



Empowering better
financial futures, together

Investor Strategy Day

21 November 2023

HUB24

Leading the wealth industry as the best provider of integrated platform, technology & data solutions



Australia's best platform¹



SMSF software provider & advice platform of the year²



Market-leading Managed Portfolio capability¹



Data-led solutions leveraging emerging technologies



Australia's third fastest growing super fund³



SMSF documents provider of choice⁴



Secure online client portal technology for finance professionals and their clients



Comprehensive institutional non-custody reporting solution

HUB²⁴

CLASS

HUBCONNECT

myprosperity

NowInfinity
A CLASS TECHNOLOGY COMPANY

HUB24 and Class market-leadership - recognised by customers and industry

HUB²⁴

CLASS



- Overall Best Advice Platform¹
- Best Client Experience¹
- Ease of Onboarding¹
- Best Functionality¹
- Best Adviser Support¹
- Best Investment Options¹



- #1 Best Overall Platform⁵
- #1 Best Reporting⁵
- #1 Best Online Business Management⁵
- #1 Best Managed Portfolio Product Offer⁵
- #1 primary platform advocacy⁶
- #1 NPS for primary platform users (equal first)⁶
- #1 Tax Optimisation tools⁶
- #1 Client Reporting⁶



- #1 Overall Satisfaction (equal first)²
- #1 Ease of doing Business²
- #1 IT/Web functionality²



- SMSF Advice Platform of the Year³
- Best SMSF Investment Platform – Adviser Choice⁴



SMSF Software provider of the year³

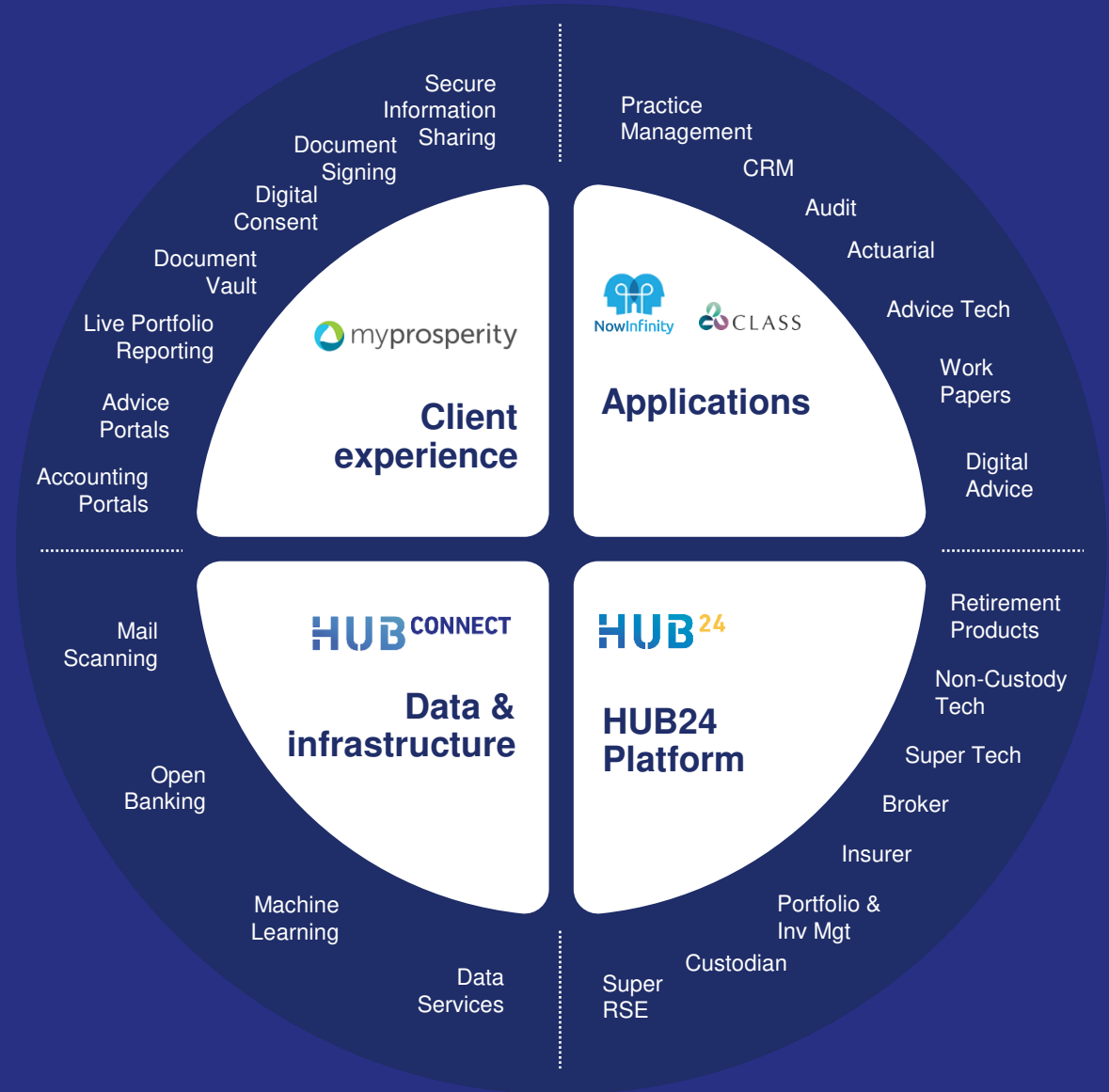


Class #1 customer satisfaction amongst accountants (equal first)⁷

NowInfinity #1 NPS and advocacy⁷

Delivering on our strategic objectives

- Lead today**
Delivering customer value and growth
- Create tomorrow**
Continuing to build the platform of the future
- Build together**
Collaborating to shape the future of the wealth industry



● HUB24 ○ Partners

- Single view of wealth for financial professionals and their clients
- One way of doing business incorporating custody & non custody
- Efficient access to investment manager IP
- Flexibility for advisers & Visibility for licensees
- Reporting & insights for businesses

HUB24 Group – market leading capability driving customer value & growth

Platform

HUB²⁴

XPLORE
WEALTH

myprosperity

PLATFORM

Custodial
administration

Platform FUA
\$65.1bn

4,026
Advisers using
the platform

Managed
Portfolio &
MDA FUA
\$30bn

PARS

Non-custodial
administration

PARS FUA
\$17.6bn

PARS
accounts
8,206

Total FUA \$82.7bn

Annual net inflows \$9.7bn²

myprosperity

Client
portal

Advice/
accounting firms
440+

Households¹
~70,000

Tech Solutions

HUB^{CONNECT}

CLASS

92
Financial Services Clients

Technology & Data Services

HUBconnect Broker

Customer management &
operational support for
stockbrokers

HUBconnect Licensee

Database insights to support
advice licensees with business
management & compliance
obligations

6000+
Unique Clients³

Cloud-based software

Class Super

SMSF administration

Class Trust

Trust administration

Class Portfolio

Investment Reporting
& Administration

No. of
accounts
203,153

NowInfinity

Corporate compliance
& documentation

Document
orders
173,924

No. of
companies
666,432

HUB24 is well-positioned to benefit from industry trends



Specialist platforms are extending their lead while institutional platforms remain challenged



Demand for integrated technology solutions across the wealth ecosystem



Demand for wealth advice is increasing however financial professionals are limited by capacity¹



Growth in SMSFs continuing, driven by increasing demand from younger generation³



Outcomes of Quality of Advice Review to provide opportunities to **reduce regulatory and compliance burden on advisers**²



Licensee model shifting with new aggregators and disaggregation from institutions

Harnessing the power of our ecosystem to deliver value



- Clear growth strategy **delivering strong financial results**
- **Market leadership in our core propositions** with growing client advocacy
- **HUB24 ecosystem driving competitive advantage** and extension of relationships
- Innovative products and solutions and **combined capabilities enabling access to new markets**
- **Sophisticated data infrastructure** driving commercial opportunity
- **Well positioned to take and create opportunities** for clients and shareholders

Agenda

1. Welcome



Andrew Alcock
Managing Director
and Chief
Executive Officer

2. Strategy



Jason Entwistle
Director, Strategic
Development

3. myprosperity



Peter McCarthy
myprosperity Chief
Executive Officer

4. Class



Tim Steele
Class Chief
Executive Officer

5. HUB24 Platform



Chesne Stafford
Chief Growth
Officer

6. Data & innovation



Paul Biggs
Chief Information
Officer

7. Outlook / business performance



Kitrina Shanahan
Chief Financial
Officer

8. Wrap up and Q&A



Andrew Alcock
Managing Director
and Chief Executive
Officer

We've continued to deliver on our strategy



Continued enhancements to HUB24 Platform proposition



Consolidated Class leadership position



Launched HUB24 SMSF Access, leveraging Group capabilities



Extended single view of wealth reporting with HUB24 Present



Acquired myprosperity, accelerating HUB24's Platform of the Future strategy



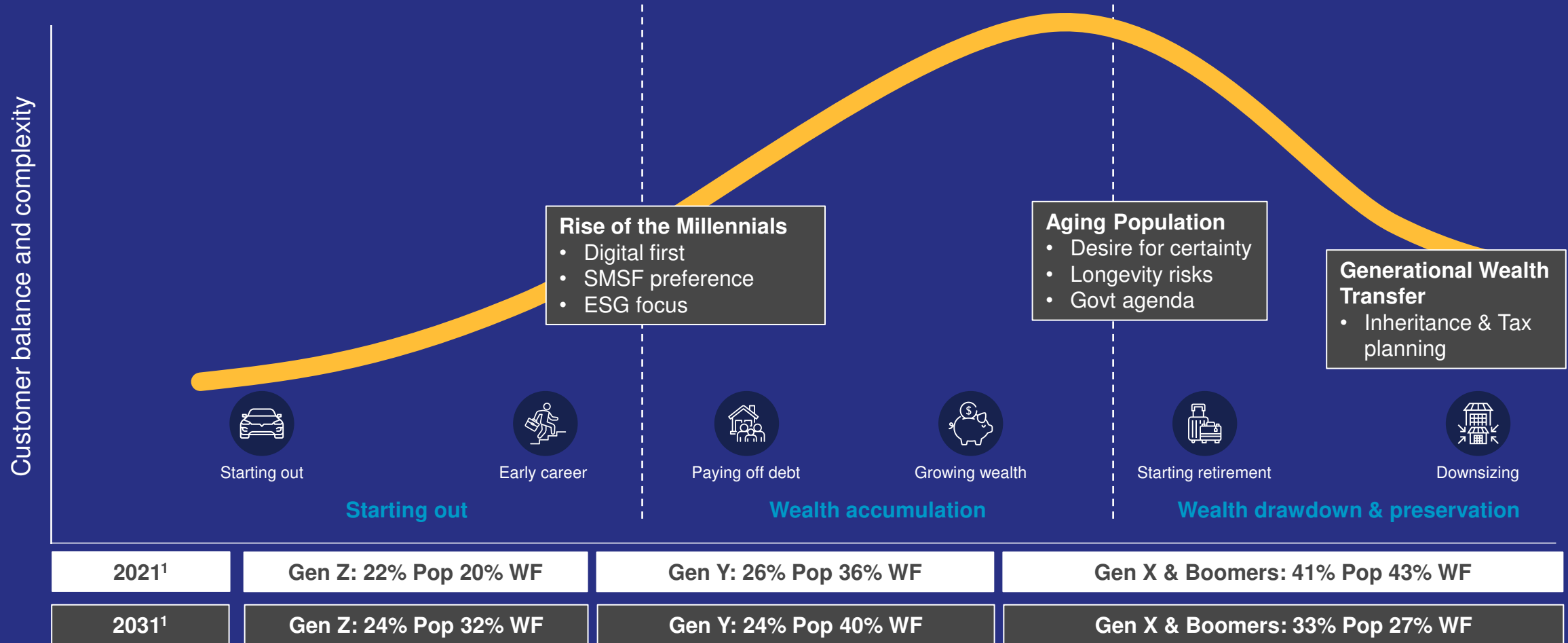
Strong balance sheet and capital position, increasing profitability and financial results

Strategy

Jason Entwistle

Director, Strategic Development

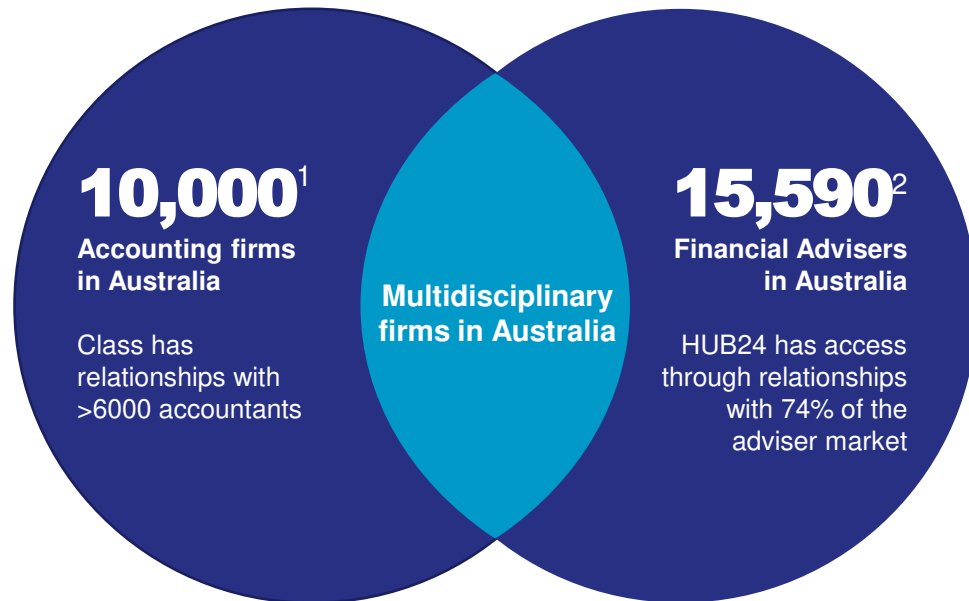
Shifts in population and workforce driving wealth needs across the lifecycle



1. Population and workforce percentages by generation - Simon Kuestenmacher, based on data from ABS and Centre for Population

Opportunity: Supporting the wealth needs of Australian households

HUB24 is uniquely positioned to provide market-leading, integrated solutions to empower a better financial future for more Australians through the relationships it has.



11M³

Households in Australia

1.8M⁴

Australian's receive financial advice through an adviser



6M⁵

Have a relationship with an accountant or financial adviser

2.8M⁶

households seeking advice in next 12 months

The wealth profession continues to mature but productivity remains a key challenge



Industry reconstructing around advice

Emergence of advice networks

Opportunity to create large, professional advice (and multidisciplinary) businesses



Greater demand for financial professionals

2.8M individuals seeking financial advice in next 12 months¹

“Australia needs 30,000 additional accountant, audit, and finance professionals over the next three years to meet demand”²



Need for productivity increase across wealth advice & accounting

15,590 financial advisers in Australia servicing an average of 120 clients each³

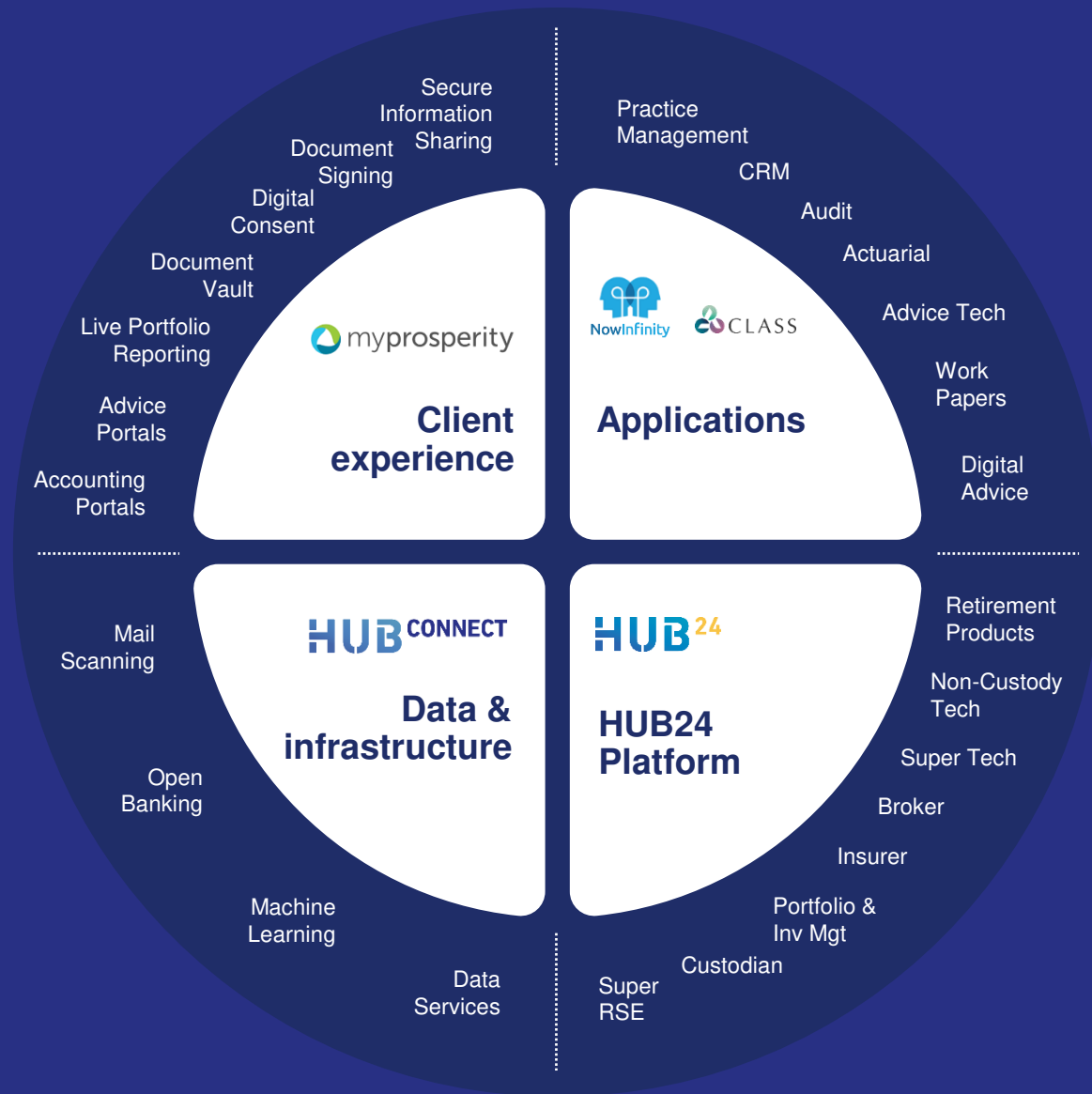
\$4k upfront advice fee, \$4.7k average ongoing advice fee⁴

Staff shortage the No. 1 problem for accountants for second year in a row⁴

The HUB24 ecosystem helping to drive productivity

Our core businesses are leaders in their chosen markets and are steadily scaling

Combining capabilities enables unique product solutions & technology innovation



● HUB24 ○ Partners



Single view of wealth for advisers and their clients



One way of doing business incorporating custody & non custody



Efficient access to investment manager IP



Flexibility for advisers & visibility for licensees



Reporting & insights for businesses


myprosperity

Peter McCarthy


Chief Executive Officer, myprosperity

myprosperity - transforming client engagement & experience

 Enables a total view of household wealth

 Replaces emails for secure exchange of personal information

 Streamlines client engagement

 Creates efficiency for financial professionals & transforms the client experience



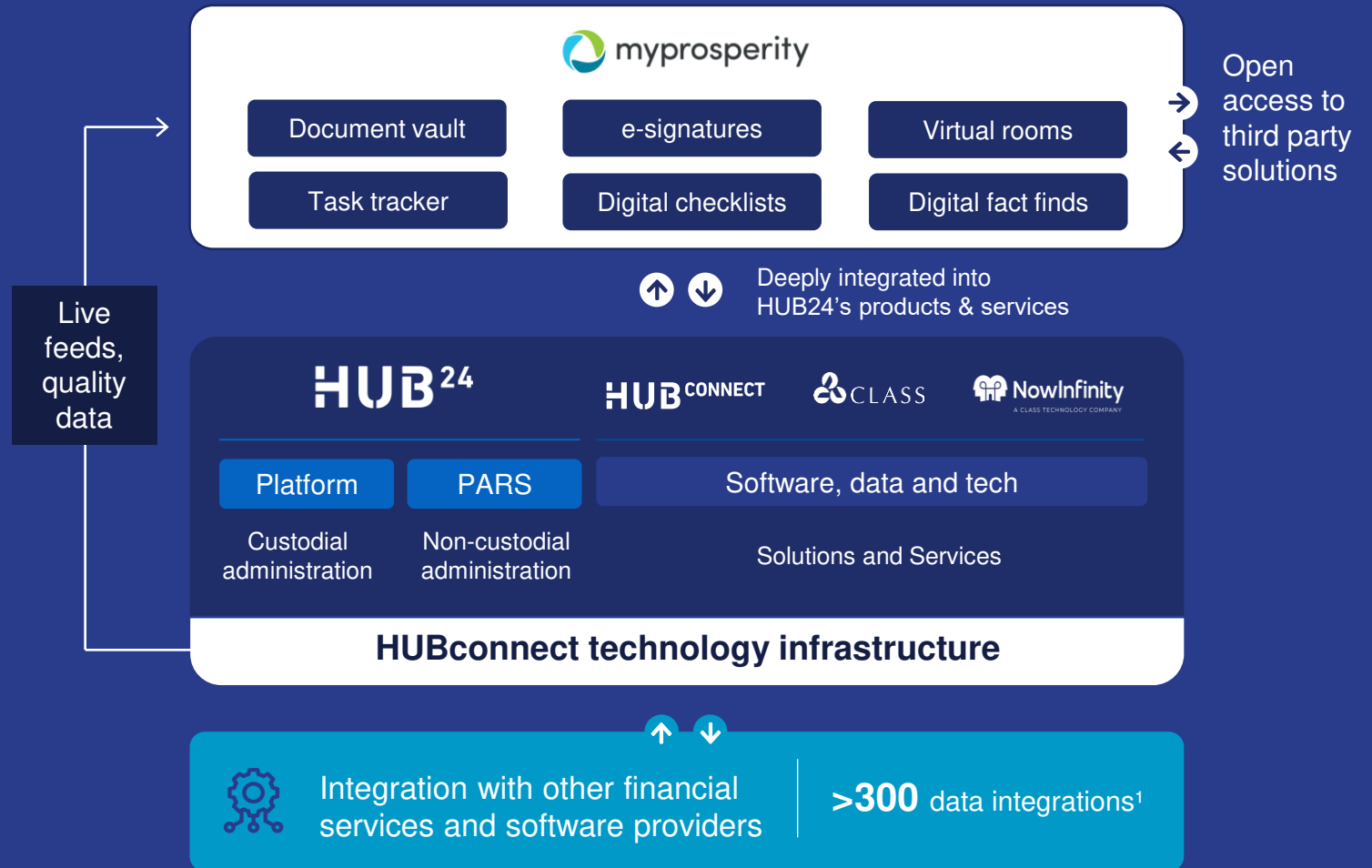
Single view of wealth



One way of doing business



Reporting & insights





myprosperity demonstration



Class

Tim Steele

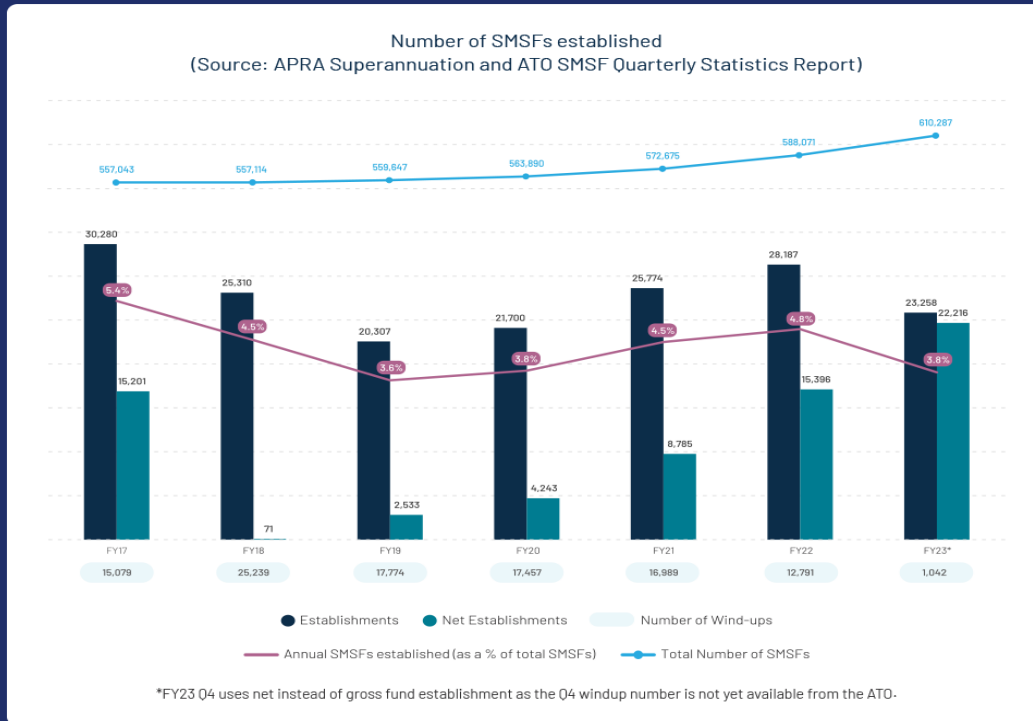
Chief Executive Officer, Class

Key trends shaping the SMSF Industry

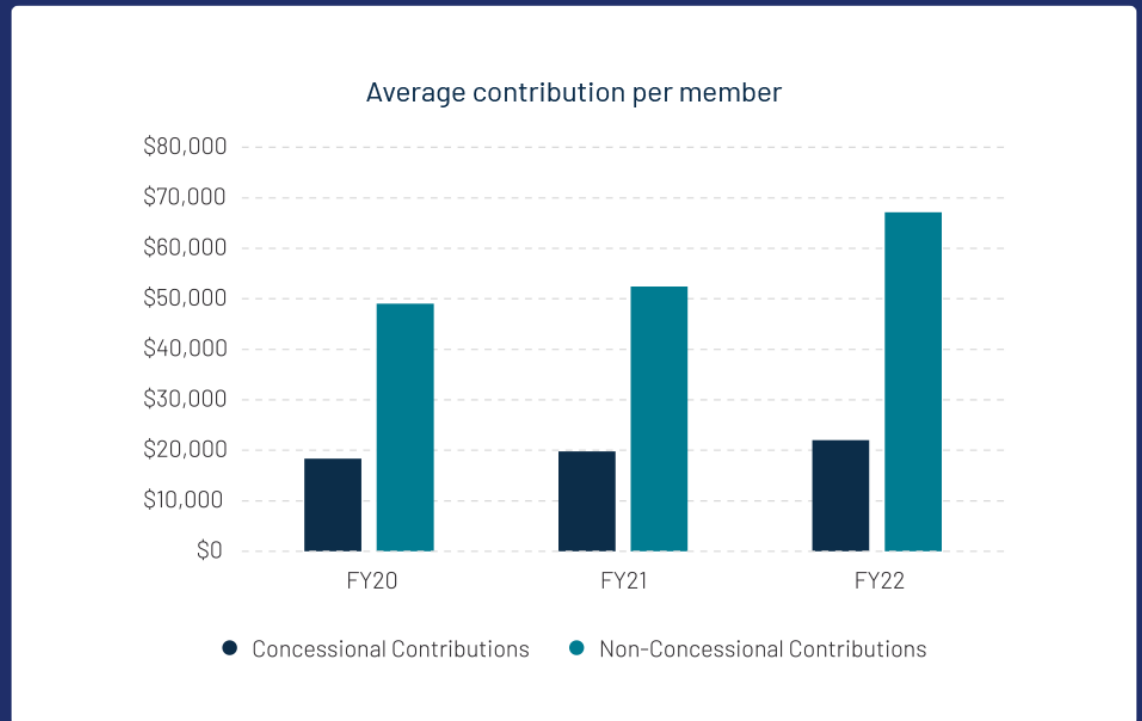


Growth in net establishments and increasing contributions signal renewed confidence in SMSF sector

Net fund establishment¹



Concessional and non-concessional contributions¹

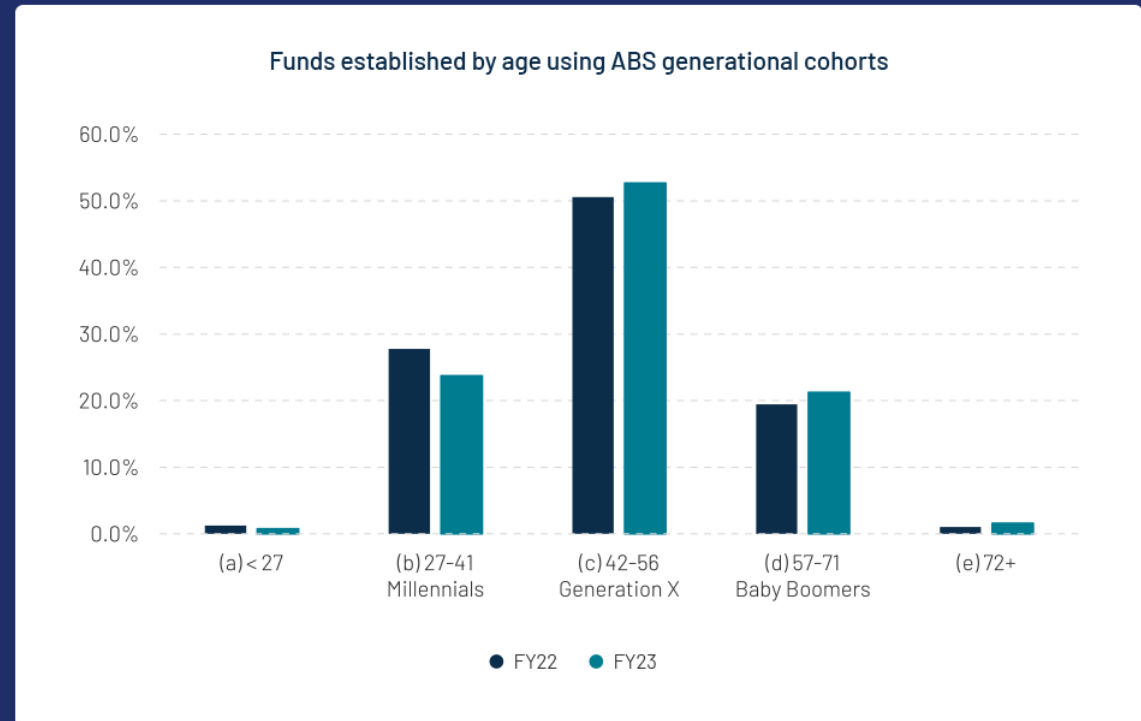


Key trends shaping the SMSF Industry



Establishment growth driven by Gen X and Millennials and aligned to our strategy

Funds established by age¹



Clear strategic focus



Creating the future of wealth accounting administration through exceptional technology, data solutions and seamless experiences



Super – Premium SMSF admin solution

Trust – Investment trust admin

Portfolio – Common platform delivering efficiencies for scale

>**30%** of 610k¹ SMSFs

>**1,600** clients²

44 of Top 50 Accounting firms are Class clients³



Leading ASIC corporate compliance solution (Corporate Messenger)

Market leading legal document provider for SMSF related legal Compliance⁴

>**35%** on Corporate Messenger⁵

>**20%** of companies est. on NowInfinity⁶

>**25%** of SMSFs est. on NowInfinity¹

>**5,500** NowInfinity clients

35 of Top 50 Accounting firms are NowInfinity clients³

Strategic priorities



Lead today

Focus on clients and core to consolidate market leadership



Create tomorrow

Innovate and extend products to differentiate and grow market share



Build together

Collaborate with clients, partners and HUB24 to develop new solutions

Leading today



Focus on clients and core to consolidate market leadership



Focus on clients

- Held Class Ignite
- Lifted NPS by 6pts to equal 1st customer satisfaction¹
- Won SMSF Adviser Award²



Focus on core

- Reset market sentiment
- Prioritised development on enhancing core solutions
 - Trust tax lodgement
 - SMSF Trust Deed
- Lift in Support, Consulting & Training



Focus on team

- Embedded new leadership team
- Improved retention by 5pts³
- Lifted engagement by 9pts from 68% to 77%⁴

Creating tomorrow



Innovate and extend products to differentiate and grow market share



Existing solutions

- Class Super
- Class Trust
- Class Portfolio
- NI Corporate Messenger



Enhanced solutions

- Super Comply
- DaaS



New solutions

- Compliance of the Future

Building together



Collaborate with clients, partners and HUB24 to develop new solutions



Capabilities

- Data Authority Portal
- Billing platform
- HUB24 SMSF Access



Enhancements

- Class Data feeds to HUB24 and myprosperity
- Improved APIs for partners – building out the ecosystem



Future roadmap

- myprosperity client portal for Class
- Integration with myprosperity to offer Corporate Messenger & legal documents

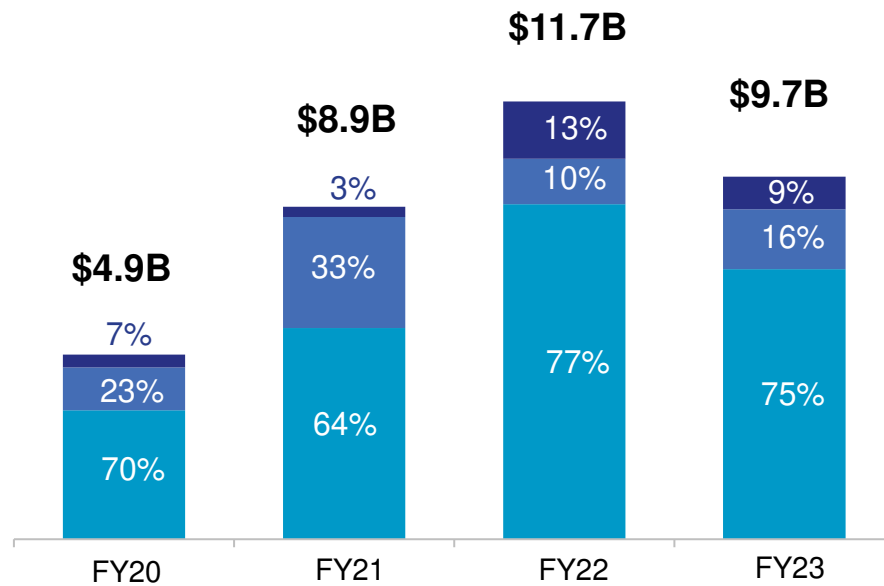
HUB24 Platform

Chesne Stafford
Chief Growth Officer



Strong inflows with significant opportunity to grow market share

Yearly FUA net inflows analysis



- New Licensee Relationship
- Existing Licensee but new Adviser relationship
- Existing Licensee and existing Adviser relationship

Latent opportunity



HUB24 has access through relationships to more than **74%** of the total adviser market¹



- ~4,000 active advisers (26% of the market)
- Access to ~7,500 Advisers covered by HUB24 licensee agreements who are not using the platform (48% of the market)

Since June 2020, average adviser FUA on HUB24 platform has grown by 88% to \$16 million³

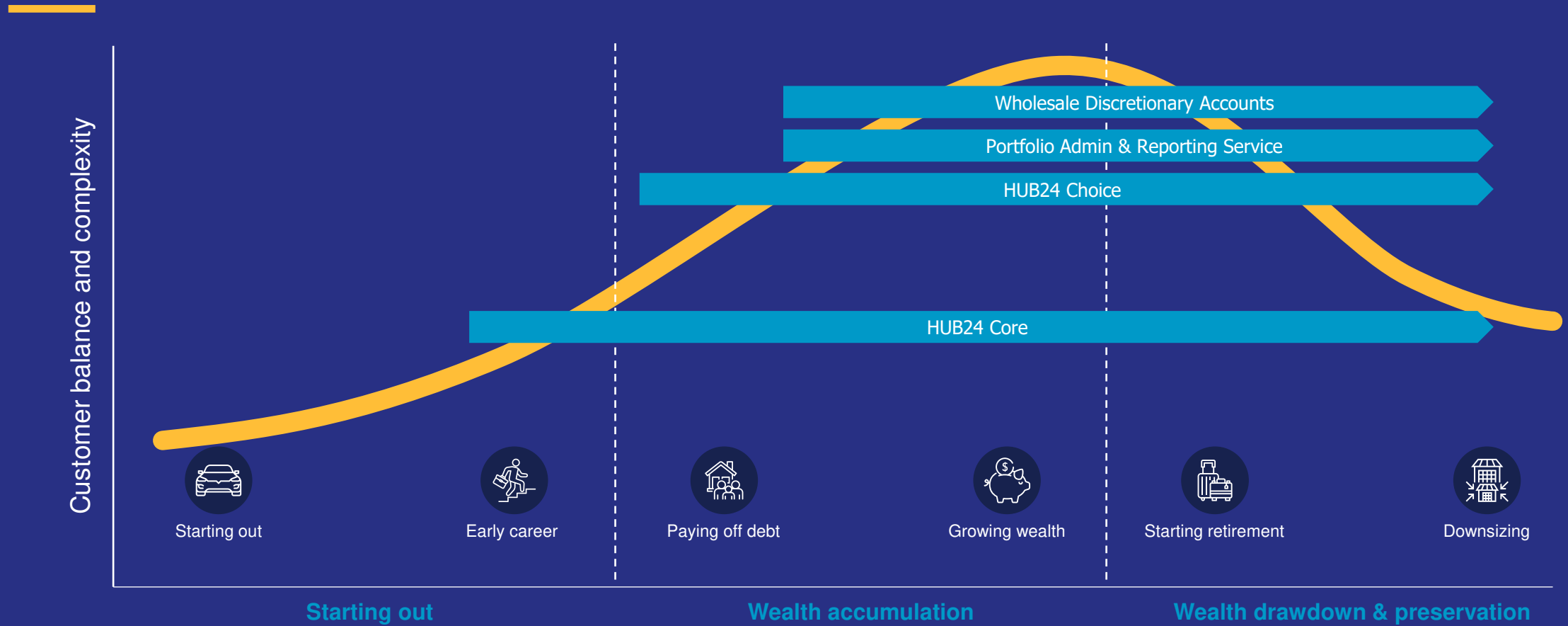
7% of advisers on HUB24 have more than \$50m FUA on HUB24²

Industry average FUA per adviser estimated to be \$65m per adviser, providing further opportunity for growth⁴

New adviser relationships deliver transition/flow benefits for up to 6 years³

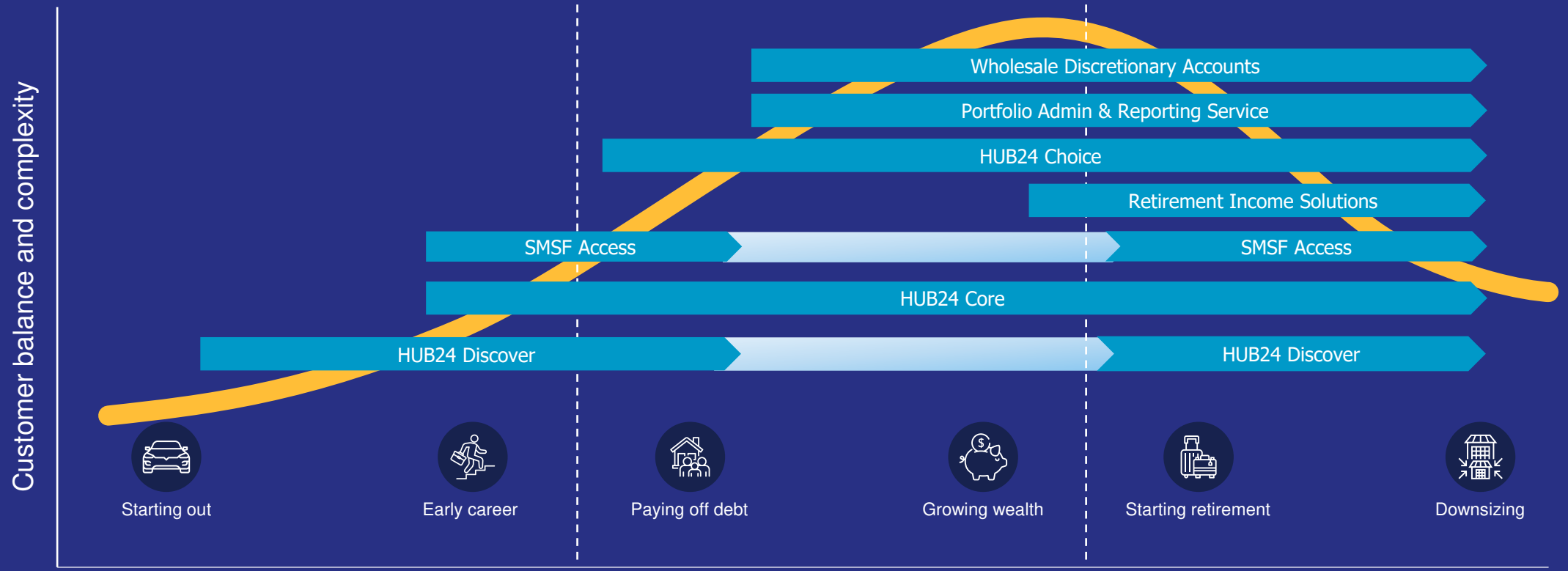


Strong outlook for current product solutions with large adviser footprint





HUB24 expanding offers to service growing customer needs



Customer balance and complexity

- Starting out
- Early career
- Paying off debt
- Growing wealth
- Starting retirement
- Downsizing

Starting out

Wealth accumulation

Wealth drawdown & preservation

HUB²⁴

CLASS

HUB^{CONNECT}

myprosperity

NowInfinity
A CLASS TECHNOLOGY COMPANY



Leveraging HUB24's ecosystem to deliver new solutions

Starting out, wealth accumulation



HUB24 Discover

A low cost streamlined menu consisting of a select range of managed portfolios. Aimed to suit clients with simple investment needs, featuring no admin or account keeping fees.

Wealth drawdown & preservation



HUB24 SMSF Access

Leveraging capability across HUB24, Class and NowInfinity to provide a simple, cost-effective, integrated SMSF establishment, administration & investment solution.



Allianz Retire+ AGILE

A Guaranteed Income For Life product that offers capital protection for pre-retirees and retired investors. Agile appears as an investment option in HUB24 Super and HUB24 Invest.

High Net Worth



HNW features

- Unlisted domestic fixed income securities
- direct foreign currency across a variety of currencies
- paying interest on foreign currency within managed portfolios
- HUB24 Invest now more accessible to non-resident investors



Responding to client needs



Delivering platform alpha



Opening up new markets

Competitive advantage driving long-term growth



Delivering differentiated and sustainable outcomes



- Overall Best Advice Platform¹
- #1 Best Overall Platform²
- #1 Managed Portfolio Product Offer²
- #1 SMSF Advice Platform³

- #2 Image and Reputation⁶
- #1 Primary platform advocacy⁴

- HUB24 primary platform advisers are least likely to consider switching⁴

- #1 Overall Satisfaction (equal first)⁶
- #1 Ease of Doing Business⁶
- #1 Best Client Experience¹

Data & Innovation

Paul Biggs

Chief Information Officer



Data is what we do



147TB

of data stored across our platform, spanning 335 databases



150+ APIs

called up to 1.15million times per day on average



One third

of HUB24's workforce in technology



On average, over **700k files**

processed from

222

data feed providers each month



Infrastructure and data technology underpinning solutions to over

9,000 advice licensees and accounting firms



Investment in data infrastructure to support our strategy and growth

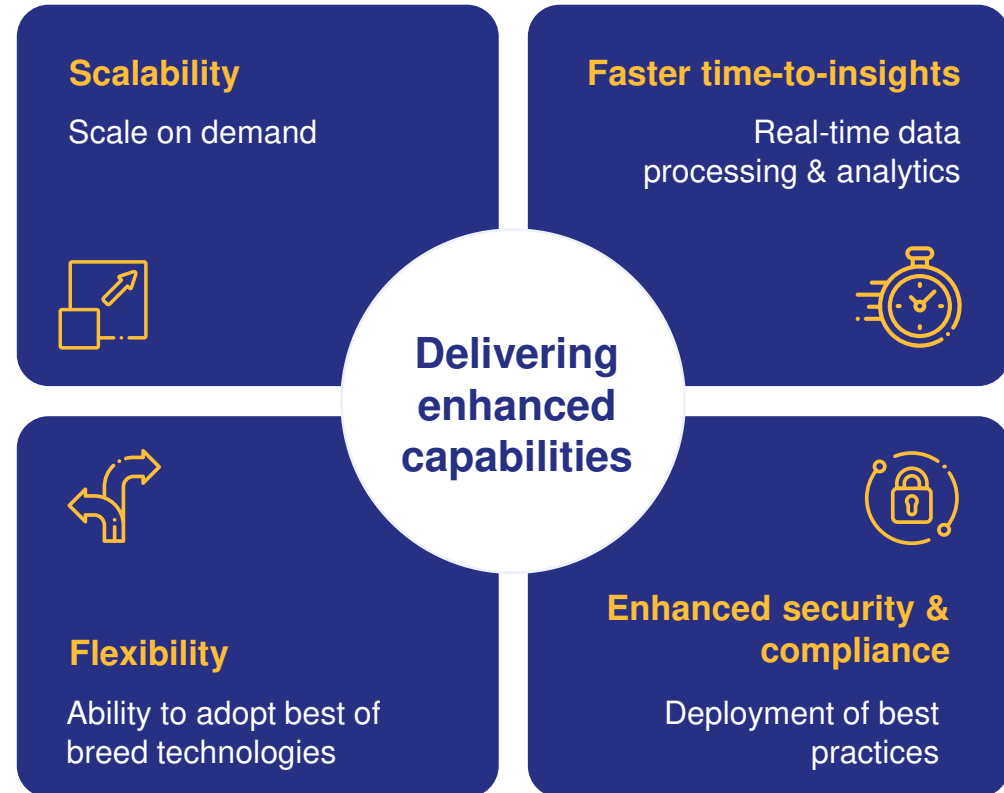
→ Significant investment in data infrastructure

→ Delivering simpler data architecture and enhanced capabilities

→ RPA + Low-code + ML delivering faster time to market and allowing HUB24 to adapt to changing needs and market demands

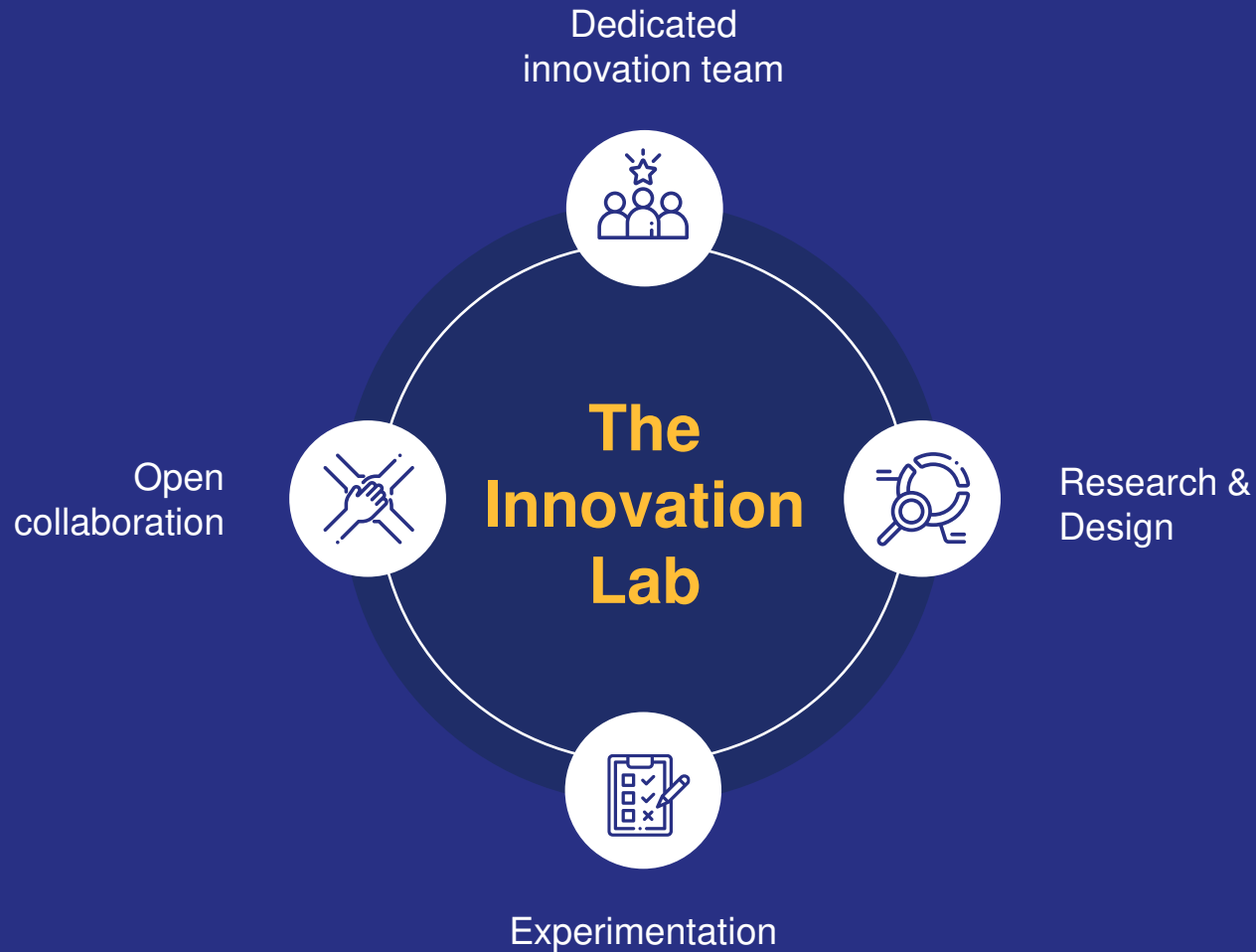
→ Driving outcomes for clients:

- Single view of wealth
- Greater insights for advisers





Committed to innovation



We're leveraging emerging technologies to **solve a productivity problem**



Robotic Process Automation (RPA)



AI / ML – Solving the Unstructured Data Problem



Leveraging AI & machine learning to solve a productivity problem

Improving efficiencies and reducing manual tasks

- Automated workflows, intelligent document sorting and document classification

Reducing licensee risk and the burden of compliance

- Validating the accuracy of SOAs and e-FDS

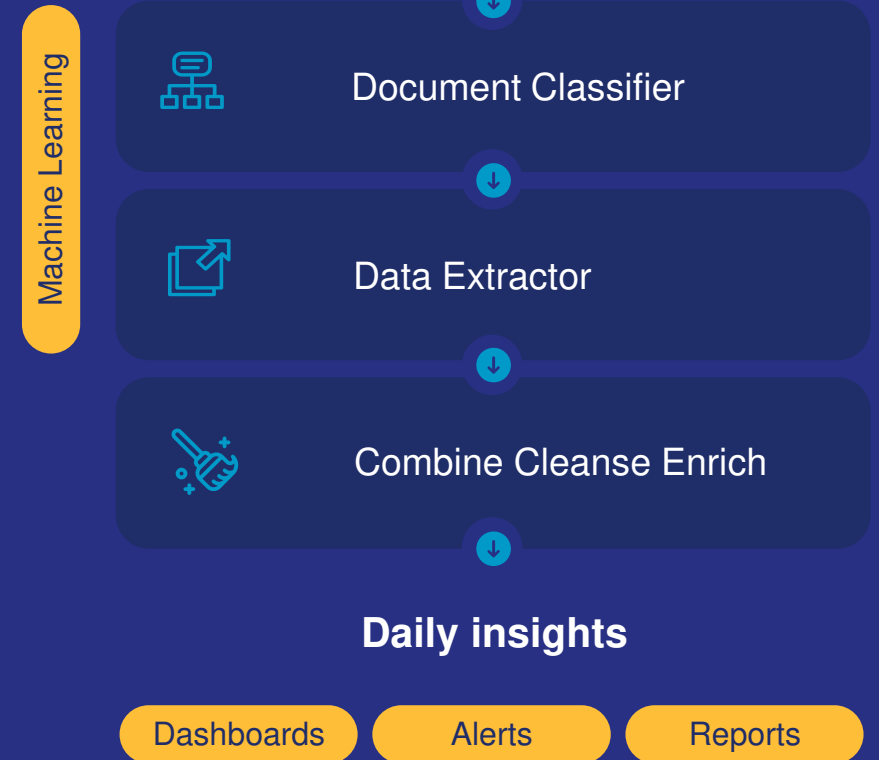
Creating insights to increase advice practice value & identify growth opportunities

- Combining data (public + private)
- Enhanced visualisations via dashboards, reports & alerts

Protecting clients' most valuable asset

- Detect and hide personally identifiable information

Source documents and data

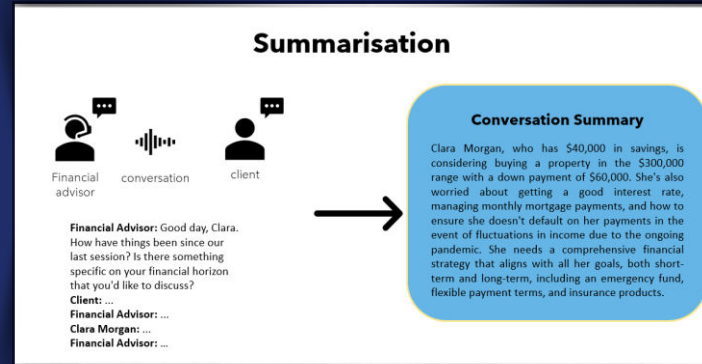


Future innovations in development

Creating efficiency & productivity

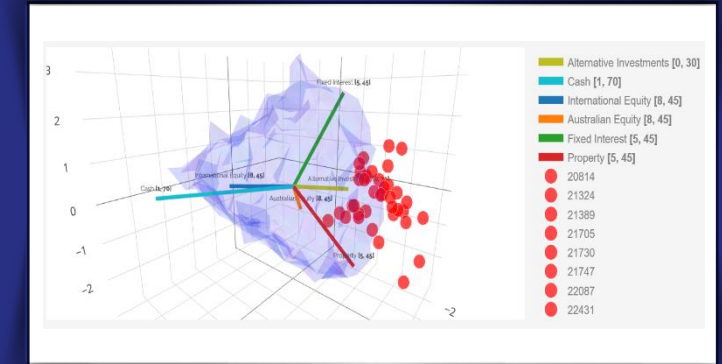


Tailoring large language models and ML algorithms to meet emerging needs of advice networks and financial professionals



Use Case #1: Summarisation models

- Summarises audio and video files
- Generates written summaries
- Creates efficiencies in demonstrating best interests

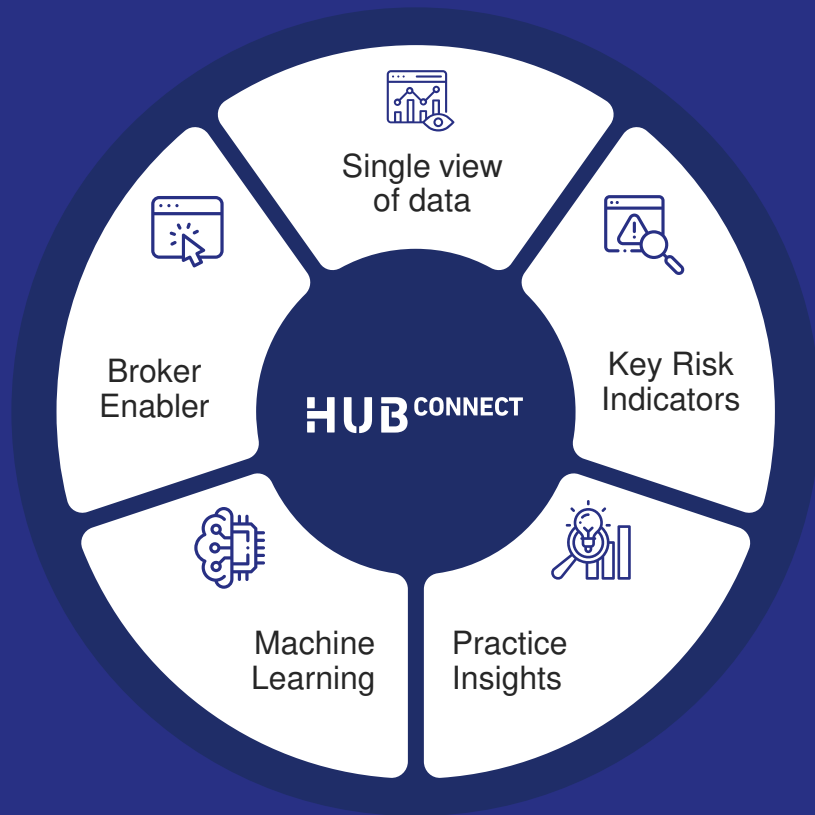


Use Case #2: 3D Visualisation Tools

- Reveal patterns and insights potentially hidden in traditional 2D visuals
- Driving richer insights

HUBconnect

A comprehensive data driven technology solution for brokers, advice networks and financial professionals delivering data, compliance and business insights.



Available Now



Data capabilities

- System agnostic data integration – API's / Files
- Plug in integrations with third parties



Business analytics

- Organisation level benchmarking
- Adviser Revenue trend analysis
- Adviser task and opportunity management



Machine Learning/AI

- 28 types of document classifications
- Compliance analytics



Key Risk Indicators

- 18 ready to use KRI's

Coming Soon



Industry benchmarking insights

- Business specific insights on performance, targets, cost to serve and opportunities



Automation and alerting

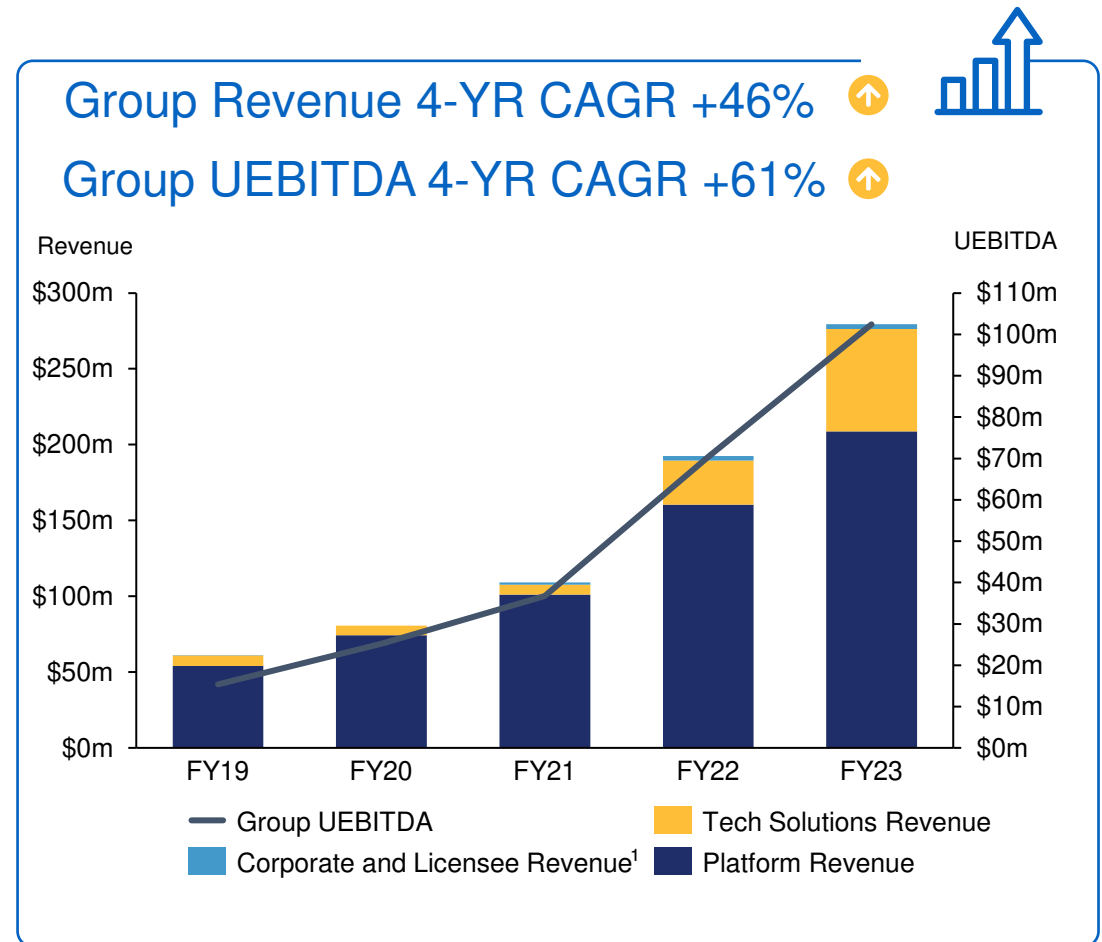
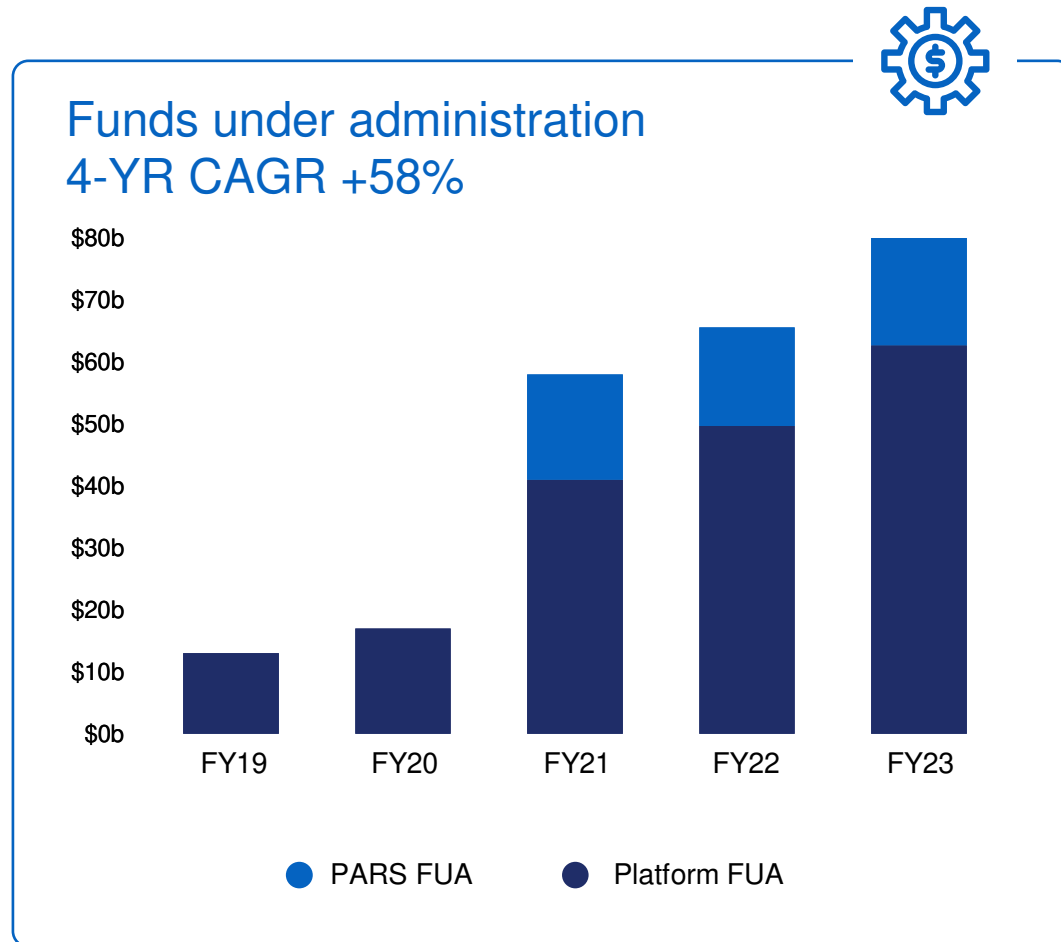
- Alerts system to automate communication to advisers
- Systemised compliance with lower human capital
- Auditable data trails



Outlook & Business Performance

Kitrina Shanahan
Chief Financial Officer

Consistently delivering growth and shareholder value



Strong financial performance and capital management

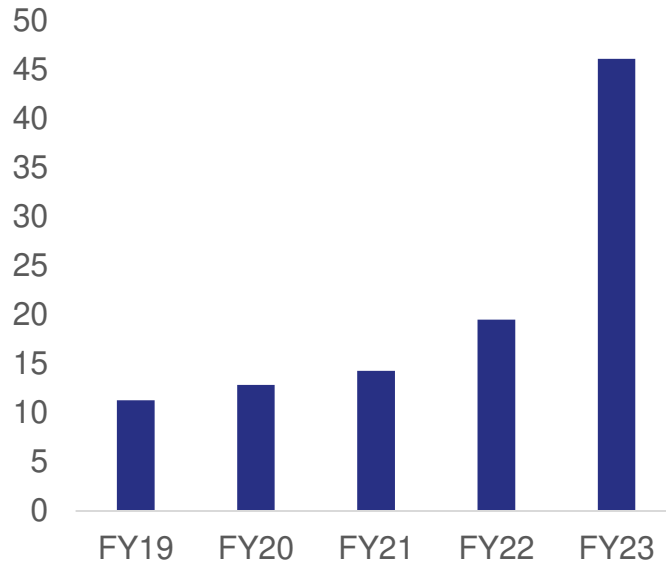


- Buy back announced in August for up to \$50 million in shares
- To date, HUB24 has bought back 153,000 shares for total consideration of \$5 million

EPS - Diluted (CPS)
4-YR CAGR +42%



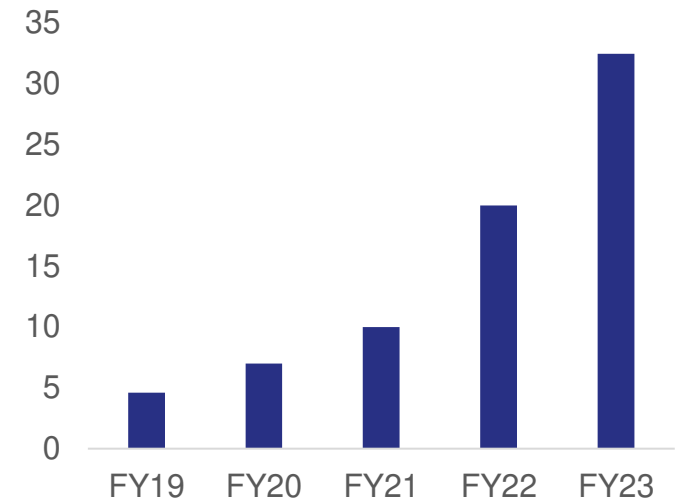
CPS



Dividends (CPS)
4-YR CAGR +63%



CPS



Strong pipeline and revenue margins



Large migrations on track, next 18 months

- EQT \$4bn with estimated phasing:
2HFY24 \$2.5 - \$3.75bn
1HFY25 \$0.25 - \$0.5bn
- Institutional client ~\$1.5 - 2bn expected to migrate in December 2023
- One-off migration costs expected in
1HFY24 ~\$2m with a further \$2.5m in the 2HFY24⁶

Platform FUA revenue margins

- Remains stable compared to 2HFY23
- Revised published rate card - minimal impact to HUB24's revenue and margin expectations

Earnings drivers* (as at 30 September 2023)

		Growth on pcp
Advisers	4,026	↑ 10.6%
FYTD Platform net flows (custody)	\$2,798	↓ 6.3%
Platform revenue margin ²	35bps	Flat to 2HFY23
PARS No. of accounts	8,206	↑ 2.8%
Class No. of accounts ³	203,153	↑ 2.2%
Document orders (rolling 12 months) ⁴	173,924	↓ 1.8%
Companies on Corporate Messenger ⁵	666,432	↑ 7.1%

*Statistics have been rounded and are not audited. Platform FUA refers to custodial administration services. Platform inflows exclude market movements.

1. The company expects strong growth and increasing profitability moving forward subject to consistent and stable investment markets, HUB24 terms of business and no unexpected events that may affect platform FUA and revenue.

2. Custody revenue margin as at 30 Sep 2023. Custody revenue margin growth is compared to 2HFY23 not pcp

3. Number of Class accounts consists of Class Super, Class Portfolio, Class Trust licenses

4. Documents paid for by PAYG and subscription customers

5. Number of active companies

6. Migration costs will be reflected below underlying EBITDA in line with normal HUB24 practice for large migrations

Wrap Up & Q&A

Andrew Alcock, Managing Director &
Chief Executive Officer

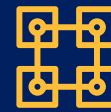
Well-positioned to deliver sustainable long-term growth



Transforming client engagement and experience



HUB24 ecosystem driving competitive advantage and enabling industry transformation



Leveraging core products & capabilities into new market segments



Demographic change driving demand for advice & influencing our offers



Market leadership in our core propositions



Clear strategy for growth



Innovative solutions that help solve productivity challenge for financial professionals



Sophisticated data infrastructure an emerging source of commercial opportunity



Questions?



Disclaimer

SUMMARY INFORMATION

The material herein is a presentation of general background information about HUB24 Limited's ('HUB') activities current as at date of presentation. This information given in summary form does not purport to be complete and should be read in conjunction with previous ASX filings, Half Year Report and the audited Annual Report as applicable. Any arithmetic inconsistencies are due to rounding.

NOT INVESTMENT ADVICE

This presentation is not a prospectus or a product disclosure statement under the Corporations Act 2001 (Cth) and has not been lodged with ASIC. The information provided in this presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice when deciding if an investment is appropriate.

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This presentation contains certain forward-looking statements. The words 'anticipate', 'believe', 'expect', 'project', 'forecast', 'estimate', 'intend', 'should', 'could', 'may', 'target', 'plan' and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance are also forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of HUB24, that may cause actual results to differ materially from those expressed or implied in such statements. There can be no assurance that actual outcomes will not differ materially from these statements. You should not place reliance on forward-looking statements and neither HUB nor any of its directors, employees, consultants, contractors, advisers or agents assume any obligation to update such information.

This presentation was authorised for release to the market by the Managing Director.

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About HUB24

HUB24 Limited is listed on the Australian Securities Exchange, and includes the award-winning HUB24 platform, HUBconnect, the Xplore Wealth platform, Class and myprosperity.

The HUB24 platform offers advisers and their clients a comprehensive range of investment options, including market-leading managed portfolio solutions, and enhanced transaction and reporting functionality. As one of the fastest growing platforms in the market, the platform is recognised for providing choice and innovative product solutions that create value for advisers and their clients. HUBconnect focuses on leveraging data and technology to provide solutions to common challenges for stockbrokers, licensees and advisers and enable the delivery of professional advice to more Australians.

Class is a pioneer in cloud-based wealth accounting software and is recognised as one of Australia's most innovative technology companies. Class delivers trust accounting, portfolio management, legal documentation and corporate compliance solutions to financial professionals across Australia who depend on Class to drive business automation, increase profitability and deliver better client service.

myprosperity is a leading provider of client portals for accountants and financial advisers, enabling streamlined service delivery, increased productivity and enhanced customer experience for finance professionals and their clients.

For further information, please visit www.HUB24.com.au