

Thursday, 24th November 2022

Quality Shareholder #9 Why the business exists matters

Dear Valued Shareholder,

At KPG we founded the business due to personal experience where accountants had damaged private business owners due to lack of real care and skill. This personal insight into the impact of when accounting goes wrong has driven the deep foundations of the values of KPG.

Our mission is to help private business owners be better off (healthier, wealthier, and wiser) so that they can grow employment (these businesses employ 70% of all Australians). This matters to us as we understand that employment is critical to a dignified life.

While all this might sound like the fluffy stuff it is in fact the hard ideas that drive the clarity of values and vision that helps the business to ultimately be differentiated.

Our key values that drive our differentiated service are:

- Want the best for others
- Do what we say
- One team, one best way

The defining of our values means that we have activated what Jim Collins calls the 'right people' based on an insight that it is growing people that drive growth in a business. Today the market opportunity is to attract the best and brightest people that share these values of really wanting to use their talents to make other people better off in a culture that keeps its promises and works as a team.

In the book "*The Big Four: The Curious Past and Perilous Future of Global Accounting Monopoly*", which we recommend all our quality shareholders read, it struck us how important the founding values of these organizations were to their ultimate success today. It is also a strong part of our conviction about the market opportunity that the founding values of those businesses have been strongly diluted over time by their involvement with people and clients who didn't and don't share those critical values.

While we can't ever perfect the living out of these values we know since inception that to have exceptional professionals we need to attract and develop people with these core values.

KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

When I am asked why our business performs at such a different level to comparable organisations I can only point to the foundational values of our people as the source of the drive in the business who have contributed to a unique structure, clear strategy and designed an unduplicatable set of activities that powers the businesses' performance.

Yours sincerely,

A handwritten signature in blue ink that reads "Brett Kelly". The signature is written in a cursive style with a horizontal line underneath the name.

Brett Kelly
Founder and CEO

KP+GH

KELLY PARTNERS GROUP HOLDINGS LIMITED

Kelly+Partners – Current Office Locations - NSW



Kelly+Partners – Current Office Locations – VIC



Kelly+Partners – Current Office Locations – QLD



Kelly+Partners – Current Office Locations – International



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

Kelly+Partners is a specialist chartered accounting network established in 2006 to provide a better service to private clients, private businesses & their owners, and families.

Growing from two greenfield offices in North Sydney and the Central Coast, Kelly+Partners now consists of 34 operating businesses across 27 locations in Australia and Hong Kong.

In total, the team consists of more than 400 people, including 73 partners, who service over 13,500 SME clients.

The holding company, Kelly Partners Group Holdings Limited, was successfully listed on ASX on 21 June 2017.

Over the past 16 years, Kelly+Partners has undertaken 60 individual transactions in order to build the current accounting network. This includes the transformation of 43 external firms, and the launch of 17 greenfield businesses.

KPG's ownership structure and unique operating model (**Partner-Owner-Driver™**) is transforming the Australian accounting market, and provides a strong platform for long-term sustainable growth. The combination of a proven business model and specialist operational expertise enables KPG to help solve many of the issues currently facing both the accounting sector and the SME clients of our firms.

For more information, please contact:

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