Equity Story Group Ltd

ABN 84 653 383 478

Annual Report

for the period ended 30 June 2024

The Directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'Group') consisting of Equity Story Group Ltd (referred to hereafter as the 'Company' or 'parent entity') and the entities it controlled at the end of, or during, the year ended 30 June 2024.

Directors

The following persons were Directors of Equity Story Group Ltd during the whole of the financial year and up to the date of this report, unless otherwise stated:

Ricky Fertig	Non-Executive Chair (Appointed 20 September 2023)
David John Tildesley	Executive Director
Mark Goes	Executive Director
Ben Loiterton	Non-Executive Chair (Resigned 20 September 2023)

Principal activities

The principal activities of the Group during the financial year continue to be stock market trading advice, research, investor education and funds management. There were no significant changes in the nature of the Group's principal activities during the financial year.

Dividends

There were no dividends paid, recommended or declared during the current or previous financial year.

Review of operations

The loss for the Group after providing for income tax amounted to $1,916,261 (30 June 2023: $2,565,934).

Highlights for the 2024 financial year include:

- On 1 August 2023, Equity Story raised $1,030,000 through bond issuances offering a competitive 10% annual interest rate, paid semi-annually at 5%, together with free attaching options exercisable at $0.10 per share with a three-year expiration. Funds raised will facilitate expansion, acquisitions, and partnerships in line with the Company's IPO Prospectus objectives;
- The Company's enduring success has paved the way for exciting developments in pricing and service delivery, most notably the **introduction of the revolutionary EQS250**. Unlike other general share advice providers that often prioritise amassing a large number of subscribers, EQS250 is a VIP service limited to just 250 discerning individuals, priced at $16,500 per annum (including GST). This exclusivity ensures a focus on quality over quantity, mitigating the issue of crowded trades, which can be a significant source of frustration for clients;
- The Company created **two (2) new introductory education courses centred around technical analysis and fundamental analysis**. The new courses will allow the flagship education course, Cincinnati Trading Method Masterclasses (CTM) to be restructured, focusing more on the implementation of the higher-level concepts as well as introducing assessment tasks to ensure participants understanding of the course material. The Company is also looking into requirements to have the new courses accredited by a nationally recognised training organisation;
- Through its subsidiary, Equity Story Securities Pty Ltd, Equity Story now offers Wealth Advisory Services. The business believes the services offered by the Wealth Advisory division are a natural fit with its existing members that have been receiving financial markets education and general advice since inception. It also positions the business to take advantage of the experience and networks of key stakeholders within the business and allows new revenue streams to be unlocked. **The new revenue streams include brokerage fees; equity placement fees; debt placement fees; mandate fees; corporate advisory fees; and structured product fees**;
- To support the new complimentary services, Equity Story has secured the services of Mr Shane White as Head of Wealth & Capital Markets. Mr White has an extensive network of institutional and HNW clients. Mr White also brings a wealth of experience across both financial markets and business management having founded a very successful high-level workplace integrity services company which boast several Top 100 ASX listed companies;
- Late in the March quarter, Equity Story introduced its clients to two capital raisings by ASX listed companies. The volume of high-quality deals Equity Story was able to offer to its network exceeded expectations and resulted in a significant uplift in revenue. During the June quarter, the **Equity Capital Markets team placed client funds into seven deals, raising over $6.125M**. Of the seven deals, Equity Story mandated one deal, resulting in higher-than-normal fees, and was the primary participant in two of the other deals; and
- The Company had commenced **beta-testing of the Investorverse platform** with a select group of existing clients and a few key ASX-listed company stakeholders. Equity Story continues to receive extremely positive feedback on the Investorverse platform, its functionality and the ability for financial services companies and investors to integrate themselves onto the platform. The Company believes the platform could start to deliver a group of new revenue streams by late 2024.

Risks and governance

The following is a summary of material business risks that could adversely affect our financial performance and growth potential in future years and how we propose to mitigate such risks.

Macroeconomic risks
As the services sold by the Group are discretionary for many subscribers, the Group’s financial performance can be impacted by current and future economic conditions which it cannot control, such as increases in interest rates and inflation, reduced consumer confidence, volatility in global markets, unemployment may impact levels of discretionary spending. The Group stays abreast of these conditions, focuses on its internal debtor controls and diversifies its customer base to help manage these risks.

Performance of technology
The Group operates online applications and is heavily reliant on information technology to deliver services to subscribers. The Group's platform uses software licensed from other third parties, and also depends on the performance and reliability of internet and other infrastructure which is outside of the Group's control. There is a risk that the Group may fail to update, develop or adopt new technologies which may render the Group’s services less competitive.

Data breaches and other data security incidents
The Group collects a wide range of personal and other confidential and sensitive information from subscribers in the ordinary course of business and store that data electronically. As an online business the Group may be subject to cyber-attacks. The Group has robust systems in place to maintain the confidentiality and security of that data and prevent unauthorised access to, or disclosure of that data, however there can be no guarantee that the systems will completely protect against data breaches or other data security incidents.

Subscription Revenue and Equity markets Commissions
The ongoing challenges in equity markets are expected to continue a there is a risk that revenues will fall as investors reduce their trading activity in a bear market environment.

The Group will strive to maximise returns to subscribers and shareholders by adjusting its trading and wealth management strategies accordingly.

Competitive market and changes to market trends
The Group operates in a highly competitive market. Innovation is constant and superior products that may be released to the market could result in pricing pressures upon our product and result in unfavourable product positioning within the market. We manage this risk through continuing product and service line improvements and brand development.

Reliance on key personnel
The Group is dependent on its existing personnel as well as its ability to attract and retain skilled employees. Loss of key employees or under-resourcing and inability to recruit suitable staff within a reasonable time period may cause disruptions to the Group’s operations and growth initiatives and adversely impact the Group’s operations and financial performance.

Compliance and change to laws and regulations
The Group operates in a sector where laws and regulations around its operations are evolving, and is subject to a number of Australian laws and regulations such as consumer protection laws, financial services regulations, privacy laws and those relating to workplace health and safety. There is a risk that new laws or regulations may be enacted or existing laws or regulations amended in such a way that impose regulations on the Group. As the Group continues to expand internationally, compliance risk expands with it, and there is a risk that the Group will not meet all international applicable laws and regulations.

The Group maintains sufficient internal controls to ensure continued compliance.

Significant changes in the state of affairs
There were no significant changes in the state of affairs of the Group during the financial year.

Matters subsequent to the end of the financial year

In September 2024, the Company received firm commitments to raise $708,000 (before costs) by way of a placement. The Company will issue up to 27,230,769 new fully paid ordinary shares at $0.026 per share (Shares) together with 27,230,769 unlisted options exercisable at $0.05 and expiring two years from issue (Options) (Placement) with the Options being subject to shareholder approval.

Capital raised from the Placement (after costs) will be used to expand sales and marketing activities, drive revenue within the education and trading division and Funds Management, as well as for general working capital.

Mr Shane White was appointed as the Company's new Chief Executive Officer on 12 September 2024.

No other matter or circumstance has arisen since 30 June 2024 that has significantly affected, or may significantly affect the Group's operations, the results of those operations, or the Group's state of affairs in future financial years.

Likely developments and expected results of operations

Information on likely developments in the operations of the Group and the expected results of operations have not been included in this report because the Directors believe it would be likely to result in unreasonable prejudice to the Group.

Use of funds

The Group used the cash and assets in a form readily convertible to cash that it had at the time of admission in a way consistent with its business objectives.

Environmental regulation

The Group is not subject to any significant environmental regulation under Australian Commonwealth or State law.

Information on Directors

Name:	Ricky Fertig
Title:	Non-Executive Chairman
Experience and expertise:	Ricky is an accomplished figure in financial services and a serial entrepreneur with a career spanning over four decades. In 1987, he founded a financial services brokerage that evolved into Quyn Holdings Limited, which became publicly listed on the JHB stock exchange in 1999. Under his leadership, the company employed over 4000 individuals, leaving an enduring impact on the financial landscape. Ricky earned numerous awards and accolades in the financial services industry and was a Top 25 member of the Life Underwriting Association of Southern Africa. He also led Colliers International Southern Africa as CEO for over 20 years.
Other current directorships:	None
Former directorships (last 3 years):	None
Interests in shares:	2,000,000
Interests in rights:	4,000,000

Name:	David Tildesley
Title:	Executive Director
Qualifications:	BA & BSc
Experience and expertise:	David has over 20 years' business and executive experience. David co-founded Equity Story in 2007. David has been the lead technical equities analyst of Equity Story since 2010. David holds a Degree in History and Sociology, a diploma in Financial Markets through the Securities Institute of Australia and maintains RG146 accreditations.
Other current directorships:	None
Former directorships (last 3 years):	None
Interests in shares:	28,563,001
Interests in options:	1,500,000

Name:	Mark Goes
Title:	Executive Director
Qualifications:	Dip. Financial Markets
Experience and expertise:	Mark has over 20 years' experience in financial markets, most recently as a senior securities advisor. Mark co-founded Equity Story in 2007. He is currently the head of AFSL Compliance at Equity Story. Mark previously held positions as an investment advisor at Morgans Financial, RBS Morgans and HSBC James Capel Australia. Mark has extensive experience in domestic and international equity markets, equity derivatives, initial public offerings, unlisted and greenfield capital raising, private placements, institutional and retail equity operations, estate administration, insurance and superannuation investment advice. Mark holds a diploma in Financial Markets through the Securities Institute of Australia and has achieved accreditations as follows: Superannuation, Insurance and Derivatives (ADA2) and is RG146 compliant. Mark is currently a member of the Stockbrokers and Financial Advisers Association (SAFAA) and a registered member of the Tax Practitioners Board (TPB).
Other current directorships:	None
Former directorships (last 3 years):	None
Interests in shares:	10,897,000
Interests in options:	1,500,000

Other current directorships quoted above are current directorships for listed entities only and excludes directorships of all other types of entities, unless otherwise stated.

Former directorships (last 3 years) quoted above are directorships held in the last 3 years for listed entities only and excludes directorships of all other types of entities, unless otherwise stated.

Company secretary
Elissa Hansen has been the Company Secretary during and since the end of the financial year.

Meetings of Directors
The number of meetings of the Company's Board of Directors ('the Board') held during the year ended 30 June 2024, and the number of meetings attended by each Director were:

	Full Board		Audit and Risk Committee	
	Attended	Held	Attended	Held
Ricky Fertig	4	4	1	1
David Tildesley	6	6	2	2
Mark Goes	6	6	2	2
Ben Loiterton	2	2	1	1

Held: represents the number of meetings held during the time the Director held office.

Remuneration report (audited)

The remuneration report details the key management personnel remuneration arrangements for the Group, in accordance with the requirements of the *Corporations Act 2001* and its Regulations.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including all Directors.

The remuneration report is set out under the following main headings:
- Principles used to determine the nature and amount of remuneration
- Details of remuneration
- Employment contracts for director and senior executives
- Share-based compensation
- Additional disclosures relating to key management personnel

Principles used to determine the nature and amount of remuneration

The objective of the Group's executive reward framework is to ensure reward for performance is competitive and appropriate for the results delivered. The framework aligns executive reward with the achievement of strategic objectives and the creation of value for shareholders, and it is considered to conform to the market best practice for the delivery of reward. The Board of Directors ('the Board') ensures that executive reward satisfies the following key criteria for good reward governance practices:
- competitiveness and reasonableness
- acceptability to shareholders
- performance linkage / alignment of executive compensation
- transparency

While Equity Story Group Ltd does not have a remuneration committee, the Board of Directors is responsible for determining and reviewing compensation arrangements for the Directors, and the senior management team.

Remuneration structure

In accordance with best practice corporate governance, the structure of Non-Executive Director and senior management remuneration is separate and distinct.

Senior executives and executive director remuneration

Objective

Equity Story Group Ltd aims to reward executives with a level and mix of remuneration which is commensurate with their position, their responsibilities within the Group, their length of service and the overall performance of the Group, and so as to:
- having economic profit as a core component of plan design;
- focusing on sustained growth in shareholder wealth, consisting of dividends and growth in share price, and delivering constant or increasing return on assets as well as focusing the executive on key non-financial drivers of value; and
- attracting and retaining high calibre executives.

Additionally, the reward framework should seek to enhance executives' interests by:
- rewarding capability and experience;
- reflecting competitive reward for contribution to growth in shareholder wealth; and
- providing a clear structure for earning rewards.

In accordance with best practice corporate governance, the structure of Non-Executive Director and Executive Director remuneration is separate.

Non-Executive Directors remuneration

The Board's policy is to remunerate Non-Executive Directors at market rates for time, commitment and responsibilities. The Board determines payments to the Non-Executive Directors and reviews their remuneration annually, based on market practice, duties and accountability.

ASX listing rules require the aggregate Non-Executive Directors' remuneration be determined periodically by a general meeting. The total aggregate fixed sum per annum to be paid to Directors (excluding salaries of executive Directors) is $350,000. In accordance with ASX Listing Rules and the Company's Constitution, this may be varied by ordinary resolution of Shareholders at a general meeting.

Executive remuneration
The Group aims to reward executives based on their position and responsibility, with a level and mix of remuneration which has both fixed and variable components.

The executive remuneration and reward framework has four components:

- base pay and non-monetary benefits
- short-term performance incentives
- share-based payments
- other remuneration such as superannuation and long service leave

The combination of these comprises the executive's total remuneration.

Fixed remuneration, consisting of base salary, superannuation and non-monetary benefits, are reviewed regularly.

Consolidated entity performance and link to remuneration
Remuneration for certain individuals is directly linked to the performance of the Group. A portion of cash bonus and incentive payments are dependent on defined earnings per share targets being met.

Details of remuneration

Amounts of remuneration
Details of the remuneration of key management personnel of the Group are set out in the following tables.

The key management personnel of the Group consisted of the Directors of Equity Story Group Ltd and the following person:
- Robert Corlett

	Short-term benefits			Post-employment benefits	Long-term benefits	Share-based payments	
30 Jun 2024	Cash salary and fees $	Cash bonus $	Non-monetary $	Super-annuation $	Long service leave $	Equity-settled $	Total $
Non-Executive Directors:							
Ricky Fertig	-	-	-	-	-	71,989	71,989
Ben Loiterton	40,741	-	-	-	-	-	40,741
Executive Directors:							
David Tildesley	326,874	-	-	27,156	-	-	354,030
Mark Goes	105,000	-	-	11,550	-	-	116,550
Other Key Management Personnel:							
Robert Corlett	152,055	-	-	-	-	36,200	188,255
	624,670	-	-	38,706	-	108,189	771,565

	Short-term benefits			Post-employment benefits	Long-term benefits	Share-based payments	
30 June 2023	Cash salary and fees $	Cash bonus $	Non-monetary $	Super-annuation $	Long service leave $	Equity-settled $	Total $
Non-Executive Directors:							
Ben Loiterton	127,797	-	-	-	-	-	127,797
Executive Directors:							
David Tildesley	336,122	-	-	34,768	-	-	370,890
Mark Goes	112,805	-	-	11,845	-	-	124,650
Trent McGraw	221,557	-	-	15,723	-	-	237,280
	798,281	-	-	62,336	-	-	860,617

Employment contracts for director and senior executives

The employment conditions of the Chief Executive Officer and Executive Director, David Tildesley, and other specified executives are formalised in contracts of employment. All executives are permanent employees of Equity Story Group Ltd or its controlled entities.

Under the terms of the present employment contracts, which have no fixed term, the executives may resign from their positions and thus terminate their contracts by giving one month's written notice. The Company may terminate these employment agreements by providing one to three month's written notice or by payment in lieu of the notice period based on the executive's fixed component of remuneration. There are no other termination payments included in the contracts. Termination payments are generally not payable on resignation or dismissal for serious misconduct. In the instance of serious misconduct, the Company can terminate employment at any time.

Share-based compensation

Issue of shares

There were no shares issued to Directors and other key management personnel as part of compensation during the year ended 30 June 2024.

Options

The terms and conditions of each grant of options over ordinary shares affecting remuneration of Directors and other key management personnel in this financial year or future reporting years are as follows:

Name	Number of options granted	Grant date	Vesting date and exercisable date	Expiry date	Exercise price	Fair value per option at grant date
Robert Corlett	2,000,000	14/12/2023	14/12/2023	14/12/2026	$0.10	$0.018

Options granted carry no dividend or voting rights.

Performance rights

The terms and conditions of each grant of performance rights over ordinary shares affecting remuneration of Directors and other key management personnel in this financial year or future reporting years are as follows:

Name	Number of rights granted	Grant date	Vesting date and exercisable date	Expiry date	Share price hurdle for vesting	Fair value per right at grant date
Ricky Fertig	4,000,000	20/09/2023	18/09/2025	NA	$0.00	$0.046

Performance rights granted carry no dividend or voting rights.

Additional disclosures relating to key management personnel

Shareholding
The number of shares in the Company held during the financial year by each Director and other members of key management personnel of the Group, including their personally related parties, is set out below:

	Balance at the start of the year	Received as part of remuneration	Additions	Disposals/ other	Balance at the end of the year
Ordinary shares					
Ricky Fertig	-	-	2,000,000	-	2,000,000
David Tildesley	28,563,001	-	-	-	28,563,001
Mark Goes	10,897,000	-	-	-	10,897,000
Robert Corlett	-	-	6,000,000	-	6,000,000
	39,460,001	-	8,000,000	-	47,460,001

Option holding
The number of options over ordinary shares in the Company held during the financial year by each Director and other members of key management personnel of the Group, including their personally related parties, is set out below:

	Balance at the start of the year	Granted	Exercised	Expired/ forfeited/ other	Balance at the end of the year
Options over ordinary shares					
David Tildesley	1,500,000	-	-	-	1,500,000
Mark Goes	1,500,000	-	-	-	1,500,000
	3,000,000	-	-	-	3,000,000

Performance rights holding
The number of performance rights over ordinary shares in the Company held during the financial year by each Director and other members of key management personnel of the Group, including their personally related parties, is set out below:

	Balance at the start of the year	Granted	Vested	Expired/ forfeited/ other	Balance at the end of the year
Performance rights over ordinary shares					
Ricky Fertig	-	4,000,000	-	-	4,000,000
	-	4,000,000	-	-	4,000,000

This concludes the remuneration report, which has been audited.

Shares under option
There were no unissued ordinary shares of Equity Story Group Ltd under option outstanding at the date of this report.

Shares under performance rights
There were no unissued ordinary shares of Equity Story Group Ltd under performance rights outstanding at the date of this report.

Shares issued on the exercise of options
There were no ordinary shares of Equity Story Group Ltd issued on the exercise of options during the year ended 30 June 2024 and up to the date of this report.

Shares issued on the exercise of performance rights
There were no ordinary shares of Equity Story Group Ltd issued on the exercise of performance rights during the year ended 30 June 2024 and up to the date of this report.

Indemnity and insurance of officers
The Company has indemnified the Directors and executives of the Company for costs incurred, in their capacity as a Director or executive, for which they may be held personally liable, except where there is a lack of good faith.

During the financial year, the Company paid a premium in respect of a contract to insure the Directors and executives of the Company against a liability to the extent permitted by the *Corporations Act 2001*. The contract of insurance prohibits disclosure of the nature of the liability and the amount of the premium.

Indemnity and insurance of auditor

The Company has not, during or since the end of the financial year, indemnified or agreed to indemnify the auditor of the Company or any related entity against a liability incurred by the auditor.

During the financial year, the Company has not paid a premium in respect of a contract to insure the auditor of the Company or any related entity.

Proceedings on behalf of the Company

No person has applied to the Court under section 237 of the *Corporations Act 2001* for leave to bring proceedings on behalf of the Company, or to intervene in any proceedings to which the Company is a party for the purpose of taking responsibility on behalf of the Company for all or part of those proceedings.

Non-audit services

There were no non-audit services provided during the financial year by the auditor.

Auditor's independence declaration

A copy of the auditor's independence declaration as required under section 307C of the *Corporations Act 2001* is set out immediately after this Directors' report.

Auditor

MNSA Pty Ltd continues in office in accordance with section 327 of the *Corporations Act 2001*.

This report is made in accordance with a resolution of Directors, pursuant to section 298(2)(a) of the *Corporations Act 2001*.

On behalf of the Directors

Ricky Fertig
Chairman

27 September 2024

AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF EQUITY STORY GROUP LIMITED AND CONTROLLED ENTITIES ABN 84 653 383 478

In accordance with section 307C of the *Corporations Act 2001*, I am pleased to provide the following declaration of independence to the directors of Equity Story Group Limited and controlled entities.

As the auditor for the audit of the financial report of Equity Story Group Limited and controlled entities for the year ended 30 June 2024, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

i. the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and

ii. any applicable code of professional conduct in relation to the audit.

MNSA PTY LTD

MNSA Pty Ltd

Mark Schiliro
Director

Sydney
Dated this 27th of September 2024

MNSA Pty Ltd
ABN 59 133 605 400
Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001
Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

General information

The financial statements cover Equity Story Group Ltd as a Group consisting of Equity Story Group Ltd and the entities it controlled at the end of, or during, the year. The financial statements are presented in Australian dollars, which is Equity Story Group Ltd's functional and presentation currency.

Equity Story Group Ltd is a listed public company limited by shares, incorporated and domiciled in Australia. Its registered office and principal place of business are:

Registered office	**Principal place of business**
Equity Story Group Ltd	44 North Fort Road, Barracks Precinct, Manly NSW 2095

A description of the nature of the Group's operations and its principal activities are included in the Directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of Directors, on 27 September 2024. The Directors have the power to amend and reissue the financial statements.

Equity Story Group Ltd
Consolidated statement of profit or loss and other comprehensive income
For the year ended 30 June 2024

	Note	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Revenue	5	1,055,211	1,107,475
Interest revenue calculated using the effective interest method		13,420	22,139
Expenses			
Advertising and marketing expense		(36,383)	(632,154)
Consulting fees		(265,297)	(392,315)
Employee benefits expense		(1,038,265)	(1,512,017)
Share-based payments expense		(163,154)	-
Depreciation and amortisation expense		(21,701)	-
Loss on disposal of subsidiary	3	(344,496)	-
Finance costs		(165,037)	(9,191)
Other expenses	6	(950,559)	(1,149,871)
Loss before income tax expense		(1,916,261)	(2,565,934)
Income tax expense	7	-	-
Loss after income tax expense for the year attributable to the owners of Equity Story Group Ltd	23	(1,916,261)	(2,565,934)
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year attributable to the owners of Equity Story Group Ltd		(1,916,261)	(2,565,934)
		Cents	**Cents**
Basic earnings per share	33	(1.78)	(2.40)
Diluted earnings per share	33	(1.78)	(2.40)

The above consolidated statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

Equity Story Group Ltd
Consolidated statement of financial position
As at 30 June 2024

	Note	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Assets			
Current assets			
Cash and cash equivalents	8	808,458	1,223,549
Trade and other receivables	9	28,592	33,679
Income tax refund due	12	7,860	-
Other assets	13	33,933	21,898
Total current assets		878,843	1,279,126
Non-current assets			
Financial assets at fair value through other comprehensive income	10	126,798	26,798
Property, plant and equipment	14	3,092	-
Right-of-use assets	11	-	174,724
Intangibles	15	525,000	1,037,335
Other assets	13	-	32,835
Total non-current assets		654,890	1,271,692
Total assets		1,533,733	2,550,818
Liabilities			
Current liabilities			
Trade and other payables	16	541,110	349,201
Contract liabilities	17	275,229	317,362
Lease liabilities	19	-	87,775
Employee benefits	20	106,502	240,671
Total current liabilities		922,841	995,009
Non-current liabilities			
Trade and other payables	16	-	100,000
Contract liabilities	17	190,994	200,957
Borrowings	18	1,102,428	200,946
Lease liabilities	19	-	86,949
Total non-current liabilities		1,293,422	588,852
Total liabilities		2,216,263	1,583,861
Net assets/(liabilities)		(682,530)	966,957
Equity			
Issued capital	21	5,316,278	5,227,628
Reserves	22	920,124	742,000
Accumulated losses	23	(6,918,932)	(5,002,671)
Total equity/(deficiency)		(682,530)	966,957

The above consolidated statement of financial position should be read in conjunction with the accompanying notes

Consolidated	Issued capital $	Reserves $	Accumulated losses $	Total equity $
Balance at 1 July 2022	5,227,628	593,000	(2,436,737)	3,383,891
Loss after income tax expense for the year	-	-	(2,565,934)	(2,565,934)
Other comprehensive income for the year, net of tax	-	-	-	-
Total comprehensive income for the year	-	-	(2,565,934)	(2,565,934)
Transactions with owners in their capacity as owners:				
Share-based payments	-	149,000	-	149,000
Balance at 30 June 2023	5,227,628	742,000	(5,002,671)	966,957

Consolidated	Issued capital $	Reserves $	Accumulated losses $	Total deficiency in equity $
Balance at 1 July 2023	5,227,628	742,000	(5,002,671)	966,957
Loss after income tax expense for the year	-	-	(1,916,261)	(1,916,261)
Other comprehensive income for the year, net of tax	-	-	-	-
Total comprehensive income for the year	-	-	(1,916,261)	(1,916,261)
Transactions with owners in their capacity as owners:				
Contributions of equity, net of transaction costs (Note 21)	88,650	-	-	88,650
Share-based payments	-	178,124	-	178,124
Balance at 30 June 2024	5,316,278	920,124	(6,918,932)	(682,530)

Equity Story Group Ltd
Consolidated statement of cash flows
For the year ended 30 June 2024

	Note	Consolidated 30 Jun 2024 $	30 Jun 2023 $
Cash flows from operating activities			
Receipts from customers		1,147,524	1,180,935
Loss on disposal of asset		-	-
Payments to suppliers and employees		(2,155,493)	(3,295,978)
		(1,007,969)	(2,115,043)
Interest received		13,420	22,139
Interest and other finance costs paid		(63,531)	(9,191)
Net cash used in operating activities	32	(1,058,080)	(2,102,095)
Cash flows from investing activities			
Payments for investments		(253,190)	(251,960)
Payments for other non-current assets		-	(572)
Net cash outflow from disposal of business		(22,471)	-
Other		-	8,209
Net cash used in investing activities		(275,661)	(244,323)
Cash flows from financing activities			
Proceeds from issue of shares	21	88,650	-
Proceeds from borrowings		830,000	200,000
Share issue transaction costs		-	(140,282)
Repayment of lease liabilities		-	(89,550)
Net cash from/(used in) financing activities		918,650	(29,832)
Net decrease in cash and cash equivalents		(415,091)	(2,376,250)
Cash and cash equivalents at the beginning of the financial year		1,223,549	3,599,799
Cash and cash equivalents at the end of the financial year	8	808,458	1,223,549

The above consolidated statement of cash flows should be read in conjunction with the accompanying notes

Note 1. Material accounting policy information

The accounting policies that are material to the Group are set out below. The accounting policies adopted are consistent with those of the previous financial year, unless otherwise stated.

New or amended Accounting Standards and Interpretations adopted
The Group has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Going concern
The financial statements have been prepared on the going concern basis, which contemplates continuity of normal business activities and the realisation of assets and the discharge of liabilities in the normal course of business.

For the year ended 30 June 2024 the Group incurred an operating loss after tax from continuing operations of $1,916,261 (2023: $2,565,934), and net cash outflow from operating activities of $1,058,080 (2023: $2,102,095) during the year ended 30 June 2024 and, as of that date, the Group's net deficiency of $682,530 (2023: net assets $966,957). As the Group has incurred a loss and has net cash outflow from operating activities this may cast uncertainty over the Group's ability to continue as a going concern.

The Directors believe that it is reasonably foreseeable that the company will continue as a going concern and that it is appropriate to adopt the going concern basis in the preparation of the financial report after consideration of the following factors:

- Core business sales continue to be maintained, with ongoing marketing and subscriber growth initiatives underway.
- 21% of the Company's Current and Non-Current Liabilities relate to unearned income from upfront cash sales of content subscription packages that are for platform access services to be delivered in future periods.
- The Group has strong growth potential in its Wealth Management Division, Equity Capital Markets, Managed Funds, Portfolio Services and Investorverse platform.

Management have prepared cash flow forecasts which management considers demonstrates that the consolidated entity will generate sufficient cash flows to enable it to continue as a going concern and pay its debts as and when they fall due and payable. Accordingly, the financial statements have been prepared on a going concern basis.

Basis of preparation
These general purpose financial statements have been prepared in accordance with Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the Corporations Act 2001, as appropriate for for-profit oriented entities. These financial statements also comply with International Financial Reporting Standards as issued by the International Accounting Standards Board ('IASB').

Historical cost convention
The financial statements have been prepared under the historical cost convention, except for, where applicable, the revaluation of financial assets and liabilities at fair value through profit or loss, financial assets at fair value through other comprehensive income, investment properties, certain classes of property, plant and equipment and derivative financial instruments.

Critical accounting estimates
The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in Note 2.

Parent entity information
In accordance with the *Corporations Act 2001*, these financial statements present the results of the Group only. Supplementary information about the parent entity is disclosed in Note 29.

Principles of consolidation
The consolidated financial statements incorporate the assets and liabilities of all subsidiaries of Equity Story Group Ltd ('Company' or 'parent entity') as at 30 June 2024 and the results of all subsidiaries for the year then ended. Equity Story Group Ltd and its subsidiaries together are referred to in these financial statements as the 'Group'.

Note 1. Material accounting policy information (continued)

Subsidiaries are all those entities over which the Group has control. The Group controls an entity when the Group is exposed to, or has rights to, variable returns from its involvement with the entity and has the ability to affect those returns through its power to direct the activities of the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the Group. They are de-consolidated from the date that control ceases.

Intercompany transactions, balances and unrealised gains on transactions between entities in the Group are eliminated. Unrealised losses are also eliminated unless the transaction provides evidence of the impairment of the asset transferred. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the Group.

The acquisition of subsidiaries is accounted for using the acquisition method of accounting. A change in ownership interest, without the loss of control, is accounted for as an equity transaction, where the difference between the consideration transferred and the book value of the share of the non-controlling interest acquired is recognised directly in equity attributable to the parent.

Where the Group loses control over a subsidiary, it derecognises the assets including goodwill, liabilities and non-controlling interest in the subsidiary together with any cumulative translation differences recognised in equity. The Group recognises the fair value of the consideration received and the fair value of any investment retained together with any gain or loss in profit or loss.

Operating segments
Operating segments are presented using the 'management approach', where the information presented is on the same basis as the internal reports provided to the Chief Operating Decision Makers ('CODM'). The CODM is responsible for the allocation of resources to operating segments and assessing their performance.

Revenue recognition
The Group recognises revenue as follows:

Revenue from contracts with customers
Revenue is recognised at an amount that reflects the consideration to which the Group is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the Group: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds, any potential bonuses receivable from the customer and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Rendering of services
Revenue from a contract to provide services is recognised over time as the services are rendered based on either a fixed price or an hourly rate.

Interest
Interest revenue is recognised as interest accrues using the effective interest method. This is a method of calculating the amortised cost of a financial asset and allocating the interest income over the relevant period using the effective interest rate, which is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to the net carrying amount of the financial asset.

Other revenue
Other revenue is recognised when it is received or when the right to receive payment is established.

Note 1. Material accounting policy information (continued)

Income tax
The income tax expense or benefit for the period is the tax payable on that period's taxable income based on the applicable income tax rate for each jurisdiction, adjusted by the changes in deferred tax assets and liabilities attributable to temporary differences, unused tax losses and the adjustment recognised for prior periods, where applicable.

Deferred tax assets and liabilities are recognised for temporary differences at the tax rates expected to be applied when the assets are recovered or liabilities are settled, based on those tax rates that are enacted or substantively enacted, except for:
- When the deferred income tax asset or liability arises from the initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and that, at the time of the transaction, affects neither the accounting nor taxable profits; or
- When the taxable temporary difference is associated with interests in subsidiaries, associates or joint ventures, and the timing of the reversal can be controlled and it is probable that the temporary difference will not reverse in the foreseeable future.

Deferred tax assets are recognised for deductible temporary differences and unused tax losses only if it is probable that future taxable amounts will be available to utilise those temporary differences and losses.

The carrying amount of recognised and unrecognised deferred tax assets are reviewed at each reporting date. Deferred tax assets recognised are reduced to the extent that it is no longer probable that future taxable profits will be available for the carrying amount to be recovered. Previously unrecognised deferred tax assets are recognised to the extent that it is probable that there are future taxable profits available to recover the asset.

Deferred tax assets and liabilities are offset only where there is a legally enforceable right to offset current tax assets against current tax liabilities and deferred tax assets against deferred tax liabilities; and they relate to the same taxable authority on either the same taxable entity or different taxable entities which intend to settle simultaneously.

Current and non-current classification
Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the Group's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the Group's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Deferred tax assets and liabilities are always classified as non-current.

Cash and cash equivalents
Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

Trade and other receivables
Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any allowance for expected credit losses. Trade receivables are generally due for settlement within 30 days.

The Group has applied the simplified approach to measuring expected credit losses, which uses a lifetime expected loss allowance. To measure the expected credit losses, trade receivables have been grouped based on days overdue.

Other receivables are recognised at amortised cost, less any allowance for expected credit losses.

Note 1. Material accounting policy information (continued)

Investments and other financial assets
Investments and other financial assets are initially measured at fair value. Transaction costs are included as part of the initial measurement, except for financial assets at fair value through profit or loss. Such assets are subsequently measured at either amortised cost or fair value depending on their classification. Classification is determined based on both the business model within which such assets are held and the contractual cash flow characteristics of the financial asset unless an accounting mismatch is being avoided.

Financial assets are derecognised when the rights to receive cash flows have expired or have been transferred and the Group has transferred substantially all the risks and rewards of ownership. When there is no reasonable expectation of recovering part or all of a financial asset, its carrying value is written off.

Financial assets at fair value through other comprehensive income
Financial assets at fair value through other comprehensive income include equity investments which the Group intends to hold for the foreseeable future and has irrevocably elected to classify them as such upon initial recognition.

Impairment of financial assets
The Group recognises a loss allowance for expected credit losses on financial assets which are either measured at amortised cost or fair value through other comprehensive income. The measurement of the loss allowance depends upon the Group's assessment at the end of each reporting period as to whether the financial instrument's credit risk has increased significantly since initial recognition, based on reasonable and supportable information that is available, without undue cost or effort to obtain.

Where there has not been a significant increase in exposure to credit risk since initial recognition, a 12-month expected credit loss allowance is estimated. This represents a portion of the asset's lifetime expected credit losses that is attributable to a default event that is possible within the next 12 months. Where a financial asset has become credit impaired or where it is determined that credit risk has increased significantly, the loss allowance is based on the asset's lifetime expected credit losses. The amount of expected credit loss recognised is measured on the basis of the probability weighted present value of anticipated cash shortfalls over the life of the instrument discounted at the original effective interest rate.

For financial assets mandatorily measured at fair value through other comprehensive income, the loss allowance is recognised in other comprehensive income with a corresponding expense through profit or loss. In all other cases, the loss allowance reduces the asset's carrying value with a corresponding expense through profit or loss.

Property, plant and equipment
Plant and equipment is stated at historical cost less accumulated depreciation and impairment. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Depreciation is calculated on a straight-line basis to write off the net cost of each item of property, plant and equipment (excluding land) over their expected useful lives as follows:

Office equipment	3-7 years

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

Leasehold improvements are depreciated over the unexpired period of the lease or the estimated useful life of the assets, whichever is shorter.

An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the Group. Gains and losses between the carrying amount and the disposal proceeds are taken to profit or loss.

Right-of-use assets
A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Note 1. Material accounting policy information (continued)

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the Group expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The Group has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.

Intangible assets
Intangible assets acquired as part of a business combination, other than goodwill, are initially measured at their fair value at the date of the acquisition. Intangible assets acquired separately are initially recognised at cost. Indefinite life intangible assets are not amortised and are subsequently measured at cost less any impairment. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

Goodwill
Goodwill arises on the acquisition of a business. Goodwill is not amortised. Instead, goodwill is tested annually for impairment, or more frequently if events or changes in circumstances indicate that it might be impaired, and is carried at cost less accumulated impairment losses. Impairment losses on goodwill are taken to profit or loss and are not subsequently reversed.

Impairment of non-financial assets
Goodwill and other intangible assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment, or more frequently if events or changes in circumstances indicate that they might be impaired. Other non-financial assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of an asset's fair value less costs of disposal and value-in-use. The value-in-use is the present value of the estimated future cash flows relating to the asset using a pre-tax discount rate specific to the asset or cash-generating unit to which the asset belongs. Assets that do not have independent cash flows are grouped together to form a cash-generating unit.

Trade and other payables
These amounts represent liabilities for goods and services provided to the Group prior to the end of the financial year and which are unpaid. Due to their short-term nature they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

Contract liabilities
Contract liabilities represent the Group's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the Group recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the Group has transferred the goods or services to the customer.

Borrowings
Loans and borrowings are initially recognised at the fair value of the consideration received, net of transaction costs. They are subsequently measured at amortised cost using the effective interest method.

Lease liabilities
A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the present value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the Group's incremental borrowing rate. Lease payments comprise of fixed payments less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be paid under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain to occur, and any anticipated termination penalties. The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred.

Note 1. Material accounting policy information (continued)

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured if there is a change in the following: future lease payments arising from a change in an index or a rate used; residual guarantee; lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment is made to the corresponding right-of use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully written down.

Finance costs
Finance costs attributable to qualifying assets are capitalised as part of the asset. All other finance costs are expensed in the period in which they are incurred.

Employee benefits

Short-term employee benefits
Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Other long-term employee benefits
The liability for annual leave and long service leave not expected to be settled within 12 months of the reporting date are measured at the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on high quality corporate bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

Share-based payments
Equity-settled and cash-settled share-based compensation benefits are provided to employees.

Equity-settled transactions are awards of shares, or options over shares, that are provided to employees in exchange for the rendering of services. Cash-settled transactions are awards of cash for the exchange of services, where the amount of cash is determined by reference to the share price.

The cost of equity-settled transactions are measured at fair value on grant date. Fair value is independently determined using either the Binomial or Black-Scholes option pricing model that takes into account the exercise price, the term of the option, the impact of dilution, the share price at grant date and expected price volatility of the underlying share, the expected dividend yield and the risk free interest rate for the term of the option, together with non-vesting conditions that do not determine whether the Group receives the services that entitle the employees to receive payment. No account is taken of any other vesting conditions.

The cost of equity-settled transactions are recognised as an expense with a corresponding increase in equity over the vesting period. The cumulative charge to profit or loss is calculated based on the grant date fair value of the award, the best estimate of the number of awards that are likely to vest and the expired portion of the vesting period. The amount recognised in profit or loss for the period is the cumulative amount calculated at each reporting date less amounts already recognised in previous periods.

The cost of cash-settled transactions is initially, and at each reporting date until vested, determined by applying either the Binomial or Black-Scholes option pricing model, taking into consideration the terms and conditions on which the award was granted. The cumulative charge to profit or loss until settlement of the liability is calculated as follows:
- during the vesting period, the liability at each reporting date is the fair value of the award at that date multiplied by the expired portion of the vesting period.
- from the end of the vesting period until settlement of the award, the liability is the full fair value of the liability at the reporting date.

All changes in the liability are recognised in profit or loss. The ultimate cost of cash-settled transactions is the cash paid to settle the liability.

Market conditions are taken into consideration in determining fair value. Therefore any awards subject to market conditions are considered to vest irrespective of whether or not that market condition has been met, provided all other conditions are satisfied.

Note 1. Material accounting policy information (continued)

If equity-settled awards are modified, as a minimum an expense is recognised as if the modification has not been made. An additional expense is recognised, over the remaining vesting period, for any modification that increases the total fair value of the share-based compensation benefit as at the date of modification.

If the non-vesting condition is within the control of the Group or employee, the failure to satisfy the condition is treated as a cancellation. If the condition is not within the control of the Group or employee and is not satisfied during the vesting period, any remaining expense for the award is recognised over the remaining vesting period, unless the award is forfeited.

If equity-settled awards are cancelled, it is treated as if it has vested on the date of cancellation, and any remaining expense is recognised immediately. If a new replacement award is substituted for the cancelled award, the cancelled and new award is treated as if they were a modification.

Fair value measurement
When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use. Valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, are used, maximising the use of relevant observable inputs and minimising the use of unobservable inputs.

Issued capital
Ordinary shares are classified as equity.

Incremental costs directly attributable to the issue of new shares or options are shown in equity as a deduction, net of tax, from the proceeds.

Business combinations
The acquisition method of accounting is used to account for business combinations regardless of whether equity instruments or other assets are acquired.

The consideration transferred is the sum of the acquisition-date fair values of the assets transferred, equity instruments issued or liabilities incurred by the acquirer to former owners of the acquiree and the amount of any non-controlling interest in the acquiree. For each business combination, the non-controlling interest in the acquiree is measured at either fair value or at the proportionate share of the acquiree's identifiable net assets. All acquisition costs are expensed as incurred to profit or loss.

On the acquisition of a business, the Group assesses the financial assets acquired and liabilities assumed for appropriate classification and designation in accordance with the contractual terms, economic conditions, the Group's operating or accounting policies and other pertinent conditions in existence at the acquisition-date.

Where the business combination is achieved in stages, the Group remeasures its previously held equity interest in the acquiree at the acquisition-date fair value and the difference between the fair value and the previous carrying amount is recognised in profit or loss.

Contingent consideration to be transferred by the acquirer is recognised at the acquisition-date fair value. Subsequent changes in the fair value of the contingent consideration classified as an asset or liability is recognised in profit or loss. Contingent consideration classified as equity is not remeasured and its subsequent settlement is accounted for within equity.

The difference between the acquisition-date fair value of assets acquired, liabilities assumed and any non-controlling interest in the acquiree and the fair value of the consideration transferred and the fair value of any pre-existing investment in the acquiree is recognised as goodwill. If the consideration transferred and the pre-existing fair value is less than the fair value of the identifiable net assets acquired, being a bargain purchase to the acquirer, the difference is recognised as a gain directly in profit or loss by the acquirer on the acquisition-date, but only after a reassessment of the identification and measurement of the net assets acquired, the non-controlling interest in the acquiree, if any, the consideration transferred and the acquirer's previously held equity interest in the acquiree.

Note 1. Material accounting policy information (continued)

Business combinations are initially accounted for on a provisional basis. The acquirer retrospectively adjusts the provisional amounts recognised and also recognises additional assets or liabilities during the measurement period, based on new information obtained about the facts and circumstances that existed at the acquisition-date. The measurement period ends on either the earlier of (i) 12 months from the date of the acquisition or (ii) when the acquirer receives all the information possible to determine fair value.

Earnings per share

Basic earnings per share
Basic earnings per share is calculated by dividing the profit attributable to the owners of Equity Story Group Ltd, excluding any costs of servicing equity other than ordinary shares, by the weighted average number of ordinary shares outstanding during the financial year, adjusted for bonus elements in ordinary shares issued during the financial year.

Diluted earnings per share
Diluted earnings per share adjusts the figures used in the determination of basic earnings per share to take into account the after income tax effect of interest and other financing costs associated with dilutive potential ordinary shares and the weighted average number of shares assumed to have been issued for no consideration in relation to dilutive potential ordinary shares.

Goods and Services Tax ('GST') and other similar taxes
Revenues, expenses and assets are recognised net of the amount of associated GST, unless the GST incurred is not recoverable from the tax authority. In this case it is recognised as part of the cost of the acquisition of the asset or as part of the expense.

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the tax authority is included in other receivables or other payables in the statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities which are recoverable from, or payable to the tax authority, are presented as operating cash flows.

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the tax authority.

New Accounting Standards and Interpretations not yet mandatory or early adopted
Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the Group for the annual reporting period ended 30 June 2024. The Group has not yet assessed the impact of these new or amended Accounting Standards and Interpretations.

Note 2. Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Share-based payment transactions
The Group measures the cost of equity-settled transactions with employees by reference to the fair value of the equity instruments at the date at which they are granted. The fair value is determined by using either the Binomial or Black-Scholes model taking into account the terms and conditions upon which the instruments were granted. The accounting estimates and assumptions relating to equity-settled share-based payments would have no impact on the carrying amounts of assets and liabilities within the next annual reporting period but may impact profit or loss and equity.

Note 2. Critical accounting judgements, estimates and assumptions (continued)

Allowance for expected credit losses
The allowance for expected credit losses assessment requires a degree of estimation and judgement. It is based on the lifetime expected credit loss, grouped based on days overdue, and makes assumptions to allocate an overall expected credit loss rate for each group. These assumptions include recent sales experience and historical collection rates.

Fair value measurement hierarchy
The Group is required to classify all assets and liabilities, measured at fair value, using a three level hierarchy, based on the lowest level of input that is significant to the entire fair value measurement, being: Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities that the entity can access at the measurement date; Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly; and Level 3: Unobservable inputs for the asset or liability. Considerable judgement is required to determine what is significant to fair value and therefore which category the asset or liability is placed in can be subjective.

The fair value of assets and liabilities classified as Level 3 is determined by the use of valuation models. These include discounted cash flow analysis or the use of observable inputs that require significant adjustments based on unobservable inputs.

Goodwill and other indefinite life intangible assets
The Group tests annually, or more frequently if events or changes in circumstances indicate impairment, whether goodwill and other indefinite life intangible assets have suffered any impairment, in accordance with the accounting policy stated in Note 1. The recoverable amounts of cash-generating units have been determined based on value-in-use calculations. These calculations require the use of assumptions, including estimated discount rates based on the current cost of capital and growth rates of the estimated future cash flows.

Business combinations
As discussed in Note 1, business combinations are initially accounted for on a provisional basis. The fair value of assets acquired, liabilities and contingent liabilities assumed are initially estimated by the Group taking into consideration all available information at the reporting date. Fair value adjustments on the finalisation of the business combination accounting is retrospective, where applicable, to the period the combination occurred and may have an impact on the assets and liabilities, depreciation and amortisation reported.

Note 3. Business combinations

Divestment of Blue Tree Equity Pty Ltd

Equity Story Group Ltd disposed of Blue Tree Equity Pty Ltd, trading as A Rich Life (“ARL”) on 28 May 2024.

Details of the loss on divestment are as follows:

	$
Proceeds from divestment	80,000
Goodwill derecognised	(512,335)
Deferred consideration reversal	100,000
Net assets derecognised on deconsolidation	(12,161)
	(344,496)

Note 4. Operating segments

Identification of reportable operating segments
There were two operating segments during the period which were Equity Story Pty Ltd and Equity Story Securities Pty Limited. These operating segments are based on the internal reports that are reviewed and used by the Board of Directors (who are identified as the Chief Operating Decision Makers ('CODM')) in assessing performance and in determining the allocation of resources. There is no aggregation of operating segments.

The CODM reviews EBITDA (earnings before interest, tax, depreciation and amortisation). The accounting policies adopted for internal reporting to the CODM are consistent with those adopted in the financial statements.

The information reported to the CODM is on a monthly basis.

Note 4. Operating segments (continued)

Intersegment transactions
There were no intersegment transfers.

Intersegment receivables, payables and loans
Intersegment loans are initially recognised at the consideration received. Intersegment loans receivable and loans payable that earn or incur non-market interest are not adjusted to fair value based on market interest rates. Intersegment loans are eliminated on consolidation.

Operating segment information

Consolidated - 30 Jun 2024	Equity Story Pty Ltd $	Equity Story Securities Pty Ltd $	Other segments $	Total $
Revenue				
Sales to external customers	795,106	207,013	53,092	1,055,211
Other revenue	1,322	12,098	-	13,420
Total revenue	796,428	219,111	53,092	1,068,631
EBITDA	(415,104)	63,795	(1,047,138)	(1,398,447)
Depreciation and amortisation	(21,701)	-	-	(21,701)
Loss on disposal of discontinued operation	(344,496)	-	-	(344,496)
Interest revenue	1,322	12,098	-	13,420
Finance costs	-	-	(165,037)	(165,037)
Profit/(loss) before income tax expense	(779,979)	75,893	(1,212,175)	(1,916,261)
Income tax expense				-
Loss after income tax expense				(1,916,261)
Assets				
Segment assets	583,965	725,103	224,665	1,533,733
Total assets				1,533,733
Liabilities				
Segment liabilities	865,076	661,504	689,683	2,216,263
Total liabilities				2,216,263

Consolidated - 30 Jun 2023	Equity Story Pty Ltd $	Equity Story Fund Pty Ltd $	Other segments $	Total $
Revenue				
Sales to external customers	795,959	54,283	257,233	1,107,475
Other revenue	-	-	22,139	22,139
Total revenue	795,959	54,283	279,372	1,129,614
EBITDA	(1,888,704)	(136,455)	(540,775)	(2,565,934)
Loss before income tax expense	(1,888,704)	(136,455)	(540,775)	(2,565,934)
Income tax expense				-
Loss after income tax expense				(2,565,934)
Assets				
Segment assets	867,535	32,051	1,651,232	2,550,818
Total assets				2,550,818
Liabilities				
Segment liabilities	3,359,953	216,786	(1,992,878)	1,583,861
Total liabilities				1,583,861

Note 5. Revenue

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Revenue from contracts with customers		
Subscription income	795,106	1,053,636
Other revenue		
Other revenue	260,105	53,839
Revenue	1,055,211	1,107,475

Note 6. Other expenses

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Insurance	125,266	184,834
Merchant fees	5,861	12,641
Rent	-	25,022
Other operating expenses	819,432	927,374
	950,559	1,149,871

Note 7. Income tax expense

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Numerical reconciliation of income tax expense and tax at the statutory rate		
Loss before income tax expense	(1,916,261)	(2,565,934)
Tax at the statutory tax rate of 25%	(479,065)	(641,484)
Current year tax losses not recognised	479,065	641,484
Income tax expense	-	-

Note 8. Cash and cash equivalents

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Current assets		
Cash at bank	808,458	1,223,549

Note 9. Trade and other receivables

	Consolidated 30 Jun 2024 $	30 Jun 2023 $
Current assets		
Trade receivables	14,071	22,667
Other receivables	14,521	-
BAS receivable	-	11,012
	28,592	33,679

Note 10. Financial assets at fair value through other comprehensive income

	Consolidated 30 Jun 2024 $	30 Jun 2023 $
Non-current assets		
Investment in Edison Capital Fund	26,798	26,798
Convertible notes held	100,000	-
	126,798	26,798

Note 11. Right-of-use assets

	Consolidated 30 Jun 2024 $	30 Jun 2023 $
Non-current assets		
Land and buildings - right-of-use	174,724	255,382
Less: Accumulated depreciation	(174,724)	(80,658)
	-	174,724

Reconciliations
Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

Consolidated	Land and Buildings $
Balance at 1 July 2022	248,288
Depreciation expense	(73,564)
Balance at 30 June 2023	174,724
Depreciation expense	(174,724)
Balance at 30 June 2024	-

Note 12. Income tax refund due

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Current assets		
Income tax refund due	7,860	-

Note 13. Other assets

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Current assets		
Prepayments	33,933	21,898
Non-current assets		
Security deposits	-	32,835
	33,933	54,733

Note 14. Property, plant and equipment

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Non-current assets		
Computer equipment - at cost	3,511	-
Less: Accumulated depreciation	(419)	-
	3,092	-

Note 15. Intangibles

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Non-current assets		
Goodwill - at cost	525,000	1,037,335

Reconciliations
Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

Consolidated	$
Balance at 1 July 2022	535,375
Additions through business combinations	501,960
Balance at 30 June 2023	1,037,335
Disposals	(512,335)
Balance at 30 June 2024	525,000

Note 16. Trade and other payables

	Consolidated	
	30 Jun 2024	**30 Jun 2023**
	$	**$**
Current liabilities		
Trade payables	266,363	83,632
Accrued expenses	33,047	115,569
Deferred consideration	-	150,000
Other payables	241,700	-
	541,110	349,201
Non-current liabilities		
Deferred consideration - non-current	-	100,000
	541,110	449,201

Refer to Note 25 for further information on financial instruments.

Note 17. Contract liabilities

	Consolidated	
	30 Jun 2024	**30 Jun 2023**
	$	**$**
Current liabilities		
Contract liabilities	275,229	317,362
Non-current liabilities		
Contract liabilities	190,994	200,957
	466,223	518,319

Note 18. Borrowings

	Consolidated	
	30 Jun 2024	**30 Jun 2023**
	$	**$**
Non-current liabilities		
Bonds payable	1,102,428	200,946

Refer to Note 25 for further information on financial instruments.

Note 19. Lease liabilities

	Consolidated	
	30 Jun 2024	**30 Jun 2023**
	$	**$**
Current liabilities		
Lease liability	-	87,775
Non-current liabilities		
Lease liability	-	86,949
	-	174,724

Refer to Note 25 for further information on financial instruments.

Note 20. Employee benefits

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Current liabilities		
Employee benefits	106,502	240,671

Note 21. Issued capital

	Consolidated 30 Jun 2024 Shares	30 Jun 2023 Shares	30 Jun 2024 $	30 Jun 2023 $
Ordinary shares - fully paid	108,993,464	106,993,464	5,316,278	5,227,628

Movements in ordinary share capital

Details	Date	Shares	Issue price	$
At the beginning of the year	1 July 2023	106,993,464		5,227,628
At the end of the year	30 June 2023	106,993,464		5,227,628
Shares Issued		2,000,000	$0.05	90,000
Cost of shares issued		-	$0.00	(1,350)
At the end of the year	30 June 2024	108,993,464		5,316,278

Ordinary shares
Ordinary shares entitle the holder to participate in dividends and the proceeds on the winding up of the Company in proportion to the number of and amounts paid on the shares held. The fully paid ordinary shares have no par value and the Company does not have a limited amount of authorised capital.

On a show of hands every member present at a meeting in person or by proxy shall have one vote and upon a poll each share shall have one vote.

Share buy-back
There is no current on-market share buy-back.

Capital risk management
The Group's objectives when managing capital is to safeguard its ability to continue as a going concern, so that it can provide returns for shareholders and benefits for other stakeholders and to maintain an optimum capital structure to reduce the cost of capital.

Capital is regarded as total equity, as recognised in the statement of financial position, plus net debt. Net debt is calculated as total borrowings less cash and cash equivalents.

In order to maintain or adjust the capital structure, the Group may adjust the amount of dividends paid to shareholders, return capital to shareholders, issue new shares or sell assets to reduce debt.

The Group would look to raise capital when an opportunity to invest in a business or company was seen as value adding relative to the current Company's share price at the time of the investment. The Group is not actively pursuing additional investments in the short term as it continues to integrate and grow its existing businesses in order to maximise synergies.

The Group is subject to certain financing arrangements covenants and meeting these is given priority in all capital risk management decisions. There have been no events of default on the financing arrangements during the financial year.

The capital risk management policy remains unchanged from the 2023 Annual Report.

Note 22. Reserves

	Consolidated	
	30 Jun 2024	**30 Jun 2023**
	$	**$**
Options reserve	920,124	742,000

Options reserve
The reserve is used to recognise the value of equity benefits provided to employees and Directors as part of their remuneration, and other parties as part of their compensation for services.

Movements in reserves
Movements in each class of reserve during the current and previous financial year are set out below:

Consolidated	Options reserve $
Balance at 1 July 2022	593,000
Share-based payments expense	149,000
Balance at 30 June 2023	742,000
Share-based payments expense	163,154
Options issued to brokers	14,970
Balance at 30 June 2024	920,124

Note 23. Accumulated losses

	Consolidated	
	30 Jun 2024	**30 Jun 2023**
	$	**$**
Accumulated losses at the beginning of the financial year	(5,002,671)	(2,436,737)
Loss after income tax expense for the year	(1,916,261)	(2,565,934)
Accumulated losses at the end of the financial year	(6,918,932)	(5,002,671)

Note 24. Dividends

There were no dividends paid, recommended or declared during the current or previous financial year.

Note 25. Financial instruments

Financial risk management objectives
The Group's activities expose it to a variety of financial risks: market risk (including foreign currency risk, price risk and interest rate risk), credit risk and liquidity risk. The Group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the Group. The Group uses derivative financial instruments such as forward foreign exchange contracts to hedge certain risk exposures. Derivatives are exclusively used for hedging purposes, i.e. not as trading or other speculative instruments. The Group uses different methods to measure different types of risk to which it is exposed. These methods include sensitivity analysis in the case of interest rate, foreign exchange and other price risks, ageing analysis for credit risk and beta analysis in respect of investment portfolios to determine market risk.

Risk management is carried out by senior finance executives ('finance') under policies approved by the Board of Directors ('the Board'). These policies include identification and analysis of the risk exposure of the Group and appropriate procedures, controls and risk limits. Finance identifies, evaluates and hedges financial risks within the Group's operating units. Finance reports to the Board on a monthly basis.

Note 25. Financial instruments (continued)

Market risk

Foreign currency risk
Exposure to foreign exchange risk may result in the fair value or future cash flows of a financial instrument fluctuating due to movement in foreign exchange rates of currencies in which the Group holds financial instruments which are other than the AUD functional currency of the Group.

The Group does not hedge and therefore is exposed to fluctuations in foreign currencies arising from the sale and purchase of goods and services in currencies other than the Group's functional currency. The Group monitors movements in exchange rates.
There was no foreign currency exposure during the period.

Price risk
The Consolidated group has exposure to price risk via movements in the price of investments.

Interest rate risk
Exposure to interest rate risk arises on financial assets and financial liabilities recognised at reporting date whereby a future change in interest rates will affect future cash flows or the fair value of fixed rate financial instruments. The Group is also exposed to earnings volatility on floating rate instruments.

Credit risk
Exposure to credit risk relating to financial assets arises from the potential non-performance by counter parties of contract obligations that could lead to a financial loss to the Group. The Group does not have any material credit risk exposure to any single receivable or group of receivables under financial instruments entered into by the Group.

Credit risk is managed through the maintenance of procedures including the utilisation of systems for the approval, granting and renewal of credit limits, regular monitoring of exposures against such limits and monitoring of the financial stability of significant customers and counterparties, ensuring to the extent possible that customers and counterparties to transactions are of sound credit worthiness. Such monitoring is used in assessing receivables for impairment. Within the Group, credit terms are generally up front before service is provided.

Risk is also minimised through investing any surplus funds in financial institutions that maintain a high credit rating.

The maximum exposure to credit risk by class of recognised financial assets at balance date, excluding the value of any collateral or other security held, is equivalent to the carrying value of those financial assets as presented in the balance sheet.

Liquidity risk
Liquidity risk arises from the possibility that the Group might encounter difficulty in settling its debts or otherwise meeting its obligations related to financial liabilities. The Group manages this risk through the following mechanisms:

- preparing forward looking cash flow analysis in relation to its operational, investing and financing activities
- monitoring undrawn credit facilities
- maintaining a reputable credit profile
- managing credit risk related to financial assets.

Note 25. Financial instruments (continued)

Remaining contractual maturities
The following tables detail the Group's remaining contractual maturity for its financial instrument liabilities. The tables have been drawn up based on the undiscounted cash flows of financial liabilities based on the earliest date on which the financial liabilities are required to be paid. The tables include both interest and principal cash flows disclosed as remaining contractual maturities and therefore these totals may differ from their carrying amount in the statement of financial position.

Consolidated - 30 Jun 2024	Weighted average interest rate %	1 year or less $	Between 1 and 2 years $	Between 2 and 5 years $	Over 5 years $	Remaining contractual maturities $
Non-derivatives						
Non-interest bearing						
Trade payables	-	266,363	-	-	-	266,363
Other payables	-	241,700	-	-	-	241,700
Interest-bearing - fixed rate						
Bonds	10.00%	-	-	1,102,428	-	1,102,428
Total non-derivatives		508,063	-	1,102,428	-	1,610,491

Consolidated - 30 Jun 2023	Weighted average interest rate %	1 year or less $	Between 1 and 2 years $	Between 2 and 5 years $	Over 5 years $	Remaining contractual maturities $
Non-derivatives						
Non-interest bearing						
Trade payables	-	83,632	-	-	-	83,632
Deferred consideration	-	150,000	100,000	-	-	250,000
Interest-bearing - fixed rate						
Bonds	10.00%	-	-	-	200,946	200,946
Total non-derivatives		233,632	100,000	-	200,946	534,578

The cash flows in the maturity analysis above are not expected to occur significantly earlier than contractually disclosed above.

Note 26. Key management personnel disclosures

Directors
The following persons were Directors of Equity Story Group Ltd during the financial year:

Ricky Fertig	Non-Executive Chair (Appointed 20 September 2023)
David John Tildesley	Executive Director
Mark Goes	Executive Director
Ben Loiterton	Non-Executive Chair (Resigned 20 September 2023)

The aggregate compensation made to Directors and other members of key management personnel of the Group is set out below:

	Consolidated	
	30 Jun 2024 $	**30 Jun 2023 $**
Short-term employee benefits	771,565	860,617

Note 27. Remuneration of auditors

During the financial year the following fees were paid or payable for services provided by MNSA Pty Ltd, the auditor of the Company, and unrelated firms:

	Consolidated	
	30 Jun 2024 $	30 Jun 2023 $
Audit services - MNSA Pty Ltd		
Audit or review of the financial statements	42,509	42,000
Audit services - unrelated firms		
Audit or review of the financial statements	-	1,600

Note 28. Related party transactions

Parent entity
Equity Story Group Ltd is the parent entity.

Subsidiaries
Interests in subsidiaries are set out in Note 30.

Key management personnel
Disclosures relating to key management personnel are set out in Note 26 and the remuneration report included in the Directors' report.

Transactions with related parties
There were no transactions with related parties during the current and previous financial year.

Receivable from and payable to related parties
There were no trade receivables from or trade payables to related parties at the current and previous reporting date.

Loans to/from related parties
There were no loans to or from related parties at the current and previous reporting date.

Note 29. Parent entity information

Set out below is the supplementary information about the parent entity.

Statement of profit or loss and other comprehensive income

	Parent	
	30 Jun 2024 $	30 Jun 2023 $
Loss after income tax	(1,248,967)	(527,731)
Total comprehensive income	(1,248,967)	(527,731)

Note 29. Parent entity information (continued)

Statement of financial position

	Parent 30 Jun 2024 $	Parent 30 Jun 2023 $
Total current assets	613,287	1,126,204
Total assets	4,940,976	5,168,025
Total current liabilities	111,805	198,444
Total liabilities	1,253,638	498,444
Equity		
Issued capital	5,316,228	5,227,628
Options reserve	920,124	742,000
Accumulated losses	(2,549,014)	(1,300,047)
Total equity	3,687,338	4,669,581

Note 30. Interests in subsidiaries

The consolidated financial statements incorporate the assets, liabilities and results of the following subsidiaries in accordance with the accounting policy described in Note 1:

Name	Principal place of business / Country of incorporation	Ownership interest 30 Jun 2024 %	Ownership interest 30 Jun 2023 %
Equity Story Pty Ltd	Australia	100.00%	100.00%
Equity Story Fund Pty Ltd	Australia	100.00%	100.00%
Equity Story Securities Pty Ltd	Australia	100.00%	100.00%
Equity Story Financial Planning Pty Ltd	Australia	100.00%	100.00%
Blue Tree Equity Pty Ltd	Australia	-	100.00%
Equity Story USA Pty Ltd	Australia	100.00%	100.00%
Investorverse Pty Ltd	Australia	100.00%	-

Note 31. Events after the reporting period

In September 2024, the Company received firm commitments to raise $708,000 (before costs) by way of a placement. The Company will issue up to 27,230,769 new fully paid ordinary shares at $0.026 per share (Shares) together with 27,230,769 unlisted options exercisable at $0.05 and expiring two years from issue (Options) (Placement) with the Options being subject to shareholder approval.

Capital raised from the Placement (after costs) will be used to expand sales and marketing activities, drive revenue within the education and trading division and Funds Management, as well as for general working capital.

Mr Shane White was appointed as the Company’s new Chief Executive Officer on 12 September 2024.

No other matter or circumstance has arisen since 30 June 2024 that has significantly affected, or may significantly affect the Group's operations, the results of those operations, or the Group's state of affairs in future financial years.

Note 32. Reconciliation of loss after income tax to net cash used in operating activities

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Loss after income tax expense for the year	(1,916,261)	(2,565,934)
Adjustments for:		
Net loss on disposal of non-current assets	344,496	-
Share-based payments	163,154	149,000
Employment provisions	-	57,177
Accrued expenses	-	36,962
Other	11,824	109,823
Interest and other finance costs	165,037	-
Change in operating assets and liabilities:		
Decrease/(increase) in trade and other receivables	8,596	(22,667)
Decrease in other operating assets	9,430	19,013
Increase in trade and other payables	207,738	165,670
Increase/(decrease) in contract liabilities	(52,094)	29,519
Decrease in other operating liabilities	-	(80,658)
Net cash used in operating activities	(1,058,080)	(2,102,095)

Note 33. Earnings per share

	Consolidated 30 Jun 2024 $	Consolidated 30 Jun 2023 $
Loss after income tax attributable to the owners of Equity Story Group Ltd	(1,916,261)	(2,565,934)
	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	107,436,087	106,993,464
Weighted average number of ordinary shares used in calculating diluted earnings per share	107,436,087	106,993,464
	Cents	Cents
Basic earnings per share	(1.78)	(2.40)
Diluted earnings per share	(1.78)	(2.40)

Equity Story Group Ltd
Consolidated entity disclosure statement
As at 30 June 2024

Entity name	Entity type	Trustee in a Trust, Partner in a Partnership or a participant in a Joint Venture	Place formed / Country of incorporation	Ownership interest %	Tax residency
Equity Story Group Limited	Body corporate	N/A	Australia	-	Australia
Equity Story Pty Ltd	Body corporate	N/A	Australia	100.00%	Australia
Equity Story Fund Pty Ltd	Body corporate	N/A	Australia	100.00%	Australia
Equity Story Securities Pty Ltd	Body corporate	N/A	Australia	100.00%	Australia
Equity Story Financial Planning Pty Ltd	Body corporate	N/A	Australia	100.00%	Australia
Blue Tree Equity Pty Ltd	Body corporate	N/A	Australia	-	Australia
Equity Story USA Pty Ltd	Body corporate	N/A	Australia	100.00%	Australia
Investorverse Pty Ltd	Body corporate	N/A	Australia	100.00%	Australia

In the Directors' opinion:

- the attached financial statements and notes comply with the *Corporations Act 2001*, the Accounting Standards, the Corporations Regulations 2001 and other mandatory professional reporting requirements;

- the attached financial statements and notes comply with International Financial Reporting Standards as issued by the International Accounting Standards Board as described in note 1 to the financial statements;

- the attached financial statements and notes give a true and fair view of the Group's financial position as at 30 June 2024 and of its performance for the financial year ended on that date;

- there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable; and

- the information disclosed in the attached Consolidated Entity Disclosure Statement is true and correct required by section 295(3A) of the *Corporations Act 2001*.

The Directors have been given the declarations required by section 295A of the *Corporations Act 2001* from the Chief Executive Officer and Chief Financial Officer.

Signed in accordance with a resolution of Directors made pursuant to section 295(5)(a) of the *Corporations Act 2001*.

On behalf of the Directors

Ricky Fertig
Chairman

27 September 2024

INDEPENDENT AUDITOR'S REPORT TO THE OWNERS OF EQUITY STORY GROUP LIMITED AND CONTROLLED ENTITIES ABN 84 653 383 478

Report on the Financial Report

Opinion

We have audited the financial report of Equity Story Group Limited (the Company) and controlled entities (the Group), which comprises the consolidated statement of financial position as at 30 June 2024, the consolidated statement of profit or loss and other comprehensive income, the consolidated statement of changes in equity and the consolidated statement of cash flows for the year then ended, and notes to the consolidated financial statements, including material accounting policies, the consolidated entity disclosure statement and the directors' declaration.

In our opinion the accompanying financial report of the Group is in accordance with the *Corporations Act 2001*, including:

a. giving a true and fair view of the Group's financial position as at 30 June 2024 and of its financial performance for the year then ended; and
b. complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

The financial report also complies with the International Financial Reporting Standards as disclosed in Note 1.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those Standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Group in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Group, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter on Going Concern

We draw your attention to Note 1 on going concern in the financial report, which indicates that the Group incurred an operating loss after tax from continuing operations of $1,916,261 (2023: $2,565,934), and net cash outflow from operating activities of $1,058,080 (2023: $2,102,095) during the year ended 30 June 2024 and, as of that date, the Group's net deficiency of $682,530 (2023: net assets $966,957). These events and conditions, along with other matters set forth in Note 1, indicate that a material uncertainty exists that may cast doubt of the Group's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

MNSA Pty Ltd
ABN 59 133 605 400
Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001
Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

Key Audit Matters

Key audit matters are those matters that, in our professional judgement, were of most significance in our audit of the financial report for the year ended 30 June 2024. These matters were addressed in the context of our audit of the financial report as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters.

Key Audit Matter	How Our Audit Addressed the Key Audit Matter
Revenue Recognition	
Revenue represents a material balance and we have identified the following types of transactions and assertions related to revenue recognition which give rise to key risks: • the completeness of revenue recorded as a result of the reliance on output of the subscription system. *Revenue from contracts with customers* Revenue is recognised at an amount that reflects the consideration to which the consolidated entity is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the consolidated entity: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.	In responding to this area of focus, our audit approach included controls testing and substantive procedures covering, in particular: • testing control procedures in place around systems that bill revenue streams; • performing tests on the accuracy of customer bill generation on a sample basis and testing of a sample of the credits and discounts applied to enterprise customer bills; • testing cash receipts for a sample of customers back to the customer invoice; • testing the costs associated to the delivery of sales; and • considered the application of the Group's accounting policies to amounts billed.

MNSA Pty Ltd
ABN 59 133 605 400
Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001
Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

Key Audit Matters (continued)

Key Audit Matter	How Our Audit Addressed the Key Audit Matter
Going Concern Following operating losses, there is a heightened degree of judgement as to the Group's ability to continue as a going concern through the assessment period. Accordingly, we considered the appropriateness of the going concern assumption, the question as to whether there is a material uncertainty and the adequacy of management's disclosure to be a key risk.	We have challenged the key assumptions in management's forecast cash flows for the next 12 months (base case and downside possibilities) by: • Comparing the cash flow forecasts with the Board approved budget, and obtaining explanations for any significant differences; • Ensuring consistency between the forecasts in the Group going concern model and those used in the asset value-in-use calculations for impairment assessment purposes; • Assessing the historical accuracy of forecasts prepared by management; • Testing the mathematical accuracy of the model used; • Performing stress tests for a range of reasonably possible scenarios on management's cash flow for the going concern period; • Challenging management's plans for mitigating any identified exposures, obtain additional sources of financing; and • Considering whether the disclosures relating to going concern referred to in the basis of preparation section of the accounting policies are balanced, proportionate and clear.
Disposal of Blue Tree Equity Pty Ltd During the period, the Group disposed its interest in Blue Tree Equity Pty Ltd trading as "A Rich Life". The disposal included total consideration of \$180,000. This included a cash payment of \$80,000 and a release from an obligation to pay a cash payment of \$100,000 under the purchase agreement due 1 July 2024. As part of the sale, goodwill of \$512,335 was disposed.	We evaluated the accounting treatment applied to the disposal in accordance with documentation provided in support. This included: • Analysing accounting treatment of assets and liabilities disposed of; and • Assessing disclosures made within the annual financial report.

MNSA Pty Ltd
ABN 59 133 605 400

Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001

Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

Key Audit Matters (continued)

Key Audit Matter	How Our Audit Addressed the Key Audit Matter
Impairment of Goodwill	
Following the disposal of Blue Tree Equity Pty Ltd, the Group holds goodwill with a carrying value of $525,000 The management have reviewed and assessed the remaining goodwill and determined there will be no further impairment for the year ended 30 June 2024.	We evaluated the supporting documentation and calculations used in managements assessment of the remaining goodwill. . • In performing these procedures, we considered the judgements made by management including: • Assessing the nature of underlying assumptions used in supporting calculations; • Considering the appropriateness of the directors' assessment for indicators of impairment; • Assessed and analysed forecasts provided in support of carrying value of goodwill; and • Compared book value of group assets in comparison to current market value of the Group.

There were no restrictions on our reporting of Key Audit Matters.

Information Other than the Financial Report and Auditor's Report Thereon

The directors are responsible for the other information. The other information comprises the information included in the Group's annual report for the year ended 30 June 2024, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the group are responsible for the preparation of:

a) the financial report (other than the consolidated entity disclosure statement) that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001; and*
b) the consolidated entity disclosure statement that is a true and correct view in accordance with the *Corporations Act 2001*, and

MNSA Pty Ltd
ABN 59 133 605 400
Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001
Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

for such internal control as the directors determine is necessary to enable the preparation of:

a) the financial report (other than the consolidated entity disclosure statement) that gives a true and fair view and is free of material misstatement, whether due to fraud or error, and
b) the consolidated entity disclosure statement that is a true and correct and is free of material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the ability of the Group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Group or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

MNSA Pty Ltd
ABN 59 133 605 400

Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001

Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

- Plan and perform the group audit to obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the financial report. We are responsible for the direction, supervision and performance of the Group audit. We remain solely responsible for our audit opinion.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, action taken to eliminate threats or safeguards applied.

From the matters communicated with the directors, we determine those matters that were of most significance in the audit of the financial report of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

Report on the Remuneration Report

Opinion on the Remuneration Report

We have audited the Remuneration Report included in the directors' report for the year ended 30 June 2024.

In our opinion, the Remuneration Report of Equity Story Group Limited and controlled entities for the year ended 30 June 2024 complies with s 300A of the *Corporations Act 2001*.

Responsibilities

The directors of the Group are responsible for the preparation and presentation of the Remuneration Report in accordance with s 300A of the *Corporations Act 2001*. Our responsibility is to express an opinion on the Remuneration Report, based on our audit conducted in accordance with Australian Auditing Standards.

MNSA PTY LTD
MNSA Pty Ltd

Mark Schiliro
Director

Sydney
Dated this 27th of September 2024

MNSA Pty Ltd
ABN 59 133 605 400

Level 1, 283 George St
Sydney NSW 2000
GPO Box 2943 Sydney 2001

Tel (02) 9299 0901
Fax (02) 9299 8104
Email admin@mnsa.com.au

In accordance with ASX Listing Rule 4.10, the Directors provide the following information as at 23 September 2024.

Stock Exchange Quotation
The Company's shares are quoted on the ASX under the code "EQS".

Classes of Securities
The Company has the following equity securities on issue:

Type	Number	Description	No. Holders
Quoted	108,993,464	Fully paid ordinary Shares (EQS)	338
Unlisted	11,500,000	Options exercisable at $0.25 and expiring 3 May 2025	26
Unlisted	4,500,000	Employee incentive options exercisable at $0.05 and expiring 15 March 2027	1
Unlisted	4,000,000	Performance Rights	1
Unlisted	2,000,000	Options exercisable at $0.05 and expiring 16 March 2027	1
Unlisted	2,000,000	Options exercisable at $0.10 and expiring 14 December 2026	1
Unlisted	1,400,000	Employee options exercisable at $0.15 and expiring 14 December 2026	3
Unlisted	665,000	Employee options exercisable at $0.10 and expiring 3 August 2026	10

Distribution schedule of the number of holders of ordinary shares

Holdings Ranges	Holders	Total Units	%
1-1,000	9	1,954	0.000
1,001-5,000	7	23,565	0.020
5,001-10,000	58	559,695	0.510
10,001-100,000	173	6,990,391	6.420
100,001-9,999,999,999	91	101,417,859	93.050
Totals	**338**	**108,993,464**	**100.000**

Twenty largest shareholders

	Shareholder	Number of shares held	% of issued capital
1	Tanya Tildesley	27,563,000	25.289%
2	Edison Capital Group Pty Ltd <The Mcgraw Family A/C>	11,256,000	10.327%
3	Hago Futures Pty Ltd <Harrisongoes Family A/C>	10,897,000	9.998%
4	McGraw Electrical Pty Ltd <Mcgraw Electrical S/F A/C>	5,897,200	5.411%
5	Zobel Investments Pty Ltd <Napier Properties S/F A/C>	4,490,500	4.120%
6	The Digital Crowds Pty Ltd	3,333,200	3.058%
7	Alitime Nominees Pty Ltd <Honeyham Family A/C>	3,076,800	2.823%
8	Mr Geoffrey Paul Richardson	2,400,000	2.202%
9	Arma Investments Pty Ltd	2,000,000	1.835%
10	Mr Gary Stingl	1,999,999	1.835%
11	Mr Neville Hinrichsen & Mrs Annette Hinrichsen	1,514,723	1.390%
12	Mr Nicholas D'Espeissis	1,233,671	1.132%
13	Whitehouse Group Nominees Pty Ltd <S White Super Fund A/C>	1,100,001	1.009%
14	Whitehouse Group Nominees P L <S White Super A/C>	1,020,000	0.936%
15	Peter Kopetz	1,000,000	0.917%
16	Jetsman Pty Ltd	1,000,000	0.917%
17	BNP Paribas Nominees Pty Ltd <Ib Au Noms Retailclient>	935,610	0.858%
18	Mr Nicholas Vasilevski & Mrs Diana Vasilevski <Nick Vasilevski Super A/C>	900,000	0.826%
19	Equity Story Pty Ltd	800,000	0.734%
20	BNP Paribas Nominees Pty Ltd <Hub24 Custodial Serv Ltd>	794,830	0.729%
Total Securities of Top 20 Holdings		83,212,534	76.35%
Total Securities		**108,993,464**	

Marketable Parcels
Equity Story Group has 102 shareholders holding less than a marketable parcel of 17,857 shares each (i.e. less than $500 per parcel of shares) based on the closing price of $0.028 on 23 September 2024 representing a total of 970,762 shares.

Substantial Shareholders
The names of substantial shareholders who have notified the Company in accordance with section 671B of the Corporations Act are:

Name	Number of Shares	Voting Power
Tanya Tildesley	28,563,000	26.21%
Edison Capital Pty Ltd	11,256,000	10.33%
Hago Futures Pty Ltd	10,897,000	10.00%
McGraw Electrical Pty Ltd	5,897,200	5.41%

Voting rights

Each ordinary share is entitled to one vote when a poll is called, otherwise each member present at a meeting or by proxy has one vote on a show of hands.

Options and Performance Rights do not carry any voting entitlements

Restricted securities

There are no restricted securities on issue:

On-market Buy-backs

There is no current on-market buy-back of any securities.