



IPO Presentation

ASX:EQS

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This Presentation must be read together with the Accompanying Prospectus dated 4th February 2022 (“Prospectus”)

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INVESTMENT HIGHLIGHTS

Results-driven Investment Services

We focus on helping others achieve their financial goals. Striving to empower clients by offering premium advice, content, education and equity market investment services.

Equity Story currently operates various services for Australian share market investors, across four key business units:



**Independent
Investment
Research
Services**



**Investor
Educator
Services**



**Funds
Management**



**Access for
Clients to
Investment
Opportunities**

We are committed to analysing and collating quality investment research & products for our clients, providing them with knowledge, ideas, training and platforms to enjoy investing and wealth creation in their own way.

INVESTMENT HIGHLIGHTS

Platform in Place for Exciting Growth Opportunities

Experienced and Dedicated Management Team

Management team with a strong understanding of equity market trading, investment strategies and financial services.

Attractive Products and Services

Range of unique and valuable products, services, content and information relevant to investors and traders interested in capital markets.

Existing and Established Subscribers base

1,200 Paying Subscribers for equities market advice and commentary through several subscription packages.

Extensive Database

40,000 Subscribers to whom the Company can promote new financial investor service offerings.

Local Market Growth

Growing demand for high quality general trading advice, delivered in an engaging and entertaining way, via articles and podcasts.

Market Opportunity

Growing number of retail investors who are underserved by the mainstream wealth management industry:

- Retail investors with a smaller investment capital
- Younger investors, Millennials and Gen Z, who do not access traditional wealth advice and services.
- Sophisticated older investors who wish to actively manage their own investment portfolios

Global Prospects and Geographical Source

Working with both Australian and US financial services licensing advisors to upgrade Equity Story AFSL to include managed investment scheme products and to secure the SEC Investment Advisor licence or registration.

BACKGROUND

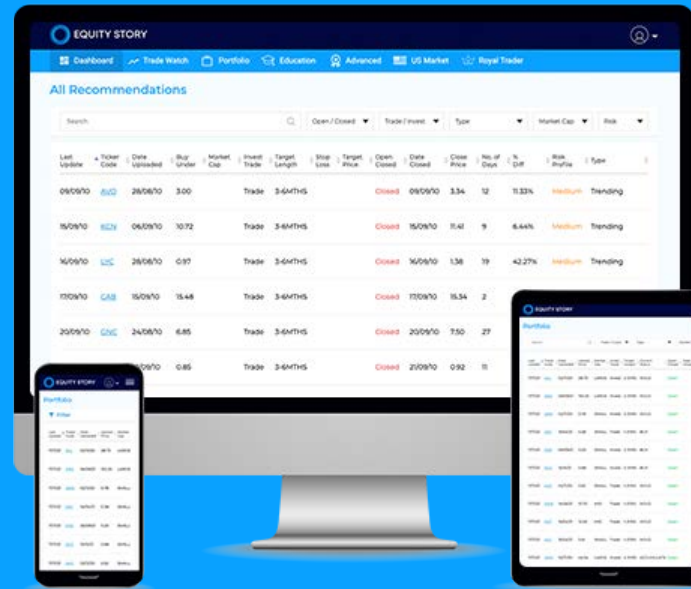
Striving To Empower Our Clients



Formally launched in 2014, Equity Story was founded as a Sydney-based share market research, recommendation and educational member subscription business.



Our aim has always been to provide our clients with general securities advice to help them make better informed trading decisions by delivering quality technically & fundamentally researched recommendations handpicked by our investment team.



Equity Story currently has approximately 43,000 subscribed Australian-based members with around 1,200 of its subscribed members being paying subscription members (**Paying Subscribers**).



Paying Subscribers enjoy daily video content, and weekly webinars, trading ideas, stock tips and other interesting content regarding stock market investing.

AMBITION

Creating A Leading Equity Markets Content & Services Platform



Equity Story sees huge emerging demand for quality market investment and trading advice delivered in an engaging and entertaining way.



Both these groups are hungry for additional content from market experts, including related topics such as economic opinion and lifestyle articles, videos and podcasts.



A growing segment of the investing public is underserved by the wealth management industry, especially smaller investors and younger demographics – Millennials and Gen Z – who are unable to access mainstream traditional wealth advice.



These cohorts are also interested in being part of a brand that offers boutique investment services such as funds management, access to deals and trading platforms.



Additionally a fast growing group of sophisticated and wealthy older “boomer” investors are interested in more actively managing their own portfolios and are seeking trusted and sound general trading advice and education.



Equity Story’s ambition is to grow rapidly and become one of the premier investment content and services platforms for a growing and engaged subscriber audience.



PRODUCTS & SERVICES

1. Equity Market Investment Research Services

Equity Story offers unique and entertaining general stock market investment advice to its Paying Subscribers, via an online membership platform.

Members enjoy content including:

PRODUCTS OVERVIEW



The daily 15-20 minute 'Market Watch' video at 11:30am (AEDT) every trading day of the year in Australia. This video is hosted by Equity Story's team of analysts and provides general market coverage for both the US and Australian markets, and actionable short to medium term trading ideas, based on technical and fundamental analysis.



Access to twice-weekly live webinars, where Paying Subscribers are able to ask Equity Story's analysts trading and investment related questions on any listed company.



A range of trading ideas every Sunday to include what Equity Story's team of analysts considers to be the best technical equities charts for the trading week ahead, based on Equity Story's own internal trading methodology combined with Equity Story's internally selected moving average indicators.

2. Investor Education Services

Equity Story offers investing and trading educational courses to its clients. These education courses are delivered online as a full day event, where attendees are taught Equity Story's proven, actionable and easy-to-follow 7-step investment strategies.

PRODUCTS OVERVIEW

Equity Story's investing and trading educational course includes:

- ▶ Investing and trading mindset and planning.
- ▶ Technical analysis to include interpreting technical indicators and signals.
- ▶ Fundamental analysis.
- ▶ Risk management to include using trade signals, risk reward analysis and using stop losses.

The Company plans to significantly grow the number of attendees of these Investor Education Courses and programs with marketing initiatives to the wider database of 43,000 Subscribers and by advertising in the general private investor market.

3. Funds Management

PRODUCTS OVERVIEW



The Equity Story Growth Fund opened in September 2020.



A new boutique wholesale fund managed by Equity Story, with over \$5.0 million funds under management (FUM).



The Equity Story Growth Fund primarily makes investments in both domestic and international equities and implements an equity fundamental and technical strategy, focusing on medium to long-term growth opportunities.



We plan to significantly increase the total FUM of the Equity Story Growth Fund by implementing marketing strategies to obtain investment from the wider database of Subscribers and by advertising in the general private investor market.

4. Access to Investment Opportunities

PRODUCTS OVERVIEW



Under an arrangement with ASIC Licenced advisory firm Andover Corporate Finance, Equity Story will procure and manage equity securities investment opportunities for distribution to Equity Story's database of Subscribers.



Through the joint venture with Andover, Equity Story will be able to provide its Subscribers who are Wholesale Investors, which includes investment funds, family offices and high net worth individuals and other qualified Section 761GA investors, access to listed capital raises (e.g. placements) and Initial Public Offerings (**IPOs**).



Subject to regulatory and licensing requirements, the Company plans to offer investment opportunities to Equity Story's Subscribers who are Retail Investors in the future.



We see this business unit as a revenue growth engine, and a valuable added service to our wholesale clients.

BUSINESS MODEL

Equity Story currently has a membership base of around 1,200 Paying Subscribers, with its services currently delivered via a member-only online portal.

Equity Story currently generates revenue via:

The Company expects to generate revenue in the future via the following additional revenue streams:

Annual membership subscription fees

For access to the member-only online portal where general financial product advice are delivered.

Educational course registration fees

Participants of Equity Story's educational courses pay to participate in online securities investment educational courses.

Funds management

Funds management and performance fees management of the Equity Story Growth Fund.

Access to investment opportunities

Disclosed placement fees as earned from stockbrokers or directly from issuing companies under Equity Story's joint venture partnership with Andover.

SUBSCRIBER BASE

- ▶ Equity Story currently has a membership base of around 1,200 Paying Subscribers, with its services currently delivered via a member-only online portal.
- ▶ Standard membership fees range from \$1,500 to \$2,500 per annum, with some additional premium packages available. Investor education course attract one-off fees.
- ▶ A wider database of over 43,000 subscribers have engaged with Equity Story and these members are a key asset for conversion to paying members, course participants and other services.
- ▶ Equity Story plans to create new services and price-points, and promote these new financial investor service offerings to the broader database.

Time Period	Number of Paying Subscribers	Growth relative to prior Financial Year (%)
January 2017	214	
January 2018	324	51.40%
January 2019	463	42.90%
January 2020	559	20.73%
January 2021	843	50.80%
January 2022	1194	41.64%

Time Period	Number of Subscribers
January 2017	1,619
January 2018	8,103
January 2019	18,487
January 2020	23,531
January 2021	37,108
October 2021	43,484
November 2021	44,383
December 2021	44,528

GROWTH STRATEGY

The Company intends to continue with Equity Story's current business model, with a focus on scale, expansion and diversification.

The Company believes that it can realise significant growth of its established investment research and educational services business by:

- ④ Leveraging the existing Subscriber base by continuing to develop and expand its existing services and offerings to Subscribers.
- ④ Major focus on growing the number of Paying Subscribers with substantially increased spend on digital marketing and lead generation.
- ④ Increasing the Subscriber base to include customers from other geographies (subject to regulatory requirements).
- ④ Exploring complementary acquisition opportunities.
- ④ Growing the funds under management in the existing funds, and by the creation of new funds and investment vehicles.
- ④ Expanding into potential new verticals and adjacent businesses across the financial services landscape, including investor services, securities trading, market research and data, investment technology, funds management and corporate advisory.



THE COMPANY

BOARD

Experts In Equity Markets and Stock Trading

Trent McGraw

Chief Executive Officer

CEO of Equity Story since 2016.

Over 14 years' business and executive experience.

Co-founded Equity Story Fund in 2020 as fund manager, with experience making investment calls in both domestic and international equities utilising in-house fundamental and technical research analysis.

David Tildesley

Founder & Executive Director

Co-founded Equity Story in 2007 and has been the lead technical equities analyst of Equity Story since 2010.

Widely regarded as one of Australia's leading technical trending analysts.

Degrees in History and Sociology, a diploma in Financial Markets through the Securities Institute of Australia and maintains RG146 accreditations.

BOARD

Experience In Capital Markets and Growth Companies

Mark Goes

Executive Director

Currently the head of AFSL Compliance at Equity Story.

Mark has over 20 years' experience as a senior securities advisor.

Prior to his role at Equity Story, Mark was an investment advisor at Morgans Financial (2007-2019), AMRO Morgans (2001-2007) and HSBC (1997-2000).

Ben Loiterton

Non Executive Chairman

Independent Director.
B.Com LL.B (UNSW).

Over 28 years' experience in investment banking, corporate advisory, IPOs, equity raising, M&A, business management and entrepreneurial activity.

Experienced public company director having served on four ASX-listed company boards and various private company boards and advisory boards. Currently Chair of Simble Solutions Limited (ASX:SIS).

MANAGEMENT

Leaders in Share Market Investment Content & Management

Peter Kopetz

Head Fundamental Analyst

Head Fundamental Analyst at Equity Story since 2015. Also currently Investment Manager for the Equity Story Growth Fund.

Prior to Equity Story, Peter was an Equities Analyst at State One Stockbroking (2009-2015), DJ Carmichael (2006-2009) and a Senior Auditor at Asguard Wealth Solutions (2001-2006).

Graduate Diploma of Applied Finance and Investment (Kaplan), a Diploma in Financial Markets (Finsia) and a Graduate Certificate in Financial Markets (Finsia).

Elissa Hansen

Company Secretary

20 years' experience advising boards and management on corporate governance, compliance, investor relations and other corporate related issues.

Worked with boards and management of a range of ASX listed companies including assisting companies through the IPO process.

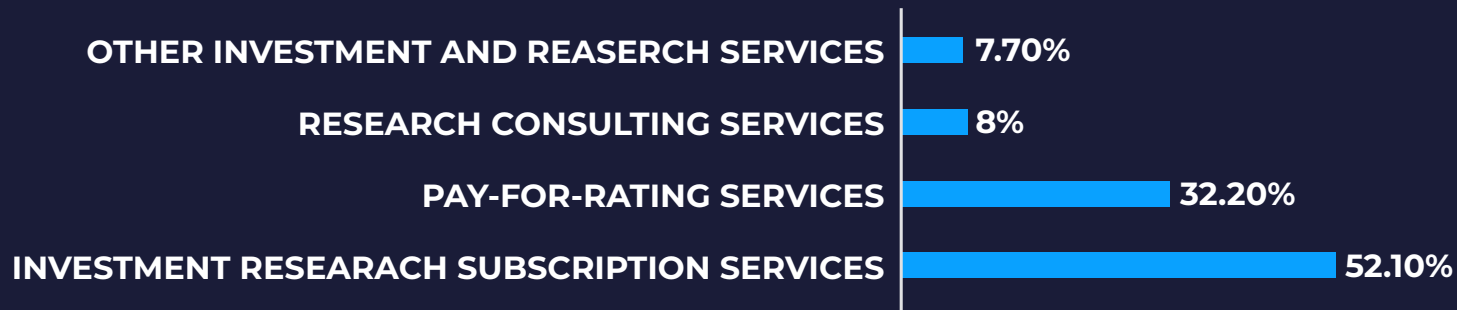
Chartered Secretary bringing best practice governance advice, ensuring compliance with the Listing Rules, Corporations Act and other relevant legislation.

MARKET LANDSCAPE

Investment Research Subscription Services Market

- ▶ The Independent Investment Research Services industry in Australia is currently valued at approximately \$235.9 million and is expected to grow annually by 4.5% over the next five years, through to 2026. Over half of revenues are derived from Investment Research Subscription Services.
- ▶ Equity Story derives the majority of its revenue from this product category, which refers to the investment research provided by research firms to clients usually via the means of a paid subscription. A majority of research firms utilise this revenue model.
- ▶ In recent years, equity capital markets globally have attracted increasing interest from individual investors in trading and investing in a wide range of investment products, especially stocks.
- ▶ This has been driven by demand from Retail Investors and high net worth individual investors seeking general advice and commentary on individual stocks and trading strategies, predominantly with regards to ASX listed companies, including small-cap and mid-cap stocks.

SERVICES AS A % OF INDUSTRY REVENUE IN AUSTRALIA 2021



MARKET LANDSCAPE

Competitors and Peers

Key competitors of Equity Story are boutique research and general advice providers, focused on servicing:

- ▶ Individual traders and investors
- ▶ High net worth individuals
- ▶ Family offices
- ▶ Self-managed superannuation funds
- ▶ Day-traders and retail-level participants

These operators offer specialised independent research on particular stocks, fundamental commentary (investment fundamentals such as operational and financial performance) as well as technical commentary (stock price charting-based observations).

Boutique research services largely follow a subscription based business model with their main revenue streams coming from monthly or annual fees paid by clients.

Key Selected Competitors

1. Motley Fool
2. InvestSmart
3. Fat Prophets
4. Investor Daily
5. Under the Radar Report
6. Marcus Today
7. Stock Baron
8. Australian Stock Report
9. FN Arena
10. The Chartist
11. Eureka Report
12. Intelligent Investor

KEY STRENGTHS

Engaging Customer Experience

Equity Story possesses a competitive advantage in the boutique Independent Investment Research Services industry due to the following factors:



Unique combination of technical and fundamental research and information, with a unique focus on video-based commentary on stock price charts of selected ASX listed shares.



Positive track record of investment returns from general advice and commentary provided to subscribers.



Entertaining video content and podcasts combined with newsletters and written research.



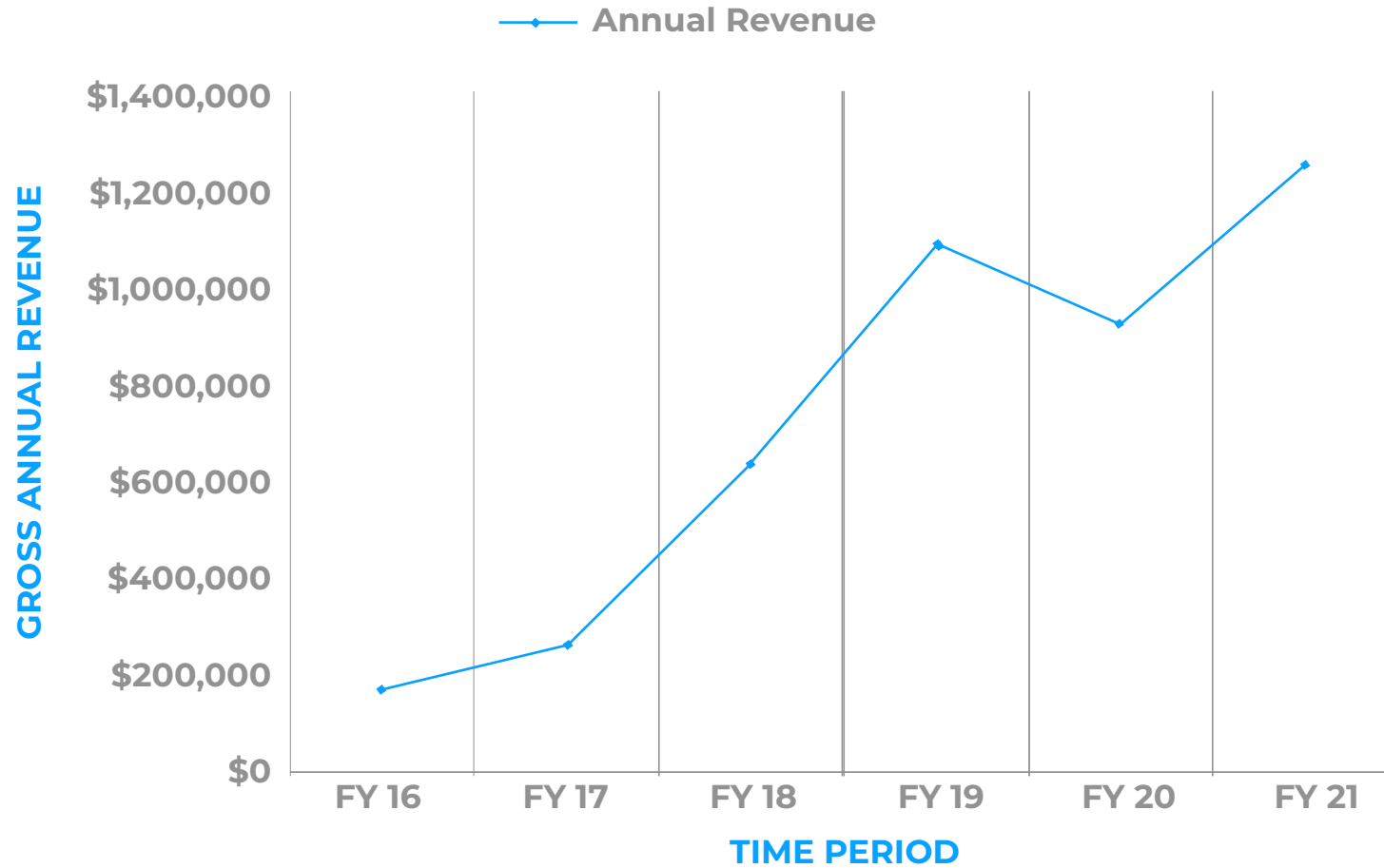
Interactive live education services via webinars, seminars and live Q&A sessions with analysts.

Equity Story has been able to offer a point of differentiation from key competitors, effectively fostering a highly loyal customer base.

STRONG REVENUE GROWTH

The Story So Far

TOTAL REVENUE GROWTH



FINANCIALS

Pro Forma Balance Sheet

	Pro-forma Equity Story Group Limited Consolidated As at 30 June 2021	Pro-forma Minimum Capital Raising	Pro-forma Maximum Capital Raising
CURRENT ASSETS			
Cash and cash equivalents	\$ 742,647	\$ 4,721,647	\$ 5,676,647
Trade and other receivables	\$ 108,242	\$ 108,242	\$ 108,242
Other Assets	\$ 6,875	\$ 6,875	\$ 6,875
TOTAL CURRENT ASSETS	\$ 857,764	\$ 4,836,764	\$ 5,791,764
NON-CURRENT ASSETS			
Investments	\$ 150,000	\$ 150,000	\$ 150,000
Intangible assets	\$ 525,000	\$ 525,000	\$ 525,000
TOTAL NON-CURRENT ASSETS	\$ 675,000	\$ 675,000	\$ 675,000
TOTAL ASSETS	\$ 1,532,764	\$ 5,511,764	\$ 6,466,764
CURRENT LIABILITIES			
Trade and other payables	\$ 140,319	\$ 140,319	\$ 140,319
Borrowings	\$ 18,088	\$ 18,088	\$ 18,088
TOTAL CURRENT LIABILITIES	\$ 158,407	\$ 158,407	\$ 158,407
TOTAL LIABILITIES	\$ 158,407	\$ 158,407	\$ 158,407
NET ASSETS	\$ 1,374,357	\$ 5,353,357	\$ 6,308,357
EQUITY			
Contributed equity	\$ 1,494,357	\$ 5,105,357	\$ 6,060,357
Reserves	\$ 690,000	\$ 1,058,000	\$ 1,058,000
Accumulated losses	-\$ 810,000	-\$ 810,000	-\$ 810,000
TOTAL EQUITY	\$ 1,374,357	\$ 5,353,357	\$ 6,308,357



THE OFFER

Price	Chg	%Chg	Shares
24.7050	▲ 86.560	0.650	86.560
47.0540	▲ 57.030	807.5	57.030
6760.70	▲ 5.7540	0.607	5.7540
34.7080	▲ 0.7540	540.5	0.7540

EWPE	-WEF	EFF	-WEF	EFF	-WEF	-WEF	-WEF
▲ 16.0680	▲ 0.7040	405.4	2.2400	▲ 405.4	8.8350	8.8350	8.8350
▲ 20.6500		054.0	4.9870	▲ 054.0	8.7860	8.7860	8.7860
	7.5030		8.8350	787.6	5.3230	5.3230	5.3230

Price	Chg	%Chg	Shares
24.7050	▲ 86.560	0.650	86.560
47.0540	▲ 57.030	807.5	57.030
6760.70	▲ 5.7540	0.607	5.7540
34.7080	▲ 0.7540	540.5	0.7540

EWPE	-WEF	EFF	-WEF	EFF	-WEF	-WEF
▲ 16.0680	▲ 0.7040	405.4	2.2400	▲ 405.4	8.8350	8.8350
▲ 20.6500		054.0	4.9870	▲ 054.0	8.7860	8.7860
	7.5030		8.8350	787.6	5.3230	5.3230

OFFER SUMMARY

ASX IPO to raise up to \$5.5 million
at 20 cents per share

IPO of up to 22,500,000 Shares at an issue price of \$0.20 per Share to raise \$4,500,000 (**Minimum Subscription**), and up to \$5,500,000 (**Maximum Subscription**).

The Offer comprises:

- ▶ **Priority Offer** – Guaranteed minimum offer of \$2,000 per Eligible Equity Story Subscriber as per the terms outlined in the Prospectus; and
- ▶ **Public Offer** – An offer to the general public in Australia, via the Prospectus.

The Shares issued under the Offer will be fully paid and listed on ASX.

Immediately prior to the allotment of shares under the Offer, the Company will have 83,793,462 shares on issue, a pre-IPO valuation of \$16.76 million.

The Company has appointed CPS Capital as the Lead Manager to the Offer.



CAPITAL & OFFER STRUCTURE

	Minimum Subscription (\$4,500,000) ¹	Full Subscription (\$5,500,000) ²
Offer Price per Share	\$0.20	\$0.20
Shares currently on issue ³	76,343,468	76,343,468
Options currently on issue ⁴	7,500,000	7,500,000
Shares to be issued under the Offer	22,500,000	27,500,000
Shares to be issued on conversion of Convertible Notes ⁵	7,449,995	7,449,995
Gross Proceeds of the Offer	\$4,500,000	\$5,500,000
Shares on issue Post-Listing (undiluted)⁶	106,293,463	111,293,463
Market Capitalisation Post-Listing (undiluted)⁷	\$21,258,693	\$22,258,693
Options to be issued to the Lead Manager under the Lead Manager Mandate ⁸	4,000,000	4,000,000
Shares on issue Post-Listing (fully diluted)⁶	117,793,463	122,793,463
Market Capitalisation Post-Listing (fully diluted)⁷	\$23,558,693	\$24,558,693

USE OF FUNDS

Funds available	Minimum Subscription (\$)	Percentage of Funds (%)	Full Subscription (\$) (\$5,500,000)	Percentage of Funds (%)
Existing cash reserves ¹	\$575,000	11.33	\$575,000	9.47
Funds raised from the Offer	\$4,500,000	88.67	\$5,500,000	90.53
Total	\$5,075,000	100.00	\$6,075,000	100.00
Allocation of funds				
Advertising ²	\$1,060,000	23.56%	\$1,500,000	27.27%
Marketing – Growth and Customer	\$800,000	17.78%	\$870,000	15.82%
Market Analysis ⁴	\$280,000	6.22%	\$420,000	7.64%
Further Investment and Development	\$100,000	2.22%	\$150,000	2.73%
Licensing Expansion ⁶	\$80,000	1.78%	\$80,000	1.45%
Expenses of the Offer ⁷	\$521,000	11.58%	\$566,000	10.29%
Administration Costs ⁸	\$959,000	21.31%	\$1,114,000	20.25%
Working capital	\$700,000	15.56%	\$800,000	14.55%
Total	\$4,500,000	100.00	\$5,500,000	100.00

IPO TIMETABLE

Lodgement of Prospectus with the ASIC	4 February 2022
Exposure Period begins	4 February 2022
Offers Opening Date	14 February 2022
Priority Offer Opening Date	14 February 2022
Priority Offer Closing Date	25 February 2022
Public Offer Closing Date	4 March 2022
Issue of Securities under the Offers	14 March 2022
Despatch of holding statements	16 March 2022
Expected date for quotation on ASX	18 March 2022

1. These dates are indicative only and may change without notice. Unless otherwise indicated, all time given are [AEDT]. The Exposure Period may be extended by the ASIC by not more than 7 days pursuant to section 727(3) of the Corporations Act. The Company reserves the right to extend the Closing Date or close the Offers early without prior notice. The Company also reserves the right not to proceed with the Offers at any time before the issue of Securities to applicants.
2. If the Offers are cancelled or withdrawn before completion of the Offers, then all application monies will be refunded in full (without interest) as soon as possible in accordance with the requirements of the Corporations Act. Investors are encouraged to submit their applications as soon as possible after the Offers open.

INVESTMENT SUMMARY

Equity Story is Creating A Leading Equity Markets Content & Services Platform to Address a Growing Market of New Generation Investors

Experienced and Dedicated Management Team

Management team with a strong understanding of equity market trading, investment strategies and financial services.

Attractive Products and Services

Range of unique and valuable products, services, content and information relevant to investors and traders interested in capital markets.

Existing and Established Subscribers base

1,200 Paying Subscribers for equities market advice and commentary through several subscription packages.

Extensive Database

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- Sophisticated older investors who wish to actively manage their own investment portfolios

Global Prospects and Geographical Source

Working with both Australian and US financial services licensing advisors to upgrade Equity Story AFSL to include managed investment scheme products and to secure the SEC Investment Advisor licence or registration.



APPLICATIONS

All applications for shares must be made pursuant to the accompanying Prospectus dated 4th February 2022 (“Prospectus”).

Applications for Shares under the Public Offer and Priority Offer must be made by using the relevant Application Form as follows:

- (a) Using an online Application Form at www.equitystory.com.au/prospectus and pay the application monies electronically; or
- (b) Completing a paper-based application using the relevant Application Form attached to, or accompanying, the Prospectus or a printed copy of the relevant Application Form attached to the electronic version of the Prospectus.