

CEO's AGM Address

Sydney, 24 November 2022: Equity Story Group Ltd ("**Equity Story**" or "**the Company**", **ASX:EQS**) will be holding its Annual General Meeting of Shareholders at 11.00am (Sydney time) today.

The CEO's address to the meeting is below.

CEO's Address

Equity Story Group Ltd successfully listed on the ASX on May 3rd this year and I would now like to take the opportunity to provide a brief review of the Group's activities since listing.

The first six months of being a listed Group have very much been about putting the framework in place to prepare for growth in 2023 and beyond.

As part of our listing Prospectus and separate to the Group's core subscription advice offering, we outlined the following key growth pathways:

- Expansion of the range and depth of investment market content and engaging additional talented market commentators.
- Expansion of the range of financial services available to our members, such as investment management and access to investment opportunities with other services to be added in due course.
- Seeking to engage partners for distribution of our content and services.
- And seeking acquisitions and joint ventures with new market commentators, podcast talent and adjacent financial services providers.

I am pleased to say we have largely delivered on initiating these key growth pathways.

Operational Highlights since listing include:

- Upon listing the Company announced successful registration with the US Securities and Investment Commission (SEC), receiving SEC Investment

Advisor licensing to operate services in the United States of America. SEC registration is an important milestone for the Company's future progress. This also consolidates the Company's long term strategy to build a fully-licensed financial content platform across a number of international markets. With this approval Equity Story is now better positioned to execute our growth initiatives.

- The Company also made its first strategic and complimentary investment with the acquisition of digital advice, news and arts platform *A Rich Life* with the platform delivered a strong last quarter.
- The Company then went on to implement a new revenue stream consisting of Corporate Opportunities via the Company's new AFSL licensed subsidiary, Equity Story Securities Pty Limited ("ESS"). The Company completed its first capital raise and generated its first revenues via this subsidiary during the last quarter.
- The capital raise also included Equity Story Group making its second strategic investment, this time in digital business news platform AusBiz TV Pty Limited.
- The Company plans to grow this division, distributing equity and debt investment opportunities to qualifying 708 Sophisticated Investors, who are also members of Equity Story to generate raising fees for the Group.
- New revenue streams continue to be added including preparations to launch Education courses and content branded "Cincinnati Trading Method" or "CTM" which has been developed by the Company over 8 years, to be rolled out as its own independent offering.
- Just this week the Company announced mutually beneficial referral and revenue share agreements with Blu Horseshoe. Blu Horseshoe is a Digital Capital Raising Platform, connecting Sophisticated Investors with Companies seeking to raise capital. We consider this significant as it will allow Equity Story members to access Blu Horseshoes investment opportunity deal flow earning Equity Story fees for members participation, and importantly also enables Equity Story to substantially widen its audience by offering the Company's core share trading content and services to a large new audience of high value sophisticated and HNW investors, with access to Equity Story advisory subscriptions being offered to all existing BHS platform users as well as integrating an offer to Equity Story services to new BHS subscribers as part of their digital onboarding process.
- The Company continues to explore a range of revenue verticals, joint venture, affiliate, and M&A opportunities.

- The Company is also in advanced talks with potential platform partners in regards to the roll out of a compelling model portfolio offering to retail and wholesale investors.
- Since ASX listing in May 2022, management continues to improve and implement reliable internal systems and reporting lines to prepare for growth, including HR, finance, forecast budgeting, and governance.
- Much work is also going into improving sales effectiveness, digital marketing, lead generation, adjusting product packages and pricing.
- And finally, the Company understands the importance of keeping shareholders engaged and up to date. To this point we have recently engaged with an external specialist group to assist with shareholder engagement.
- Shareholder Engagement can dramatically improve the overall sentiment of the registry by educating Shareholders about the Company's story as well as generating valuable information for management by surveying the shareholders in the registry and providing any feedback from Shareholders to management.

In closing, whilst we are far from satisfied with the current share price of the Group which is often largely out the Company's control - Since listing we have been laser focused on what we can control and that is delivering on laying the foundations to drive growth across 2023 and beyond.

On behalf of the Board, thank you to all shareholders for your continued support.

*This announcement has been authorised for release by the Board of Directors of
Equity Story Group Ltd*

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About Equity Story Group Ltd

Equity Story Group Ltd (ASX:EQS) is an Australian investor media company providing stock market trading advice, research, investor education, funds management and capital markets services.

The Company' subscribers pay annual membership fees for written content and podcast-based equities market advice and commentary through several subscription packages, as well as regular paid live and digital investor education courses.

The Company is also rolling out other adjacent financial services to its members including funds management, investment services, member access to capital markets investment opportunities, and additional financial services and content.

Equity Story listed on ASX on 3 May 2022.

For more information, please visit us: www.equitystory.com.au

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