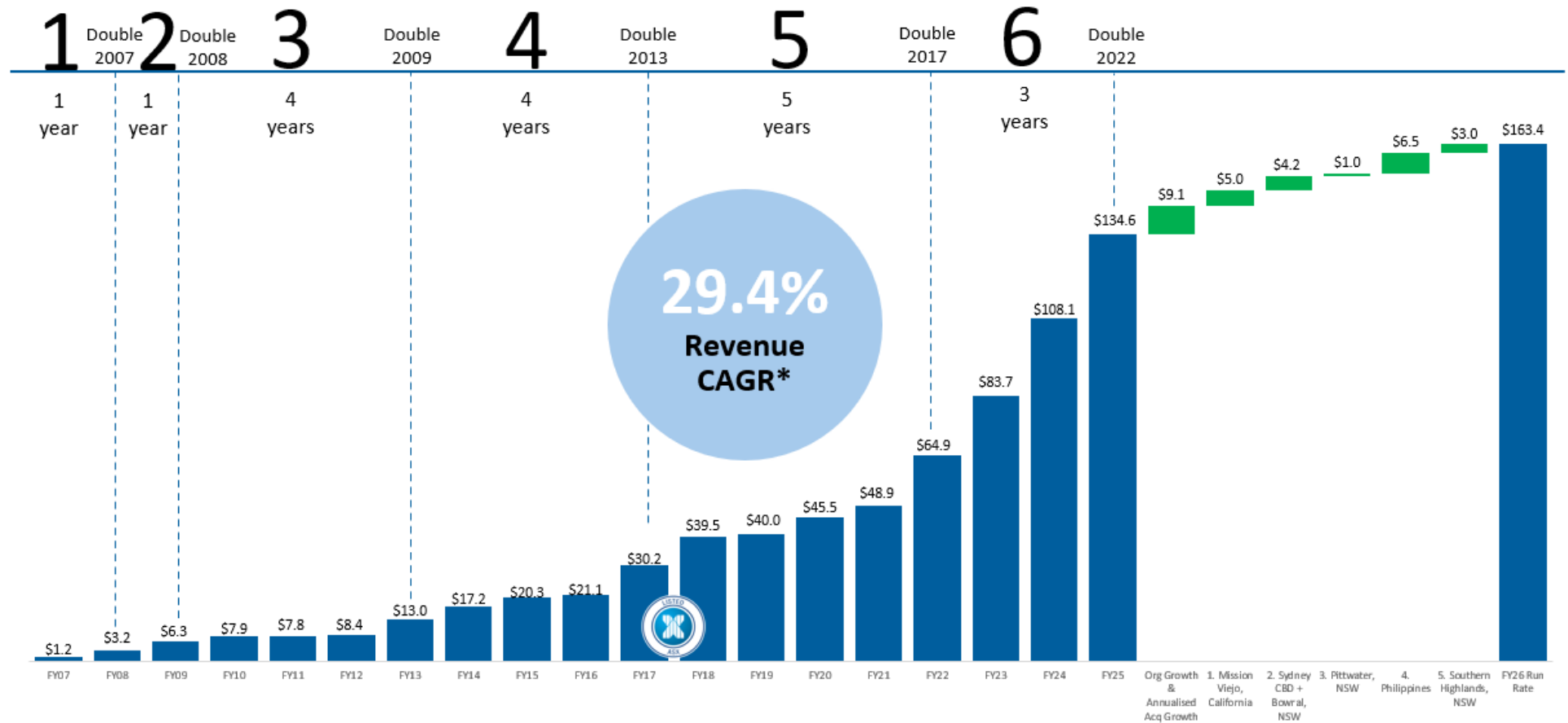
	\$m	Growth %
FY24 Revenue	\$108.1	29.3%
FY25 Revenue	\$134.6	24.5%
FY25 organic & annualised FY25 acquired growth	\$9.1	6.8%
Current year acquisitions:		
1. Mission Viejo, California	\$5.0	
2. Sydney CBD + Bowral, NSW	\$4.2	
3. Pittwater, NSW	\$1.0	
4. Philippines	\$6.5	
5. Southern Highlands, NSW	\$3.0	
Current year acquisitions – Total	\$19.7	14.6%
FY26 Run Rate Revenue Estimate	\$163.4	21.4%

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

KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

KPG Consolidated Group FY26 Run Rate Revenue (m)



About Kelly+Partners Group Holdings Ltd (ASX:KPG)

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 40 operating businesses across 41 locations globally. In total, the team consists of more than 700 people, including 100 partners, who service over 25,000 SME clients.

The holding company, Kelly Partners Group Holdings Limited, was listed on ASX on 21 June 2017. Over the past 19 years, Kelly+Partners has undertaken 80+ individual transactions in order to build the current accounting network. This includes the transformation of 50+ external firms, and the launch of 30+ greenfield businesses.

KPG's Hold Co ownership structure and unique operating model (**Partner-Owner-Driver®**) is transforming 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 KPG to help solve many of the issues currently facing both the accounting sector and the SME clients of our firms.

Kelly+Partners – Current Locations



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