



Financial Services Guide

Version number 24.02

1 March 2024

The purpose of this Financial Services Guide

This Financial Services Guide (FSG) has been authorised for distribution by the authorising licensee, Count Financial Limited ABN 19 001 974 625, Australian Financial Services (AFS) Licence no. 227232 ('Count').

Count is the AFS Licensee that authorises your Count financial adviser ('Adviser') and their firm ('we', 'us', 'our') to provide financial services.

This is an important document designed to provide you with information to make an informed decision about whether to use the financial services that we provide.

This FSG is divided into two parts and both parts must be read together. Part One of this FSG provides important information about Count and the financial services it is responsible for. Part Two of this FSG is an Adviser Profile and more specifically outlines the services, fees, and other important information applicable to us, as an authorised representative of Count.

Part One

Part One of this FSG provides information about:

- Count as the holder of the AFS License that authorises us to provide financial services;
- Relationships or associations with other entities;
- Other disclosure documents you may receive;
- The financial services and types of products we provide or recommend;
- Collecting your personal information and providing us with instructions;
- Fees or costs that may apply to you;
- Remuneration that Count, us, your Adviser, or a related entity may receive; and
- What you can do if you are not happy with our services or have a complaint.

Not Independent

Count and its authorised representatives maintain relationships with product issuers which prevents us from being classified as *independent, impartial, or unbiased* under s923A of the Corporations Act 2001.

Commission Payments

Count and its authorised representatives may receive regulated commissions from life insurance product issuers where financial services are provided in relation to these products.

For more information on commission payments, refer to section 4.

Count's Approved Product List (APL)

Authorised representatives of Count are generally restricted from recommending products that are not part of Count's APL.

Count utilises Lonsec Research as a primary research provider for the construction of Count's APL. Lonsec Research is a wholly owned subsidiary of Lonsec Holdings Pty Ltd (ABN 41 151 235 406) (Lonsec Holdings). Lonsec Investment Solutions Pty Ltd (ABN 95 608) is also a subsidiary of Lonsec Holdings, and portfolios managed by this entity may appear on Count's APL.

Count has established a partnership program with a number of financial product issuers, through which it receives financial benefits. While these financial benefits are strictly governed for the purpose of funding education initiatives for Count's authorised representatives, participating product issuers may also have products included on Count's APL. For more information on Count's APL, refer to 'Approved Products', in section 3, below.

Contacting Count

If you need to contact us, you can speak with your Adviser. You can also contact Count using the following details:

Writing:	Count Financial Limited GPO Box 1453 Sydney NSW 2001
Phone:	1300 650 432
Email:	info@count.au

1. About Count

Count's purpose is to help Australians afford their dreams. Count educates clients and help them make informed decisions about their future. So, whether you are just starting out or approaching retirement, Count can assist you by providing you with a financial plan which gives you greater control over your financial future.

Count's relationship with Count Limited

Count is a subsidiary of Count Limited ABN 111 26 990 832 ("Count Limited"). Count Limited has subsidiaries and associates that provide accounting and financial advice services. Many of the Count Limited subsidiaries and associates that provide financial advice services do so as authorised representatives of Count.

Other relationships which might influence Count in providing financial advice services

Hub24 Limited

Count Limited is the owner of Count. HUB24 Limited is an ASX listed provider of investment administration platform and technology services and holds a material shareholding in Count Limited.

The Hub24 platform is available to us through an APL. We are obliged to always act in a client's best interests and will only recommend the use of the Hub24 platform if it is appropriate to do. We also continue to use other platforms to implement our investment advice and you are free to request us to use an alternative platform if you would prefer. Importantly, we are not under any incentive, sales target, or obligation to recommend the Hub24 platform.

CARE Managed Accounts

DWA Managed Accounts Pty Ltd ('DWA') (AFSL 264125), a subsidiary of Count Limited, will receive fees for the provision of investment advice in their role as investment adviser to the CARE investment process (please contact your Adviser for more details of the CARE investment process). Any such fees will be outlined in the SoA, should it be applicable, and relate to the work done by DWA's Investment Committee in maintaining the CARE portfolios.

The CARE Portfolio Management fee is 0.297% (inclusive of GST) of funds invested as part of CARE. For example, if your account balance in the CARE Managed Account facility was \$100,000, the fee would be \$297 (inclusive of GST) for that year.

No part of this fee is paid to Count.

2. Disclosure documents

You may receive the following documents when your Adviser provides financial services to you.

Statement of Advice (SoA)

If your Adviser provides personal advice tailored to your circumstances and needs, you will receive a SoA. The information contained in the SoA will help you make an informed decision in relation to the advice provided. It also sets out the advice, the reasons for the advice and details about any remuneration payable.

Record of Advice (RoA)

In certain circumstances, if you were previously issued with a SoA, your Adviser may provide further advice without the need for another SoA. Where this is the case, you will be provided with a Record of Advice (RoA). Additionally, in certain circumstances where you are provided advice on a small investment balance you may be issued with a RoA. Your Adviser may provide you with a copy of the RoA, which will outline the advice, the reason for the advice, and details about any remuneration payable.

Product Disclosure Document (PDS)

You will receive a PDS if your Adviser recommends a financial product or offers to arrange the issue of a financial product at your request. The PDS contains information about a financial product's features, fees, benefits and risks.

3. Services and products we offer

Having access to a comprehensive range of products and services helps ensure your Adviser can provide a tailored financial solution just for you.

Advice services we provide

Count's AFS Licence authorises the provision of financial services related to the following classes of financial products:

- Basic deposit products
- Life insurance
- Government debentures, stocks and bonds
- Managed investment schemes
- Retirement Savings Accounts
- Securities
- Superannuation, and
- Standard margin lending

Approved products

Count's specialist product research team undertakes due diligence on product providers and also uses independent research providers to select a range of high-quality products which your Advisers may recommend.

While other products may also be suitable to your needs, your Adviser will generally only provide advice on products that are listed on the Count APL.

All products included on the Count APL must meet Count's rigorous selection criteria and approval process.

Depending on your objectives, financial situation and needs, your Adviser may need to recommend a financial product that is not on the Count APL. If this occurs, any product recommended by your Adviser must still meet Count's selection criteria and approval process. The specific financial services and types of products that your Adviser is authorised to provide are outlined in Part Two of this FSG.

Non-advised transactions

At times you may wish to make an investment transaction and do not need assistance from us with any decisions in relation to the product or transaction. In these cases, we can take your instructions and arrange for the transaction to be completed, without providing personal advice. If you wish to proceed without advice from us, we will ask you to confirm your instructions in writing and sign an acknowledgment form. Any assistance we provide to complete your transaction should not be taken as a recommendation or endorsement of the product or transaction.

Services Count is not responsible for

Count is only responsible for those financial services or products offered by your Adviser in their capacity as an authorised representative of Count. This does not include any other services your Adviser may provide in any other capacity, including as an accountant or tax agent, such as:

- Taxation advice and services, e.g., completing tax returns,
- Accounting and audit services,
- Self-Managed Super Fund compliance and administration services,
- Advice on specific credit products (excluding Margin Lending),
- Business or legal advisory services,
- Advice on unlisted or private companies and investments, private development funds, franchises, high yield debentures, direct property, property syndicates, solicitor's or other mortgage schemes, derivatives, general insurance or direct international share holdings, and
- Any other services not provided as an authorised representative of Count.

In all your interactions with your Adviser, it's essential to ensure that you understand who is accountable for the advice or services offered to you. If you need additional clarification, please feel free to contact your Adviser or Count.

In order to provide tax (financial) services to you an Adviser must be a Qualified Tax Relevant Provider (QTRP). Based on the information collected from you, your Adviser will consider the tax consequences that relate directly to the financial advice being provided, however, this financial advice will not include an assessment of your overall tax position. To determine how your Adviser's financial advice fits with your overall tax position, you should seek separate tax advice about liabilities, obligations or entitlements that arise, or could arise, under taxation law.

4. Remuneration that we or Count may receive

All advice fees, including non-advised fees, and commissions must be paid directly to Count as the licensee. Count may retain a percentage, and the remainder, that is attributable to the financial services we provide, is passed on to us.

If the fees, commissions or benefits cannot be determined at the commencement of our services, we will describe the manner by which they are calculated and provide you with an estimate of the applicable remuneration.

Financial planning advice fees

The fees or other costs associated with the services we offer and products we recommend depend on the complexity of your situation and the nature of the advice provided.

Your Adviser will discuss and determine the fees with you before providing any advice or services. Typically, payment for our services is through our financial planning advice fees.

We will clarify the method for calculating costs and provide you the actual costs in an agreement before starting any work that you will be charged for. You can ask for more information about the fees and the remuneration we may receive. The fees and charges for our advice and service may be based on a fixed dollar amount, percentage of funds invested, an hourly rate, or any combination of these.

Where we are aware that you have used borrowed funds to invest, including where we recommend that you borrow to invest, we will not charge you percentage-based fees on the borrowed amount.

Our financial planning advice fees generally include charges for providing you with a SoA, RoA, ongoing advice and services, or other transaction-related fees. You may choose to pay these fees directly or from an eligible financial product which you hold, or which we recommend.

Please refer to Part Two of this FSG for further details on fees that we charge.

Insurance commission payments

When we advise on an insurance policy that you hold, or we recommend, we may receive initial and ongoing commission payments from the product issuer.

An initial commission is a one-off payment made upon entry to a financial product and an ongoing commission is paid each year, starting from the second year, as long as you hold the policy. These commissions are a percentage of the premiums you pay. They are not paid directly by you but instead paid by the product issuer. We only receive commission where we are entitled to receive these payments through existing arrangements with product providers.

If you are charged a financial planning advice fee, we may rebate some or all of the above commission to you.

Detailed Commission Rates

Additional cover added to an existing product which was issued before 1 January 2018

The initial commission we receive on insurance products may be up to 124% of the first year's premium. The ongoing commission we receive may be up to 33% per annum of the renewal premium.

Additional cover added to an existing product which was issued after 1 January 2018 and before 1 January 2020

Where additional cover is added on or after 1 January 2019 and before 1 January 2020, to an existing product issued after 1 January 2018, the initial commission that Count will receive will be no more than 77% of the increase in premium. The ongoing commission that Count can receive will not exceed 22% p.a. of the premium (33% p.a. of the premium for level commission structures).

Additional cover added to an existing product after 1 January 2020

Where additional cover is added on or after 1 January 2020, to an existing product issued after 1 January 2018, the initial commission that Count will receive will be no more than 66% of the increase in premium. The ongoing commission that Count can receive will not exceed 22% p.a. of the premium (33% p.a. of the premium for level commission structures).

New products issued on or after 1 January 2020

The initial commission that Count may receive on insurance products applied for and issued on or after 1 January 2020 will be no more than 66% of the premium in the year of issue. The ongoing commission that Count can receive will not exceed 22% p.a. of the premium (33% p.a. of the premium for level commission structures).

Referral fees

If you have been referred to your Adviser or us by a third party, Count Limited, Count or the Adviser's firm may also receive a benefit for referring you to third parties for

specialist services. These benefits are not passed on to your Adviser.

Class Super is Count's preferred third-party service provider of software to assist in the administration of Self-Managed Super Funds. In situations where you purchase this software Count Limited may receive up to 17.5% of the annual software licence fee.

If applicable, further details will be disclosed in Part Two of this FSG or within your SoA.

Count Bonus Scheme

Your Adviser is employed by a Corporate Authorised Representative (CAR) of Count and may also be a shareholder in that entity. This CAR may receive a monetary benefit which relates to the financial performance of Count, through participation in a bonus scheme. Whether the CAR receives any benefits depends on meeting specific criteria including financial and compliance standards.

Fee rebate or waiver

Count, your Adviser and/or we may also receive fee waivers, fee subsidies and/or fee reimbursements. These fees are for the provision of support services provided by Count to its authorised representatives, including expenses such as annual membership fees, software and data service fees, paraplanning fees, as well as travel and accommodation costs related to conferences and training events.

Professional Development Sponsorship

Count Limited may receive sponsorship payments from product providers which are in no way linked to volume of sales. These sponsorship arrangements help Count Limited to offset the organisational and running costs of providing education and training services to Count's authorised representatives.

Safeguards Adopted

Count has adopted safeguards to manage conflicts of interest that may arise wholly or partially in relation to the activities that we undertake. These may include:

- us providing full disclosure of the conflict of interest, potential conflict of interest, or perceived conflict of interest to you,
- us referring you to another adviser to provide advice to you, and
- us declining or withdrawing the services provided to you.

We consider these safeguards to be a robust and effective way to manage and prevent conflicts of interest. If we detect a conflict of interest, we will act as an impartial advisor would, prioritising advice that is in your best interests.

5. Complaints, privacy and compensation arrangements

How we handle your personal information

Count is committed to ensuring the privacy and security of your personal information. As part of its continuing commitment to client service and maintenance of client confidentiality, Count has adopted the principles set out in the Privacy Act 1988. For further details you can refer to Count's Privacy Policy, available at: www.count.au/privacy

If you wish to review your personal information held by us, please contact your Adviser directly, or Count by emailing info@count.au.

You may also contact the Australian Securities & Investments Commission (ASIC) on 1300 300 630 (free call info line) to make a complaint and obtain information about your rights.

As a financial service provider, we have obligations under the Anti-Money Laundering and Counter Terrorism Finance Act to verify your identity and the source of any funds. This means that we will ask you to present identification documents such as your passport or driver licence. We will also retain copies of this information. We cannot provide you with services if you are unwilling to provide this information.

What to do if you have a complaint

We are committed to resolving your concerns. If you are not fully satisfied with any part of the service or advice you have received, for whatever reason, you should take the following steps:

Step 1: Contact your Adviser

You should contact your Adviser in the first instance and discuss your concerns with them. Most complaints can be resolved quickly and fairly at this stage.

Step 2: Contact the Count Complaints Manager

If your complaint is not resolved by your Adviser to your satisfaction, or if you would prefer to contact Count directly to discuss the issue, it has an internal complaints process through which it independently reviews and seeks to address your concerns. In these circumstances your complaint will be escalated to the Count complaints manager who will aim to resolve your complaint quickly and fairly and will communicate a proposed solution to you. Count will try to resolve complaints as quickly as possible, and in any event within 30 days of receipt of your complaint. Count will let you know if it needs more time to finalise your complaint.

Writing: Count Complaints Manager
GPO Box 1453
Sydney NSW 2001

Phone: 1300 650 432 (option 2)

Email: reportcomplaints@count.au

Step 3: Contact the Australian Financial Complaints Authority (AFCA)

If you remain dissatisfied with the outcome provided by our, or Count's internal complaints processes, you are entitled to refer your complaint to the Australian Financial Complaints Authority (AFCA). AFCA is an external, independent body offering free and accessible dispute resolution services to individuals who have been unable to satisfactorily resolve their complaint.

Time limits may apply to complain to AFCA and so you should act promptly or otherwise consult the AFCA website to find out if or when the time limit relevant to your circumstances expires.

The AFCA contact details are set out below:

Writing: Australian Financial Complaints Authority
GPO Box 3
Melbourne VIC 3001

Online: www.afca.org.au

Phone: 1800 931 678 (free call)

Email: info@afca.org.au

Our compensation arrangements

Count has professional indemnity insurance cover in place and these arrangements comply with the requirements for compensation under the Corporations Act.

Count's professional indemnity insurance is subject to terms and exclusions and generally covers claims arising from the actions of our current and former employees or authorised representatives whilst they acted on Count's behalf.

StrategyOne Advice Network Pty Ltd

Financial Services Guide

ABN 24 146 950 969 | Authorised Representative No: 405952

Version number: 24.02

PART TWO – ADVISER PROFILE

This adviser profile is Part Two of the Count Financial Limited (Count Financial) Financial Services Guide (FSG) dated 1 March 2024 and should be read in conjunction with Part One of our FSG dated 1 March 2024. Together these documents form the complete FSG.

StrategyOne Advice Network Pty Ltd is an Authorised Representative of Count Financial Limited (Count Financial).

The individual(s) listed in this FSG are authorised by Count to provide personal advice through StrategyOne Advice Network Pty Ltd.

Our contact details:

Address: Level 7, 9 Help Street, Chatswood NSW 2067 | PO Box 5606 Chatswood West NSW 1515

Phone: 02 9419 5233

Email: mail@strategyone.com.au

Website: www.strategyone.com.au

Duncan Derrington

Authorised Representative Number: 325059

Duncan is an Authorised Representative of Count Financial and an employee of StrategyOne Advice Network Pty Ltd and receives a salary only.

Duncan has 15 years' experience in the provision of financial planning advice. Duncan attained the Bachelor of Arts and the Bachelor of Economics from the University of Queensland in December 1989 and August 1991 respectively and the Graduate Diploma of Financial Planning from FINSIA in January 2008. He is a Certified Financial Planner® member of the Financial Advice Association Australia. Duncan is accredited to provide advice on SMSFs.

Financial services and product types

Duncan is authorised to provide advice in the following areas:

- Deposit and payment products
- Government debentures, stocks and bonds
- Life products
- Managed investment schemes
- Retirement Savings Accounts
- Securities, and
- Superannuation

How to contact Duncan: dderrington@strategyone.com.au or 02 9419 5233

Justin Wilson**Authorised Representative Number: 434510**

Justin is an Authorised Representative of Count Financial and an employee of StrategyOne Advice Network Pty Ltd and receives a salary only.

Justin has 12 years' experience in the provision of financial planning advice. Justin attained the Bachelor of Economics from University of Newcastle in December 1991 and the Diploma in Financial Planning from Kaplan Professional in May 2011. He is a Certified Financial Planner® member of the Financial Advice Association Australia. Justin is accredited to provide advice on Aged Care and SMSFs.

Financial services and product types

Justin is authorised to provide advice in the following areas:

- Deposit and payment products
- Government debentures, stocks and bonds
- Life products
- Managed investment schemes
- Retirement Savings Accounts
- Securities
- Margin lending, and
- Superannuation

How to contact Justin: jwilson@strategyone.com.au or 02 9419 5233

Judy Yan**Authorised Representative Number: 1004096**

Judy is an Authorised Representative of Count Financial and an employee of StrategyOne Advice Network Pty Ltd and receives a salary only.

Judy has 20 years of experience in the provision of financial planning advice. Judy attained Bachelor of Commerce from Monash University in March 1999, Graduate Diploma of Financial Planning from Securities Institute in April 2004 and Master of Applied Finance from Kaplan Professional in October 2011. She is a Certified Financial Planner® and a member of the Financial Advice Association Australia. Judy is accredited to provide advice on SMSFs

Financial services and product types

Judy is authorised to provide advice in the following areas:

- Deposit and payment products
- Government debentures, stocks and bonds
- Life products
- Managed investment schemes
- Retirement Savings Accounts
- Securities, and
- Superannuation

How to contact Judy: jyan@strategyone.com.au or 02 9419 5233

Belinda Riordan**Authorised Representative Number: 465419**

Belinda is an Authorised Representative of Count Financial and an employee of StrategyOne Advice Network Pty Ltd and receives a salary only.

Belinda has 15 years of experience in the provision of financial planning advice. Belinda attained DFP from Kaplan in 2008.

Financial services and product types

Belinda is authorised to provide advice in the following areas:

- Life products
- Managed investment schemes
- Retirement Savings Accounts
- Superannuation

How to contact Belinda: briordan@strategyone.com.au or 02 9419 5233

Advice preparation and implementation fees

The advice fee is calculated based on your individual needs and requirements, the complexity of your advice and the extent of financial services provided to you. Before commencing work for you, we will discuss and agree with you the scope of the services that you have us to provide, the cost of providing those services and the method of payment. We will confirm this in an Engagement Agreement which must be accepted by you prior to commencement of work.

Other fees for any advice or work carried out by other professionals, after consultation and agreement with you, will be separately invoiced to you by that other professional.

I. Initial Meeting

Depending on the amount of work and time involved, we may charge a fee for the initial meeting. Where applicable, the minimum hourly rate for this fee is \$550 including GST.

II. Initial Advice

The work undertaken to explore your current financial situation, goals and objectives and to assess the suitability of options for you is extensive. The minimum fee for the preparation of initial advice is \$5,500 including GST.

III. Implementation

We may charge a fee to cover the cost of implementation of our advice. The fee will vary depending on the level and complexity of work involved. This fee, if applicable, is a minimum hourly rate of \$550 including GST.

Supplementary service fees

For supplementary services, such as the provision of general research material or the completion of administrative tasks, our fee will be calculated on a time basis of \$550 per hour (including GST).

Ongoing service fees

Establishing your initial financial strategy is important. Equally important is an ongoing service program that provides regular strategic advice in relation to the financial impacts of changes in your personal circumstances, legislation, economic and financial conditions.

The ongoing service we provide to you will depend on your situation, the complexity of your portfolio and the services you require. We charge a minimum fee of \$5,500 p.a. (including GST). The ongoing service fee is subject to review annually with any fee changes disclosed to you in a new Ongoing Service Agreement, variation or renewal offer.

Should you require advice that is outside the scope of your ongoing service agreement, additional fees will apply for the preparation and implementation of advice. These fees will be disclosed to you in an Engagement Agreement prior to commencement of work.

Non-advised transaction fees

If we assist you on an execution only basis (i.e. where you have been offered and declined advice), a fee of \$550 per hour (including GST) will be applicable.

Referral arrangements

We have a referral arrangement in place with the providers detailed below. If you use the services of these providers, we will receive the corresponding fee disclosed in the below table for the referral of your business. This will be paid for by the relevant provider and is not an additional cost to you. Where fees are paid to StrategyOne Advice Network Pty Ltd no benefit is passed on to your Adviser.

Referral partner	Description of referrer	Payment structure
1st Street	1st Street provides mortgage broking and lending and financing solutions to clients.	StrategyOne Advice Network Pty Ltd receives 40% of any upfront commission 1st Street receives for the loan, and 40% on the ongoing commission of that loan whilst it remains in place.
MBS Insurance	MBS Insurance provides life insurance solutions to clients. StrategyOne Advice Network Pty Ltd has a referral agreement with MBS Insurance to provide advice with respect to your personal risk insurance arrangements, where we are not able to provide advice internally.	StrategyOne Advice Network Pty Ltd receives 30% of commissions generated from any client referrals received by MBS Insurance on premiums totalling less than \$10,000 and 50% if premiums exceed \$10,000. The exact amount (where applicable) will be disclosed in the Statement of Advice provided by MBS insurance.

I may refer you to a third party for advice or services. Should this occur, you are not obliged to consult the professional person I have suggested. If you wish to consult a non-referral partner, I can provide additional options.

Other associations and relationships

We pay fees to our authorising licensee, Count Financial Limited. These fees are not dependent on any services we provide to you.

Other third-party payments we may receive

We may also receive the following fees, which are not payable by you.

Stamping Fees

Where we facilitate Share Placements and Initial Public Offers in relation to ASX-listed Direct Equities (i.e. Shares - this excludes Listed Investment Companies and Trusts), we may receive up to 1.5% of the transaction value as "stamping fees".

Insurance Commissions

Where we facilitate the acquisition, or modification of a Life Insurance product, we may receive commissions as described in Part 1 of this FSG.

Where we provide advice in relation to the above transactions and charge an advice fee, we may choose to rebate part or all of the third-party payment, to you.
