

Capital Markets and Product Distribution Agreements with Blu Horseshoe

Sydney, 22 November 2022: Equity Story Group Ltd (“**Equity Story**” or “**the Company**”, **ASX:EQS**) is pleased to announce two agreements to enhance the distribution of its products and services to a wider audience, and access Capital Markets investment opportunity deal flow for the Company’s wholesale subscribers.

Highlights

The Company’s wholly owned subsidiaries Equity Story Pty Ltd (“ES”) and Equity Story Securities Pty Ltd (“ESS”) have entered into mutually beneficial referral and revenue share agreements (“Agreements”) with Blu Horseshoe Ventures Pty Ltd (“BHS”).

Blu Horseshoe is a Digital Capital Raising Platform, connecting sophisticated investors with companies seeking to raise equity funding.

Part of Aspermont Ltd (ASX:ASP), Blu Horseshoe services wholesale investor subscribers. The platform predominantly distributes ASX listed placements and has made available to subscribers 178 equity raising deals in since launching earlier in 2022.

The Agreements will allow Equity Story qualified investor members to access Blu Horseshoe’s investment opportunity deal flow, and also enables Equity Story to substantially widen its audience by offering the Company’s core share trading content and services to Blu Horseshoe’s members.

Under the agreement between ESS & BHS:

- BHS will provide access to all of Blu Horseshoe’s investment opportunities to Equity Story’s opt-in wholesale investor subscriber database.
- ESS will receive a fee share from BHS for any ESS referred participation in BHS capital raises by Equity Story members, on a deal by deal basis.

Under the agreement between ES & BHS:

- BHS will offer all existing subscribers on the BHS platform access to Equity Story's share trading advice subscription packages.
- BHS will offer to all incoming new subscribers on the BHS platform access to Equity Story's share trading advice subscription packages as part of its online sign up process for new members.
- BHS will receive a fee for revenue received by ES for any BHS referred participation in Equity Story paid services.

About Blu Horseshoe

Blu Horseshoe specialises in connecting investors with companies looking to raise capital in the primary and secondary equity markets.

The platform is intuitive and allows investors to store personal information in a cloud native environment for it to be utilised across multiple investment applications, saving significant time and effort.

Blu Horseshoe's CEO, Antony Tolfts, said:

"We're excited to be entering into this partnership with Equity Story Group and to provide our clients as well as theirs with an enhanced ability to access and assess a broader set of investment opportunities. There are clear synergies between the two businesses both in terms of the products and services we offer as well as our ethos of providing investors with greater transparency and a Fair Go. We very much look forward to bringing this powerful combination to investors and that they'll benefit greatly from what, in partnership, we have to offer."

To find out more about Blu Horseshoe please visit www.bluhorseshoe.com

Strategic Context

The Equity Story Group Limited IPO Prospectus dated 4 February 2022 noted that the Company would work to grow the business into new revenue verticals by expanding regulatory licensing in Australia.

Two of the proposed revenue verticals included in the Prospectus were:

1. Providing direct access to on-market ASX equity placements, IPOs and other capital raising opportunities to Equity Story members ("Capital Markets"); and

2. Partnering with complimentary service providers under a revenue share or fee split arrangement to provide expanded service offerings to subscribers.

With today's announcement, and the note in the Quarterly Activities Report released 18 October 2022 confirming first revenue generated for the Group from Capital Markets activities, EQS has now delivered on initiating these two expansion verticals.

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

ENDS

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's 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

Corporate Enquiries

Trent McGraw

Equity Story Group Ltd

T: +61 02 9907 9652

support@equitystory.com.au