

1. COMPANY DETAILS

Name of entity:	Sequoia Financial Group Limited
ABN:	90 091 744 884
Reporting period:	For the half-year ended 31 December 2024
Previous period:	For the half-year ended 31 December 2023

2. RESULTS FOR ANNOUNCEMENT TO THE MARKET

				\$
Revenues from ordinary activities (continuing and discontinued)	down	10.3%	to	60,576,634
Profit from ordinary activities after tax attributable to the owners of Sequoia Financial Group Limited	down	87.1%	to	3,601,232
Profit for the half-year attributable to the owners of Sequoia Financial Group Limited	down	87.1%	to	3,601,232

Dividends

Details of Dividends ⁽¹⁾

	Cents per share	\$
2024 Final dividend (paid 11 September 2024)	2.50	3,114,315
2024 Special dividend (paid 11 September 2024)	2.50	3,114,315
2025 Interim dividend declared ⁽²⁾	2.00	2,482,452

(1) All dividends are fully franked

(2) Record date for determining entitlement to the 2025 Interim dividend is 5 March 2025, and is to be paid on 18 March 2025

(3) Estimated total dollar value based on number of shares at 31 December 2024

Comments

The profit for the Group after providing for income tax amounted to \$3,601,232 (31 December 2023: \$27,850,220).



3. NET TANGIBLE ASSETS

	Reporting period Cents	Previous period Cents
Net tangible assets per ordinary security	24.48	24.29

Calculated as follows:

	Consolidated	
	31 Dec 2024 \$	31 Dec 2023 \$
Net assets	51,501,768	63,938,715
Less: Right-of-use assets	(1,537,107)	(933,374)
Less: Intangibles	(21,428,277)	(32,398,219)
Add: Lease liabilities	1,853,318	1,411,181
	30,389,702	32,018,303

	31 Dec 2024 Number	31 Dec 2023 Number
Total number of shares issued	124,122,614	131,838,431

4. CONTROL GAINED OVER ENTITIES

Not applicable.

5. LOSS OF CONTROL OVER ENTITIES

Name of entities (or group of entities)	Sequoia Insurance Brokers Pty Ltd ('SIB'); InterPrac General Insurance Pty Ltd ('IGI'); Corporate Connect Research Pty Ltd ('CCR'); and Informed Investor Pty Ltd ('II')	
Date control lost	1 July 2024 (SIB and IGI) 20 September 2024 (II) 31 October 2024 (CCR)	
		\$
Contribution of such entities to the reporting entity's profit/(loss) from ordinary activities before income tax during the period (where material)		(83,753)
Profit/(loss) from ordinary activities before income tax of the controlled entity (or group of entities) whilst controlled during the whole of the previous period (where material)		113,274

6. DIVIDENDS

Current period

<i>Details of Dividends</i> ⁽¹⁾	Cents per share	\$
2024 Final dividend (paid 11 September 2024)	2.50	3,114,315
2024 Special dividend (paid 11 September 2024)	2.50	3,114,315
2025 Interim dividend declared ⁽²⁾	2.00	2,482,452

(1) All dividends are fully franked

(2) Record date for determining entitlement to the 2025 Interim dividend is 5 March 2025, and is to be paid on 18 March 2025

(3) Estimated total dollar value based on number of shares at 31 December 2024

Previous period

<i>Details of Dividends</i> ⁽¹⁾	Cents per share	\$
2023 Special dividend (paid 29 September 2023) ⁽²⁾	4.00	5,355,699
2024 Interim dividend (paid 29 March 2024) ⁽³⁾	2.00	2,636,789

(1) All dividends are fully franked

(2) 2023 Special dividend comprised of a cash dividend on completion of divestment of Morrison Securities

(3) 2024 Interim dividend comprised a cash dividend

7. DIVIDEND REINVESTMENT PLANS

Not applicable.

8. DETAILS OF ASSOCIATES AND JOINT VENTURE ENTITIES

Name of associate / joint venture	Reporting entity's percentage holding		Contribution to profit/(loss) (where material)	
	Reporting period %	Previous period %	Reporting period \$	Previous period \$
Taking Control Pty Ltd (joint venture)	-	50.00%	-	-
Euree Asset Management Pty Ltd	20.00%	20.00%	(1,630)	-
Morrison Securities Pty Ltd	20.00%	20.00%	116,005	121,902
Group's aggregate share of associates and joint venture entities' profit/(loss) (where material)				
Profit/(loss) from ordinary activities before income tax			114,375	121,902
Income tax on operating activities			18,017	36,569

9. FOREIGN ENTITIES

Details of origin of accounting standards used in compiling the report:

Not applicable.

10. AUDIT QUALIFICATION OR REVIEW

Details of audit/review dispute or qualification (if any):

The financial statements were subject to a review by the auditors and the review report is attached as part of the Interim Report.

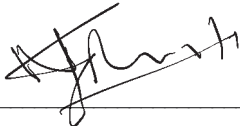
11. ATTACHMENTS

Details of attachments (if any):

The Interim Report of Sequoia Financial Group Limited for the half-year ended 31 December 2024 is attached.

12. SIGNED

Signed _____

A handwritten signature in black ink, appearing to read "Mike Ryan", written over a horizontal line.

Date: 27 February 2025

Mike Ryan
Chairman
Sydney



Sequoia Financial
Group Limited

ABN 90 091 744 884

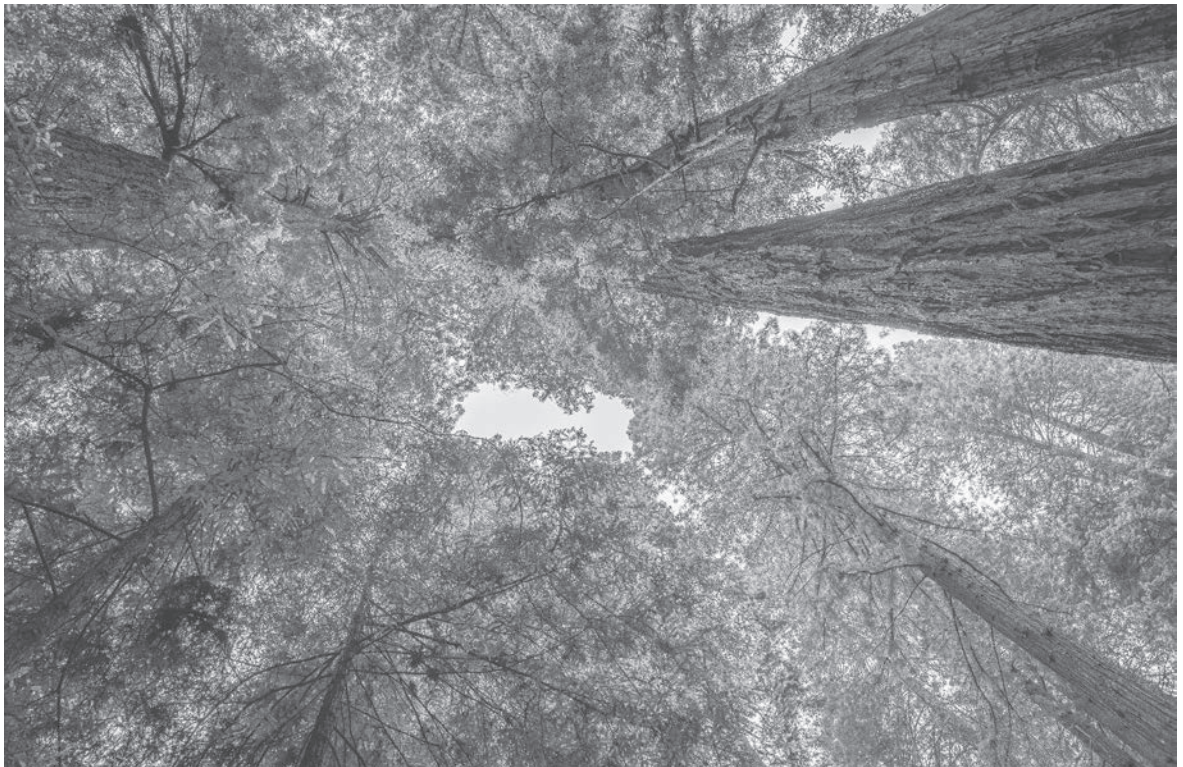
Interim Report

31 DECEMBER 2024

sequoia
FINANCIAL GROUP

CONTENTS

Chief Executive Officer and Chairman's report.....	2
Directors' report	6
Auditor's independence declaration	11
Statement of profit or loss and other comprehensive income.....	12
Statement of financial position	14
Statement of changes in equity.....	16
Statement of cash flows.....	17
Notes to the financial statements	18
Directors' declaration.....	34
Independent auditor's review report to the members of Sequoia Financial Group Limited	35



CHIEF EXECUTIVE OFFICER'S REPORT

I am pleased to share this update for Sequoia Financial Group's ('Sequoia') 1HFY25 results.

It is the Board and Management's considered view that the structural and demographic changes, where the need for advice is increasing at a time the number of professional advice providers is reducing, represents a sustainable and profitable trajectory for Sequoia's key businesses.

Continuing operations net profit after tax was \$3.6m, a 137% increase on the previous corresponding period ('PCP'). Operating revenue was down slightly to \$60.6m as Sequoia looked to streamline operations and divest or close non-core activities. Continuing operating profit was \$2.7m, compared to \$3.2m in 1HFY24. Within the Licensee and Adviser Services Division, revenue from Financial Planning was up, however, weaker trading across Corporate Finance and the closure or sale of businesses offset those increases. The Legal and Administration Services Division continued growth at a strong margin.

Our decision to streamline Sequoia and divest non-core operations included the divestment of four businesses: Sequoia Insurance Brokers, Interprac General Insurance, Informed Investor and Corporate Connect Research. These changes have driven our continuing Group review which has already delivered a much streamlined and agile media business, while our specialist investments business has moved to a referral partnership which is lower cost and lower risk for the Group.

Investment in technology

During the first half of the year, we implemented several technological improvements across the media, licensee, specialist investments and documents businesses. The enhancements made to date have improved operational efficiency by introducing new digital tools and enhancements to automated systems. This has in turn allowed us to significantly streamline processes and reduce staffing levels. Following these changes, we are now fully focused on leveraging the significant growth opportunities before us. All these investments were fully expensed in this half year.

The restructuring of Sequoia to two reporting Divisions has also created operating efficiencies which we believe will help us to optimise our profit margins. As an example, we expect to save approximately \$1.5m per annum in purely employment costs from reduced employee headcount of over 10%.

An ongoing focus is to utilise our strong balance sheet (i.e. strong cash balance and debt free) to pursue appropriate growth opportunities in our key markets of Licensee and Adviser Services and Legal and Administration Services. We aim to identify high-return investments, acquisitions, and partnerships to accelerate expansion in these core well-scaled businesses.

In pursuit of our strategic objective to expand market share in the Legal and Administration Services Division we were able to introduce several new legal products to the market in weeks rather than months. Investment in technology improvements enabled this. In addition to this we are committed to further investment in marketing, AI, and technology to strengthen our efforts in attracting new clients to help significantly grow our current 10% market share.

Capital Management

The Board is committed to the ongoing distribution of fully franked dividends given our high franking balance and strong balance sheet. While the 2.0 cents per share dividend we are delivering in this half year equates to a payout ratio of 70% this is higher than the Board's expected range of 40%-60% over the next two to three years assuming 'normal' business conditions.

This interim dividend reflects our confidence in the Group's current financial position and our expectations for a stronger operating profit in 2HFY25.

It's also worth noting that in addition to sharing profits via dividends the Group also reduced issued capital by 5% through using our on-market buy-back where the average price paid was 41.5c per share. (Note that the Board will be reviewing this initiative before it expires in May 25).



Looking Forward

There is an ever-growing need for advice as a growing number of Australians get closer to their retirement. Given the likelihood that future Governments are going to reduce opportunities to receive a pension, the importance of building and protecting your wealth is very much front of most people's minds. We believe we are therefore very nicely placed to capitalise on this opportunity. Our provision of a broad range of services to accountants and financial advisers is critical to reducing the overall cost of advice to consumers.

While the last 6 months has been challenging as we repositioned our businesses, we are all extremely positive about the future for our Group, with our best times ahead of us. As always, I'd like to extend my sincere gratitude to all the staff of Sequoia who have accepted change positively.

I would also like to thank our advisers that operate under our License and the accountancy firms that have entrusted us with their custom.

I am excited about our future as we undergo significant but necessary changes to our business.

Finally, I would like to once again acknowledge our shareholders for their continued support and trust with your capital as we build out the business on your behalf.

Garry Crole

Chief Executive Officer

Sequoia Financial Group Limited

CHAIRMAN'S REPORT

Dear Shareholders and Staff,

I am pleased to present this report for the first half of FY25 as Chairman of Sequoia Financial Group Limited ('Sequoia').

Since my appointment six months ago, we have made steady progress in restructuring certain businesses following an initial operational review, while sharpening our focus on Divisions that will drive sustainable, long-term earnings growth.

The financial services industry has faced significant challenges following the Hayne Royal Commission, including regulatory reforms, rising compliance costs, and changes in professional standards. The flow on effect has seen the number of registered financial advisers almost halve to approximately 15,000. Despite this, demand for financial advice continues to grow, creating opportunities for firms that can adapt and innovate.

For Sequoia and the broader industry, the potential for growth remains strong, as demand for financial services continues to outpace supply. Industry consolidation, coupled with the integration of cost-efficient and revenue-enhancing technology, will be critical in capturing this opportunity.

Sequoia is actively developing a strategic roadmap to build on its solid foundations, positioning itself to leverage emerging opportunities and ensuring it remains a key player in the industry's growth.

Business Performance and Strategic Initiatives

In the first half of FY25, Sequoia achieved solid results across its key business Divisions, taking decisive steps to streamline operations and enhance efficiency. This included the divestment of four non-core businesses and strategic investments in technology to further improve operational effectiveness.

The restructuring of our Media businesses is expected to drive stronger profitability and margin expansion. In our Licensee and Adviser Services Division, we remain focused on growing market share and enhancing margins, while our Legal and Administration Services Division continues to experience strong momentum, supported by investments in technology and rebranding.

The initiatives implemented during this period were focused on driving Sequoia's medium-term earnings growth. I look forward to sharing further insights into our future strategic direction upon completion of the recently Board-commissioned strategic review.

Dividend Declaration and Capital Management Update

Our disciplined capital management strategy enables us to deliver tax-effective dividends to shareholders, leveraging our strong franking credit balance. At the same time, we are preserving financial flexibility to capitalise on new growth opportunities and support the ongoing transformation of our business.

The Board is declaring an interim fully franked dividend of 2.0 cents per share, reflecting confidence in the Company's financial position despite a slight decrease in operating profit compared to the prior corresponding period. We believe this is appropriate given Sequoia's strong balance sheet and surplus franking credits and underscores our commitment to delivering sustainable shareholder returns while maintaining financial strength and flexibility.

Looking ahead, the Board intends to strengthen the alignment between operating profit and earnings per share ('EPS') from continuing operations with our ordinary dividend (both interim and final). Sustainable growth in operating profit, driven by the improved performance of our core business units, will remain the key driver of future dividend increases.

During the half-year, we also reduced issued capital by 5% through an on-market buy-back, capitalising on our strong balance sheet and the Company's undervalued share price.



Chief Executive Officer and Chairman's report

Thank you for your continued support as investors. I also want to express my gratitude to Sequoia's leadership team, led by Garry Crole, for their dedication and execution of our strategic initiatives. I am confident in the future growth of our Company and excited about the opportunities ahead.

Mike Ryan

Chairman

Sequoia Financial Group Limited



The Directors present their report, together with the financial statements, on the consolidated entity (referred to hereafter as the 'Group') consisting of Sequoia Financial Group Limited (referred to hereafter as the 'Company' or 'parent entity') and the entities it controlled at the end of, or during, the half-year ended 31 December 2024.

DIRECTORS

The following persons were Directors of Sequoia Financial Group Limited during the whole of the half-year and up to the date of this report, unless otherwise stated:

Garry Crole	Managing Director and Chief Executive Officer
Mike Ryan	Non-Executive Director and Chairman (appointed 7 August 2024)
Charles Sweeney	Non-Executive Director and Former Chairman (resigned as Chairman 7 August 2024)
Kevin Pattison	Non-Executive Director

PRINCIPAL ACTIVITIES

The Group's principal activity is to provide a range of services to financial planners, stockbrokers and accountants that allows them to offer wealth management solutions to their customers.

This includes, but is not limited to, the provision of licensing services, financial planning, legal document establishments, SMSF administration, media, corporate finance and investment banking services.

There was no change in the principal activities during the half-year.

DIVIDENDS

<i>Details of Dividends ⁽¹⁾</i>	Cents per share	\$
2024 Final dividend (paid 11 September 2024)	2.50	3,114,315
2024 Special dividend (paid 11 September 2024)	2.50	3,114,315
2025 Interim dividend declared ⁽²⁾	2.00	2,482,452

(1) All dividends are fully franked

(2) Record date for determining entitlement to the 2025 Interim dividend is 5 March 2025, and is to be paid on 18 March 2025

(3) Estimated total dollar value based on number of shares at 31 December 2024

REVIEW OF OPERATIONS

The profit for the Group after providing for income tax amounted to \$3,601,232 (31 December 2023: \$27,850,220).

Operating revenue from ordinary operating activities of the Group decreased to \$60,576,634, down from \$62,766,971 in the corresponding half-year ended 31 December 2023, a decrease of 3.5%.

The Group's financial performance this period was lower with total revenue decreasing by \$2.1m (or 3.5%) over the last corresponding period. The Sequoia Licensee and Advisers Services division decreased revenue by 3.7%, largely due to lower revenue from Sequoia Specialist Investments, Sequoia Corporate Finance, media and divested subsidiaries. The Sequoia Legal and Administration Services division increased revenue by \$0.2m (or 4.3%).

The Group is committed to streamlining its business model to drive greater efficiency and provide more simplicity to improve customer interaction and experience. The decision to reduce the Group's four operating divisions to two from 1 July 2024 has resulted in efficiencies. This change is designed to enhance the focus of our executive team and reduce the cost base, such as, reducing headcount by over 10%.

During the half-year ended 31 December 2024, the following transactions occurred:

- On 1 July 2024, the sale of Sequoia Insurance Brokers Pty Ltd and Interprac General Insurance Pty Ltd was completed.
- During the half-year period, completed the sale of Corporate Connect Research Pty Ltd, Informed Investor Pty Ltd and the remaining 50% joint venture share in Taking Control Pty Ltd.

Operating profitability

The Directors are of the view that the best guide to the Group's performance is the Operating profit or normalised EBITDA, which is defined as earnings before interest, tax, depreciation and amortisation ('EBITDA') excluding the impact of:

- Non-operational items (i.e. acquisition and divestment-related costs, redundancy costs, impairment charges, fair value adjustments and gains/losses on the sale of investments); and
- Non-cash amortisation charges relating to separately identifiable intangible assets acquired under business combinations and other intangible assets.

The Operating profit over the half-year ended 31 December 2024 decreased to \$2,729,633 from \$3,195,288.

Operating revenue and operating profit compared to the prior half-year are presented in the following table:

Financial performance on continuing operations

	31 Dec 2024 \$	31 Dec 2023 \$	Change \$	Change %
Operating revenue from ordinary activities	60,576,634	62,766,971	(2,190,337)	(3.5%)
Statutory net profit after tax	3,601,232	1,520,951	2,080,281	136.8%
Operating profit*	2,729,633	3,195,288	(465,655)	(14.6%)

* Operating profit is the measure that the Group uses to assess performance as it excludes certain non-cash and one-off or non-operational items. Operating profit is a financial measure that is not recognised under Australian Accounting Standards and may not be comparable to similarly titled measures used by other companies. Operating profit has been reviewed.



Normalised adjustments have been applied as set out in the following reconciliation between the Group's Operating profit and the Statutory net profit for the current and prior half-years:

31 December 2024	Continuing operations \$	Discontinued operations \$	Consolidated \$
Operating profit for the half-year	2,729,633	-	2,729,633
<i>Add/(deduct) normalised adjustments:</i>			
Extra-ordinary general meeting costs	(15,615)	-	(15,615)
Divestment-related costs	(110,081)	-	(110,081)
Restructuring costs	(97,566)	-	(97,566)
Net gain on sale of subsidiaries	3,091,145	-	3,091,145
Gain on sale of joint venture investment	50,000	-	50,000
Write-back to profit or loss for consideration not payable	444,728	-	444,728
	6,092,244	-	6,092,244
<i>Add/(deduct):</i>			
Interest revenue calculated using the effective interest method	201,720	-	201,720
Depreciation and amortisation	(1,519,093)	-	(1,519,093)
Finance costs	(52,642)	-	(52,642)
Statutory net profit before income tax for the half-year	4,722,229	-	4,722,229
Income tax expense	(1,120,997)	-	(1,120,997)
Statutory net profit after income tax for the half-year	3,601,232	-	3,601,232

31 December 2023	Continuing operations \$	Discontinued operations \$	Consolidated \$
Operating profit for the half-year	3,195,288	144,203	3,339,491
<i>Add normalised adjustments:</i>			
Gain on disposal of Morrison Securities	-	27,471,891	27,471,891
Fair value revaluation	-	6,880,593	6,880,593
Write-back to profit or loss for consideration not payable	334,257	-	334,257
	3,529,545	34,496,687	38,026,232
<i>Add/(deduct):</i>			
Interest revenue calculated using the effective interest method	586,733	231,132	817,865
Depreciation and amortisation	(1,896,806)	(2,888)	(1,899,694)
Finance costs	(100,389)	-	(100,389)
Statutory net profit before income tax for the half-year	2,119,083	34,724,931	36,844,014
Income tax expense	(598,132)	(8,395,662)	(8,993,794)
Statutory net profit after income tax for the half-year	1,520,951	26,329,269	27,850,220

Significant changes in the state of affairs

Sale of subsidiaries

On 1 July 2024, the Group sold 100% shares in Sequoia Insurance Brokers Pty Ltd and Interprac General Insurance Pty Ltd to WIB Corporate Pty Ltd. The total price was an initial contingent consideration of \$4.85m. The Group has received cash consideration of \$2.05m (\$2.00m in the half-year ended 31 December 2024), with the final tranche payable in October 2025 subject to specific performance hurdles being achieved.

On 16 December 2024, the Group sold the remaining 50% share in Taking Control Pty Ltd (joint venture) for \$50,000 cash.

On 20 September 2024, the Group sold 100% shares in Informed Investor Pty Ltd to Powerhouse Ventures Limited. The consideration price of \$132,000 was received in the form of Powerhouse Ventures Limited shares.

On 31 October 2024, the Group sold 100% shares in Corporate Connect Research Pty Ltd to SPV Investment Company Pty Ltd. The consideration price was \$60,394.

Restructure of operating segments

The Group announced the restructure of the operating segments, effective from 1 July 2024, which are used in assessing performance and in determining the allocation of resources. This restructure reduces the existing four operating segments down to two. The Head Office segment remains unchanged.

The two operating segments are as follows:

- (1) Licensee and Adviser Services - Provide licensee services to financial planners and advisors, provide financial planning personal and general advice to wholesale and retail investors, and provide listed and private companies with equity capital markets support, M&A advice, corporate access and investor relations.
- (2) Legal and Administration Services - Act as service provider to accountancy firms, dealer groups, financial planning, law firms and direct trustees.

Appointment of Non-Executive Chairman

On 7 August 2024, the Group appointed Mike Ryan as the new Chairman of the Board. The acting Chairman, Charles Sweeney (resigned on 7 August 2024), continues in his role as a non-executive director and Chair of the Risk and Compliance Committee.

Legal proceedings with Tim McGowen update

The Company and Tim McGowen agreed to settle at an undisclosed amount and, on 15 August 2024, executed a deed of release.

There were no other significant changes in the state of affairs of the Group during the half-year.

Matters subsequent to the end of the half-year

On 3 December 2024, the Group signed a lease for the relocation to a new Melbourne office in February 2025.

On 23 January 2025, Natalie Climo became the joint company secretary of the Group, replacing Sally McDow. Natalie is an employee of Boardroom Pty Ltd.

No other matter or circumstance has arisen since 31 December 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.



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.

This report is made in accordance with a resolution of Directors, pursuant to section 306(3)(a) of the Corporations Act 2001.

On behalf of the Directors

A handwritten signature in black ink, appearing to read "Mike Ryan", written over a horizontal line.

Mike Ryan
Chairman

27 February 2025
Sydney

WilliamBuck

ACCOUNTANTS & ADVISORS


Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

To the directors of Sequoia Financial Group Limited

As lead auditor for the review of Sequoia Financial Group Limited for the half-year ended 31 December 2024, I declare that, to the best of my knowledge and belief, there have been:

- no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the review; and
- no contraventions of any applicable code of professional conduct in relation to the review.

This declaration is in respect of Sequoia Financial Group Limited and the entities it controlled during the period.



William Buck Audit (Vic) Pty Ltd
ABN 59 116 151 136



R. P. Burt
Director
Melbourne, 27 February 2025

	Note	Consolidated	
		31 Dec 2024	31 Dec 2023
Revenue from continuing operations	4	60,576,634	62,766,971
Share of profits of associates accounted for using the equity method	9	96,958	85,333
Expenses			
Dealing and settlement		(2,494,503)	(1,750,906)
Compliance costs		(318,942)	(280,422)
Commission and hedging		(45,424,834)	(47,259,301)
Employee benefits		(6,743,316)	(7,139,231)
Occupancy		(195,074)	(253,381)
Telecommunications		(594,723)	(637,955)
Marketing		(311,806)	(271,862)
General and administrative		(1,154,937)	(1,497,927)
Insurance		(705,824)	(566,031)
Operating profit		2,729,633	3,195,288
Interest revenue calculated using the effective interest method		201,720	586,733
Depreciation		(412,840)	(706,213)
Amortisation		(1,106,253)	(1,190,593)
Extra-ordinary general meeting costs		(15,615)	-
Restructuring costs		(97,566)	-
Divestment-related costs		(110,081)	-
Write-back to profit or loss for consideration not payable	14	444,728	334,257
Finance costs		(52,642)	(100,389)
Net gain on sale of subsidiaries		3,091,145	-
Gain on sale of joint venture investment		50,000	-
Profit before income tax expense from continuing operations		4,722,229	2,119,083
Income tax expense	5	(1,120,997)	(598,132)
Profit after income tax expense from continuing operations		3,601,232	1,520,951
Profit after income tax expense from discontinued operations	6	-	26,329,269
Profit after income tax expense for the half-year attributable to the owners of Sequoia Financial Group Limited		3,601,232	27,850,220
Other comprehensive income/(expense)			
<i>Items that will not be reclassified subsequently to profit or loss</i>			
Gain/(loss) on the revaluation of financial assets at fair value through other comprehensive income, net of tax		2	(20)
Other comprehensive income/(expense) for the half-year, net of tax		2	(20)
Total comprehensive income for the half-year attributable to the owners of Sequoia Financial Group Limited		3,601,234	27,850,200
Total comprehensive income for the half-year is attributable to:			
Continuing operations		3,601,234	1,520,931
Discontinued operations		-	26,329,269
		3,601,234	27,850,200

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



Statement of profit or loss and other comprehensive income

		31 Dec 2024 Cents	31 Dec 2023 Cents
Earnings per share for profit/(loss) from continuing operations attributable to the owners of Sequoia Financial Group Limited			
Basic earnings per share	16	2.876	1.141
Diluted earnings per share	16	2.876	1.124
Earnings per share for profit from discontinued operations attributable to the owners of Sequoia Financial Group Limited			
Basic earnings per share	16	-	19.749
Diluted earnings per share	16	-	19.457
Earnings per share for profit attributable to the owners of Sequoia Financial Group Limited			
Basic earnings per share	16	2.876	20.890
Diluted earnings per share	16	2.876	20.581

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

	Note	Consolidated	
		31 Dec 2024	30 Jun 2024
Assets			
Current assets			
Cash and cash equivalents	8	10,886,532	16,832,354
Trade and other receivables		7,029,744	8,914,681
Contract assets and deferred costs		3,370,492	2,472,610
Investments in shares	14	6,363,470	5,138,684
Derivative financial instruments	14	782,590	1,431,703
Contingent consideration	14	2,820,000	-
Prepayments		496,606	918,601
		31,749,434	35,708,633
Assets of disposal groups classified as held for sale		-	2,444,933
Total current assets		31,749,434	38,153,566
Non-current assets			
Contract assets and deferred costs		2,144,229	928,158
Derivative financial instruments	14	4,894,381	1,241,828
Investments accounted for using the equity method	9	10,751,461	10,654,503
Plant and equipment		251,601	234,968
Right-of-use assets		1,537,107	363,745
Goodwill and intangible assets	10	21,428,277	25,037,804
Deferred tax		2,944,445	2,714,801
Other non-current assets		59,701	59,701
Total non-current assets		44,011,202	41,235,508
Total assets		75,760,636	79,389,074
Liabilities			
Current liabilities			
Trade and other payables	11	7,552,600	6,810,453
Contract liabilities and deferred revenue		3,859,436	3,336,304
Lease liabilities		399,787	383,432
Derivative financial instruments	14	782,590	1,431,703
Income tax payable		15,750	414,664
Employee benefits		923,891	1,089,819
Contingent consideration	14	520,000	2,124,728
		14,054,054	15,591,103
Liabilities directly associated with assets classified as held for sale		-	2,396,012
Total current liabilities		14,054,054	17,987,115
Non-current liabilities			
Contract liabilities and deferred revenue		2,307,191	1,157,669
Lease liabilities		1,453,531	321,209
Derivative financial instruments	14	4,894,381	1,241,828
Deferred tax		1,408,057	1,443,172
Employee benefits		141,654	112,976
Contingent consideration	14	-	450,000
Total non-current liabilities		10,204,814	4,726,854
Total liabilities		24,258,868	22,713,969
Net assets		51,501,768	56,675,105

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



Statement of financial position

	Note	Consolidated	
		31 Dec 2024	30 Jun 2024
		\$	\$
Equity			
Issued capital	12	49,047,789	51,593,730
Reserves		548,120	548,118
Retained profits		1,905,859	4,533,257
Total equity		51,501,768	56,675,105

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

Consolidated	Issued capital \$	Financial assets at fair value reserve \$	Share-based payments reserve \$	Retained profits \$	Total equity \$
Balance at 1 July 2023	53,867,905	548,147	261,885	(11,635,741)	43,042,196
Profit after income tax expense for the half-year	-	-	-	27,850,220	27,850,220
Other comprehensive expense for the half-year, net of tax	-	(20)	-	-	(20)
Total comprehensive (expense)/income for the half-year	-	(20)	-	27,850,220	27,850,200
<i>Transactions with owners in their capacity as owners:</i>					
Share-based payments	48,500	-	9,865	-	58,365
Payments for share buy-backs	(1,656,347)	-	-	-	(1,656,347)
Dividends paid	-	-	-	(5,355,699)	(5,355,699)
Balance at 31 December 2023	52,260,058	548,127	271,750	10,858,780	63,938,715

Consolidated	Issued capital \$	Financial assets at fair value reserve \$	Share-based payments reserve \$	Retained profits \$	Total equity \$
Balance at 1 July 2024	51,593,730	548,118	-	4,533,257	56,675,105
Profit after income tax expense for the half-year	-	-	-	3,601,232	3,601,232
Other comprehensive income for the half-year, net of tax	-	2	-	-	2
Total comprehensive income for the half-year	-	2	-	3,601,232	3,601,234
<i>Transactions with owners in their capacity as owners:</i>					
Payments for share buy-backs (note 12)	(2,545,941)	-	-	-	(2,545,941)
Dividends paid (note 13)	-	-	-	(6,228,630)	(6,228,630)
Balance at 31 December 2024	49,047,789	548,120	-	1,905,859	51,501,768

The above statement of changes in equity should be read in conjunction with the accompanying notes

	Note	Consolidated	
		31 Dec 2024 \$	31 Dec 2023 \$
Cash flows from operating activities			
Receipts from customers (inclusive of GST)		68,209,177	73,525,084
Payments to suppliers and employees (inclusive of GST)		(64,768,890)	(71,432,167)
Net cash from/(used in) client related operations		472,796	(2,875,970)
		3,913,083	(783,053)
Interest received		201,720	817,865
Interest and other finance costs paid		(16)	(65,848)
Income taxes paid		(1,174,210)	(8,368,964)
Net cash from/(used in) operating activities		2,940,577	(8,400,000)
Cash flows from investing activities			
Payment for purchase of business, net of cash acquired		(1,010,000)	(401,197)
Payments for investments in shares		(199,350)	(3,706,286)
Payments for plant and equipment		(132,857)	(128,003)
Payments for asset acquisitions		(600,000)	(4,137,009)
Proceeds from disposal of subsidiaries	7	2,030,000	11,998,410
Proceeds from disposal of investments in shares		133,891	551,350
Proceeds from disposal of joint venture		50,000	-
Proceeds from disposal of property, plant and equipment		-	3,026
Net cash from investing activities		271,684	4,180,291
Cash flows from financing activities			
Proceeds from exercise of performance rights		-	20,286
Payments for share buy-backs		(2,545,941)	(1,656,348)
Repayment of lease liabilities		(383,511)	(561,600)
Repayment of borrowings		-	(2,245,590)
Dividends paid	13	(6,228,631)	(5,355,697)
Net cash used in financing activities		(9,158,083)	(9,798,949)
Net decrease in cash and cash equivalents		(5,945,822)	(14,018,658)
Cash and cash equivalents at the beginning of the half-year		16,832,354	9,392,306
Cash and cash equivalents classified as held-for-sale at the beginning of the financial year		-	22,889,460
Cash and cash equivalents at the end of the half-year		10,886,532	18,263,108

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

NOTE 1. GENERAL INFORMATION

The financial statements cover Sequoia Financial Group Limited as a Group consisting of Sequoia Financial Group Limited ('Company' or 'parent entity') and the entities it controlled at the end of, or during, the half-year (referred to in these financial statements as the 'Group'). The financial statements are presented in Australian dollars, which is Sequoia Financial Group Limited's functional and presentation currency.

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

Registered office

Suite 7.01, Level 7
1 Castlereagh Street
Sydney NSW 2000

Principal place of business

Suite 1, Level 20
555 Collins Street
Melbourne VIC 3000

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 February 2025. The Directors have the power to amend and reissue the financial statements.

NOTE 2. MATERIAL ACCOUNTING POLICY INFORMATION

These general purpose financial statements for the interim half-year reporting period ended 31 December 2024 have been prepared in accordance with Australian Accounting Standard AASB 134 'Interim Financial Reporting' and the Corporations Act 2001, as appropriate for for-profit oriented entities. Compliance with AASB 134 ensures compliance with International Financial Reporting Standard IAS 34 'Interim Financial Reporting'.

These general purpose financial statements do not include all the notes of the type normally included in annual financial statements. Accordingly, these financial statements are to be read in conjunction with the annual report for the year ended 30 June 2024 and any public announcements made by the Company during the interim reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001.

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, 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. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the financial performance or position of the Group during the half-year ended 31 December 2024 and are not expected to have any significant impact for the full financial year ending 30 June 2025.

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

NOTE 3. OPERATING SEGMENTS

Identification of reportable operating segments

The Group is organised into two operating segments, which 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. Corporate running costs continue to be reported under Head Office. The CODM conducted a review on 1 July 2024, after the sale of Morrison Securities and the general insurance broking businesses, and streamlined the information they review to make decisions. As a result, from 1 July 2024, the Group changed from reviewing the business by four operating segments to two, reflecting internal reporting used by the CODM. The reportable segments were reviewed and were aligned with the operating segments. The comparative information has been changed to align with the new operating segments. There is no aggregation of operating segments.

On a monthly basis the CODM reviews operating profit, which is earnings before interest, taxation, depreciation and amortisation, and non-operational items (such as, acquisition-related costs, redundancy costs and impairment charges).

Types of products and services

The principal products and services of each of the Group's operating segments are as follows:

Sequoia Licensee and Adviser Services	Provide licensee services to financial planners and stockbrokers and employed salary advisers who offer personal and general advice to wholesale and retail investors, corporate finance services and private investment banking services.
Sequoia Legal and Administration Services	Act as service provider to accountancy firms, dealer groups, financial planning, law firms and direct trustees, which includes the provision of legal advice relating to superannuation set-up, administration and legal services.
Head Office	Head Office relates to the corporate running costs of the Group.

All products and services are provided predominantly to customers in Australia.

Intersegment transactions

Intersegment transactions were made at cost. Intersegment transactions are eliminated on consolidation.

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.

NOTE 3. OPERATING SEGMENTS (CONTINUED)

Operating segment information

Consolidated - 31 Dec 2024	Sequoia Licensee and Adviser Services \$	Sequoia Legal and Administration Services \$	Head Office \$	Total \$
Continuing operations				
Revenue				
Revenue	54,862,681	4,695,750	47,700	59,606,131
Gains on portfolio investments	970,503	-	-	970,503
Total revenue	55,833,184	4,695,750	47,700	60,576,634
Operating profit	2,820,738	1,579,323	(1,670,428)	2,729,633
Interest revenue				201,720
Depreciation				(412,840)
Amortisation				(1,106,253)
Extra-ordinary general meeting costs				(15,615)
Restructuring costs				(97,566)
Divestment-related costs				(110,081)
Write-back to profit or loss for consideration not payable				444,728
Finance costs				(52,642)
Net gain on sale of subsidiaries				3,091,145
Gain on sale of joint venture investment				50,000
Profit before income tax expense				4,722,229
Income tax expense				(1,120,997)
Profit after income tax expense				3,601,232

Consolidated - 31 Dec 2023 - Restated	Sequoia Licensee and Adviser Services \$	Sequoia Legal and Administration Services \$	Head Office \$	Total \$
Continuing operations				
Revenue				
Revenue	57,555,635	4,503,106	278,627	62,337,368
Gains on portfolio investments	394,130	-	35,473	429,603
Total revenue	57,949,765	4,503,106	314,100	62,766,971
Operating profit	3,761,221	928,805	(1,494,738)	3,195,288
Interest revenue				586,733
Depreciation				(706,213)
Amortisation				(1,190,593)
Finance costs				(100,389)
Write-back to profit or loss for consideration not payable				334,257
Profit before income tax expense				2,119,083
Income tax expense				(598,132)
Profit after income tax expense				1,520,951

NOTE 4. REVENUE

	Consolidated	
	31 Dec 2024	31 Dec 2023
	\$	\$
From continuing operations		
<i>Sales revenue</i>		
Data subscriptions fees	44,624	88,436
Brokerage and commissions revenue	50,807,823	50,031,429
Superannuation product revenue	1,275,588	1,249,149
Structured product revenue	2,511,837	5,919,337
Corporate advisory fees	3,876,985	3,924,485
Media revenue	362,645	459,078
Other income	726,629	665,454
	59,606,131	62,337,368
<i>Other revenue</i>		
Gains on portfolio investments	970,503	429,603
Revenue from continuing operations	60,576,634	62,766,971

Disaggregation of revenue

The disaggregation of revenue from contracts with customers is as follows:

Consolidated - 31 Dec 2024	Sequoia Licensee and Adviser Services \$	Sequoia Legal and Administration Services \$	Head Office \$	Total \$
<i>Timing of revenue recognition</i>				
Services transferred at a point in time	52,306,220	4,695,750	47,700	57,049,670
Services transferred over time	2,556,461	-	-	2,556,461
	54,862,681	4,695,750	47,700	59,606,131

Revenue by geographical area

All revenue is generated within Australia.

Consolidated - 31 Dec 2023 - Restated	Sequoia Licensee and Adviser Services \$	Sequoia Legal and Administration Services \$	Head Office \$	Total \$
<i>Timing of revenue recognition</i>				
Services transferred at a point in time	51,088,784	4,503,106	278,627	55,870,517
Services transferred over time	6,466,851	-	-	6,466,851
	57,555,635	4,503,106	278,627	62,337,368

Revenue by geographical area

All revenue is generated within Australia.

NOTE 5. INCOME TAX

	Consolidated	
	31 Dec 2024 \$	31 Dec 2023 \$
<i>Income tax expense</i>		
Current tax	775,227	955,809
Deferred tax - origination and reversal of temporary differences	382,911	6,463,948
Adjustment recognised for prior periods	(37,141)	(264,267)
Tax adjustments related to discontinued operations	-	1,838,304
Aggregate income tax expense	1,120,997	8,993,794
Income tax expense is attributable to:		
Profit from continuing operations	1,120,997	598,132
Profit from discontinued operations	-	8,395,662
Aggregate income tax expense	1,120,997	8,993,794
<i>Numerical reconciliation of income tax expense and tax at the statutory rate</i>		
Profit before income tax expense from continuing operations	4,722,229	2,119,083
Profit before income tax expense from discontinued operations	-	34,724,931
	4,722,229	36,844,014
Tax at the statutory tax rate of 30%	1,416,669	11,053,204
Tax effect amounts which are not deductible/(taxable) in calculating taxable income:		
Amortisation of intangibles	-	152,190
Non-assessable net gains from sale of subsidiaries	(388,619)	-
Non-assessable earnings from investments in associates	(29,087)	-
Revaluation of retained investment in Morrison Securities	-	(2,164,455)
Sundry items	159,175	217,122
	1,158,138	9,258,061
Adjustment recognised for prior periods	(37,141)	(264,267)
Income tax expense	1,120,997	8,993,794



NOTE 6. DISCONTINUED OPERATIONS

For the prior half-year ended 31 December 2023, discontinued operations included Morrison Securities Pty Ltd and Libertas Financial Planning Pty Ltd. Libertas Financial Planning Pty Ltd is in the process of liquidation, with the AFSL having been cancelled.

Financial performance information

	Half-year to 31 Dec 2024 \$	Half-year to 31 Dec 2023 \$
Brokerage and commissions revenue	-	4,688,490
Other income	-	87,406
Total revenue	-	4,775,896
Interest revenue calculated using the effective interest method	-	231,132
Data fees	-	(295,925)
Dealing and settlement	-	(3,445,759)
Employee benefits	-	(434,003)
Telecommunications	-	(146,102)
Marketing	-	(472)
General and administrative	-	(309,431)
Depreciation	-	(2,888)
Total expenses	-	(4,634,580)
Profit before income tax expense	-	372,448
Income tax expense	-	(264,156)
Profit after income tax expense	-	108,292
Fair value revaluation of retained investment in Morrison Securities Pty Ltd	-	6,880,593
Gain on disposal before income tax	-	27,471,890
Income tax expense	-	(8,131,506)
Gain on disposal after income tax expense	-	26,220,977
Profit after income tax expense from discontinued operations	-	26,329,269

Cash flow information

	Consolidated	
	31 Dec 2024 \$	31 Dec 2023 \$
Net cash used in operating activities	-	(2,030,612)
Net cash used in investing activities	-	(20,851,590)
Net cash used in financing activities	-	(7,258)
Net decrease in cash and cash equivalents from discontinued operations	-	(22,889,460)

NOTE 6. DISCONTINUED OPERATIONS (CONTINUED)

Carrying amounts of assets and liabilities disposed

	Consolidated 31 Aug 2023 \$
Cash and cash equivalents	20,851,590
Trade and other receivables	27,653,042
Advances to related parties	104,668
Prepayments	105,819
Deposits	20,000
Plant and equipment	22,502
Intangibles	3,564,107
Deferred tax asset	145,658
Total assets	52,467,386
Trade and other payables	31,429,315
Accrued expenses	2,016,015
Taxation (current and deferred)	643,240
Client related balances	2,348,615
Employee benefits	382,684
Total liabilities	36,819,869
Net assets	15,647,517

Details of the disposal

	Consolidated Period to 31 Aug 2023 \$
Total sale consideration	40,500,000
Fair value of investment retained (note 9)	10,000,000
Carrying amount of net assets disposed	(15,647,517)
Retention cost relating to sale	(500,000)
Gain on disposal before income tax	34,352,483
Income tax expense	(8,131,506)
Gain on disposal after income tax	26,220,977

NOTE 7. SALE OF SUBSIDIARIES

On 1 July 2024, the Group sold 100% shares in Sequoia Insurance Brokers Pty Ltd and Interprac General Insurance Pty Ltd to WIB Corporate Pty Ltd. The total price was an initial contingent consideration of \$4.85m. The Group has received cash consideration of \$2.05m (\$2.00m in the half-year ended 31 December 2024), with the final tranche payable in October 2025 subject to specific performance hurdles being achieved.

On 20 September 2024, the Group sold 100% shares in Informed Investor Pty Ltd to Powerhouse Ventures Limited. The consideration price of \$132,000 was received in the form of Powerhouse Ventures Limited shares.

On 31 October 2024, the Group sold 100% shares in Corporate Connect Research Pty Ltd to SPV Investment Company Pty Ltd. The consideration price was \$60,394.

Carrying amounts of assets and liabilities of the disposed subsidiaries

	Period to 31 Oct 2024 \$
Cash and cash equivalents	2,093,900
Trade and other receivables	160,242
Right-of-use	217,162
Intangibles	2,512,857
Other assets	78,658
Total assets	5,062,819
Trade and other payables	108,955
Lease liabilities	243,260
Taxation (current and deferred)	610,530
Client related balances	2,002,689
Other liabilities	146,136
Total liabilities	3,111,570
Net assets	1,951,249

Details of the disposals

	Period to 31 Oct 2024 \$
Total sale consideration	5,042,394
Carrying amount of net assets disposed	(1,951,249)
Net gain on disposal of subsidiaries	3,091,145

NOTE 7. SALE OF SUBSIDIARIES (CONTINUED)

Breakdown of total sale consideration

	Period to 31 Oct 2024 \$
Cash received in prior periods	50,000
Cash received in current half-year	2,030,000
Non-cash consideration	142,394
Future and contingent consideration receivable	2,820,000
Total sale consideration	5,042,394

NOTE 8. CASH AND CASH EQUIVALENTS

	Consolidated	
	31 Dec 2024 \$	30 Jun 2024 \$
<i>Current assets</i>		
Cash at bank	9,535,430	7,182,944
Cash on deposit	983,777	9,000,000
Client funds*	367,325	649,410
	10,886,532	16,832,354

* Client funds are not available for general use by the Group.

NOTE 9. INVESTMENTS ACCOUNTED FOR USING THE EQUITY METHOD

	Consolidated	
	31 Dec 2024 \$	30 Jun 2024 \$
<i>Non-current assets</i>		
Investments in associates	10,751,461	10,654,503
<i>Reconciliation</i>		
Reconciliation of the carrying amounts at the beginning and end of the current half-year and previous financial year are set out below:		
Opening carrying amount	10,654,503	500,000
Minority interest in earnings from investments	96,958	154,503
Addition of 20% investment in associate (Morrison Securities Pty Ltd)	-	10,000,000
Closing carrying amount	10,751,461	10,654,503

NOTE 10. GOODWILL AND INTANGIBLE ASSETS

	Consolidated	
	31 Dec 2024 \$	30 Jun 2024 \$
<i>Non-current assets</i>		
Goodwill	17,383,023	17,782,277
Less: Impairment	(7,402,959)	(7,402,959)
	9,980,064	10,379,318
Customer list - at cost	18,403,330	21,347,286
Less: Accumulated amortisation	(7,851,358)	(7,657,842)
	10,551,972	13,689,444
Regulatory memberships and licences - at cost	256,597	258,825
Brand name - at cost	620,401	620,401
Other intangibles - at cost	22,457	159,767
Less: Accumulated amortisation	(3,214)	(69,951)
	19,243	89,816
	21,428,277	25,037,804

Reconciliations

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

Consolidated	Goodwill \$	Customer list \$	Regulatory memberships and licences \$	Brand name \$	Other intangibles \$	Total \$
Balance at 1 July 2024	10,379,318	13,689,444	258,825	620,401	89,816	25,037,804
Additions	-	-	-	-	9,584	9,584
Disposals of subsidiaries	(399,254)	(2,035,099)	-	-	(78,505)	(2,512,858)
Amortisation expense	-	(1,102,373)	(2,228)	-	(1,652)	(1,106,253)
Balance at 31 December 2024	9,980,064	10,551,972	256,597	620,401	19,243	21,428,277

Impairment testing of intangible assets of indefinite life

Due to the change in operating segments as decided by the CODM, the Cash generating units ('CGUs') were also reviewed in light of the recent disposal of subsidiaries and to streamline information reviewed by the CODM. In line with the reduction in operating segments, the CGUs were also reduced from four to two. The CGUs represent the lowest level at which the CODM monitors goodwill.

The intangible assets of indefinite life, consisting of goodwill, regulatory memberships and licences, and brand names acquired through business combinations, were redistributed to the new CGUs as follows and excludes the disposed of subsidiaries:

NOTE 10. GOODWILL AND INTANGIBLE ASSETS (CONTINUED)

New CGU

Sequoia Licensee and Adviser Services

Sequoia Legal and Administration Services

Prior CGU

Sequoia Licensees Services Group

Sequoia Equity Markets Group

Sequoia Direct Investment Group

Sequoia Professional Services Group

The prior period comparatives have been restated into the new CGUs.

Goodwill relating to the disposal of subsidiaries was removed before the goodwill was redistributed into the new CGUs. The disposed of goodwill was calculated using a relative values method in accordance with AASB 136 Impairment of assets. The resulting redistributed goodwill has been assessed for impairment.

Intangible assets have been allocated to the cash generating units, as follows:

Consolidated - 31 Dec 2024	Goodwill \$	Regulatory memberships and licences \$	Brand name \$	Total \$
<i>Cash generating units ('CGUs'):</i>				
Sequoia Licensee and Adviser Services	5,445,236	256,597	-	5,701,833
Sequoia Legal and Administration Services	4,534,828	-	620,401	5,155,229
	<u>9,980,064</u>	<u>256,597</u>	<u>620,401</u>	<u>10,857,062</u>

Consolidated - 30 Jun 2024 - Restated	Goodwill \$	Regulatory memberships and licences \$	Brand name \$	Total \$
<i>Cash generating units ('CGUs'):</i>				
Sequoia Licensee and Adviser Services	5,532,345	258,825	-	5,791,170
Sequoia Legal and Administration Services	4,846,973	-	620,401	5,467,374
	<u>10,379,318</u>	<u>258,825</u>	<u>620,401</u>	<u>11,258,544</u>

The recoverable amount of the Group's CGUs has been determined by a value-in-use calculation using a discounted cash flow model, based on a 12-month projection period approved by management and extrapolated for a further 4 years by using key assumptions.

Key assumptions are those to which the recoverable amount of an asset or CGUs is most sensitive.

The following key assumptions were used in the discounted cash flow model in relation to the intangible assets of indefinite life associated to various CGUs:

Key assumptions	Revenue growth rate %	Cost of sales growth rate %	Discount rate %
<i>Cash generating units ('CGUs'):</i>			
Sequoia Licensee and Adviser Services	4.5%	4.0%	15.6%
Sequoia Legal and Administration Services	4.5%	4.0%	15.6%

NOTE 10. GOODWILL AND INTANGIBLE ASSETS (CONTINUED)

The intangible assets of indefinite life are considered to be sensitive to these assumptions and are carried in the statement of financial position at a written-down value. Based on this assessment, as at 31 December 2024, an impairment to the value of intangible assets of indefinite life is not needed.

The revenue and cost of sales key assumptions are based on historical growth rates, excluding the impact of acquisitions and restructuring. The discount rate was obtained from an external consultant.

NOTE 11. TRADE AND OTHER PAYABLES

	Consolidated	
	31 Dec 2024 \$	30 Jun 2024 \$
<i>Current liabilities</i>		
Trade payables	603,755	553,676
Accrued expenses	6,769,153	5,843,605
Other payables	179,692	413,172
	<u>7,552,600</u>	<u>6,810,453</u>

NOTE 12. ISSUED CAPITAL

	Consolidated			
	31 Dec 2024 Shares	30 Jun 2024 Shares	31 Dec 2024 \$	30 Jun 2024 \$
Ordinary shares - fully paid	124,122,614	130,252,366	49,047,789	51,593,730

Movements in ordinary share capital

Details	Date	Shares	Issue price	\$
Balance	1 July 2024	130,252,366		51,593,730
Share buy-back	3 July 2024	(1,000,000)	\$0.4550	(455,000)
Share buy-back	4 July 2024	(1,250,000)	\$0.4309	(538,637)
Share buy-back	5 August 2024	(500,000)	\$0.4300	(215,000)
Share buy-back	7 August 2024	(499,519)	\$0.4200	(209,798)
Share buy-back	15 August 2024	(250,481)	\$0.4150	(103,950)
Share buy-back	16 August 2024	(1,250,000)	\$0.4010	(501,250)
Share buy-back	20 August 2024	(929,752)	\$0.3854	(358,306)
Share buy-back	10 September 2024	(250,000)	\$0.3700	(92,500)
Share buy-back	30 October 2024	(200,000)	\$0.3575	(71,500)
Balance	31 December 2024	<u>124,122,614</u>		<u>49,047,789</u>

NOTE 13. DIVIDENDS

<i>Details of Dividends</i> ⁽¹⁾	Cents per share	\$
2024 Final dividend (paid 11 September 2024)	2.50	3,114,315
2024 Special dividend (paid 11 September 2024)	2.50	3,114,315
2025 Interim dividend declared ⁽²⁾	2.00	2,482,452

(1) All dividends are fully franked

(2) Record date for determining entitlement to the 2025 Interim dividend is 5 March 2025, and is to be paid on 18 March 2025

(3) Estimated total dollar value based on number of shares at 31 December 2024

NOTE 14. FAIR VALUE MEASUREMENT

Fair value hierarchy

AASB13 requires disclosure of fair value measurements 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

Level 3: Unobservable inputs for the asset or liability

The following tables detail the Group's assets and liabilities, measured or disclosed at fair value on a recurring basis:

Consolidated - 31 Dec 2024	Level 1 \$	Level 2 \$	Level 3 \$	Total \$
<i>Assets</i>				
Listed ordinary shares	6,363,470	-	-	6,363,470
Unlisted ordinary shares	-	-	20,000	20,000
Derivative financial instruments	-	5,676,971	-	5,676,971
Contingent consideration	-	-	2,820,000	2,820,000
Total assets	6,363,470	5,676,971	2,840,000	14,880,441
<i>Liabilities</i>				
Derivative financial instruments	-	5,676,971	-	5,676,971
Contingent consideration	-	-	520,000	520,000
Total liabilities	-	5,676,971	520,000	6,196,971

Consolidated - 30 Jun 2024	Level 1 \$	Level 2 \$	Level 3 \$	Total \$
<i>Assets</i>				
Listed ordinary shares	5,138,684	-	-	5,138,684
Unlisted ordinary shares	-	-	20,000	20,000
Derivative financial instruments	-	2,673,531	-	2,673,531
Total assets	5,138,684	2,673,531	20,000	7,832,215
<i>Liabilities</i>				
Derivative financial instruments	-	2,673,531	-	2,673,531
Contingent consideration	-	-	2,574,728	2,574,728
Total liabilities	-	2,673,531	2,574,728	5,248,259

NOTE 14. FAIR VALUE MEASUREMENT (CONTINUED)

There were no transfers between levels during the half-year.

The carrying amounts of trade and other receivables and trade and other payables are assumed to approximate their fair values due to their short-term nature.

The fair value of financial liabilities is estimated by discounting the remaining contractual maturities at the current market interest rate that is available for similar financial liabilities.

Valuation techniques for fair value measurements categorised within level 2 and level 3

Financial instruments that are not traded in an active market is determined using valuation techniques. These valuation techniques maximise the use of observable market data where it is available and relies as little as possible on entity specific estimates. If all significant inputs required to fair value an instrument are observable, the instrument is included in level 2. If one or more of the significant inputs is not based on observable market data, the instrument is included in level 3.

Unquoted investments have been valued using prices evident in recent third party transactions.

The valuation process is managed by the Chief Operating Decision Makers ('CODM') of the Group who perform and validate valuations of non-property assets required for financial reporting purposes (including level 3 fair values). Discussion on valuation processes and outcomes are held between the CODM, CFO and Finance committee every six months.

Level 3 assets and liabilities

Consolidated	Assets		Liabilities	
	Unlisted ordinary shares \$	Contingent consideration \$	Contingent consideration \$	Total \$
Balance at 1 July 2024	20,000	-	(2,574,728)	(2,554,728)
Additions ⁽¹⁾	-	2,820,000	-	2,820,000
Amounts paid ⁽²⁾	-	-	1,610,000	1,610,000
Write-back to profit or loss for consideration not payable ⁽³⁾	-	-	444,728	444,728
Balance at 31 December 2024	20,000	2,820,000	(520,000)	2,320,000

(1) A receivable of \$2.8m has been recognised in relation to the initial fair value estimate for contingent consideration receivable for the sale of Sequoia Insurance Brokers Pty Ltd and Interprac General Insurance Pty Ltd. The consideration is to be received on 15 October 2025, with the consideration being contingent on specific revenue performance hurdles being achieved. Given the short-term nature of the contingent consideration receivable any movements in the fair value assessment is likely immaterial. The remaining consideration receivable balance relates to the sale of Corporate Connect Research Pty Ltd, received in January 2025.

(2) During the half-year, the Group paid in cash \$1.01m as final settlement for the consideration of the Informed Investor group of companies, previously acquired entities. Furthermore, \$0.6m was paid in cash as per the terms of the acquisition agreement for Castle Corporate Pty Ltd, a previously acquired entity. A remaining contingent payable is due based on achievement of an annual revenue target.

(3) The agreed settlement amounts for the Informed Investor group of companies resulted in a release of \$0.4m to the income statement during the half-year and was a non-cash item.

NOTE 15. CONTINGENT LIABILITIES

As at 31 December 2024, the Group has given bank guarantees of \$983,777 (30 June 2024: \$600,297) in relation to rental bonds. These are held in term deposit accounts with Westpac Banking Corporation.

The bank guarantees as at 30 June 2024 were part of the ANZ financing facility. Because the Group no longer has the ANZ financing facility, the bank guarantees were transferred to Westpac Banking Corporation.

The Group's legal counsel is currently acting on several matters referred to the Australian Financial Complaints Authority ('AFCA') relating to the provision of financial services to its retail clients. The Group has assessed any potential obligations relating to these complaints after pursuing a recourse from the advisers in the following manner:

- Those complaints for which there is a probable likelihood of restitution being paid, have been accrued in these financial statements, together with any associated legal costs and net of any available insurance cover; and
- The Directors have assessed complaints for which there is less than a probable likelihood of restitution (including the impact of legal costs and insurance), and have chosen not to disclose the likely amount as they are still subject to proceedings with AFCA and potential recourse from the advisers, and the disclosure of such amounts is likely to prejudice those proceedings.

The Group is not aware of any other contingent liabilities that were materially significant to these financial statements.

NOTE 16. EARNINGS PER SHARE

	Consolidated	
	31 Dec 2024 \$	31 Dec 2023 \$
Earnings per share for profit from continuing operations		
Profit after income tax attributable to the owners of Sequoia Financial Group Limited	3,601,232	1,520,951
	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	125,203,819	133,317,908
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	-	2,000,000
Weighted average number of ordinary shares used in calculating diluted earnings per share	125,203,819	135,317,908
	Cents	Cents
Basic earnings per share	2.876	1.141
Diluted earnings per share	2.876	1.124
	Consolidated	
	31 Dec 2024 \$	31 Dec 2023 \$
Earnings per share for profit from discontinued operations		
Profit after income tax attributable to the owners of Sequoia Financial Group Limited	-	26,329,269

NOTE 16. EARNINGS PER SHARE (CONTINUED)

	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	125,203,819	133,317,908
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	-	2,000,000
Weighted average number of ordinary shares used in calculating diluted earnings per share	125,203,819	135,317,908

	Cents	Cents
Basic earnings per share	-	19.749
Diluted earnings per share	-	19.457

	Consolidated	
	31 Dec 2024	31 Dec 2023
	\$	\$
Earnings per share for profit		
Profit after income tax attributable to the owners of Sequoia Financial Group Limited	3,601,232	27,850,220

	Number	Number
Weighted average number of ordinary shares used in calculating basic earnings per share	125,203,819	133,317,908
Adjustments for calculation of diluted earnings per share:		
Options over ordinary shares	-	2,000,000
Weighted average number of ordinary shares used in calculating diluted earnings per share	125,203,819	135,317,908

	Cents	Cents
Basic earnings per share	2.876	20.890
Diluted earnings per share	2.876	20.581

NOTE 17. EVENTS AFTER THE REPORTING PERIOD

On 3 December 2024, the Group signed a lease for the relocation to a new Melbourne office in February 2025.

On 23 January 2025, Natalie Climo became the joint company secretary of the Group, replacing Sally McDow. Natalie is an employee of Boardroom Pty Ltd.

No other matter or circumstance has arisen since 31 December 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.



Directors' declaration

In the Directors' opinion:

- the attached financial statements and notes comply with the Corporations Act 2001, Australian Accounting Standard AASB 134 'Interim Financial Reporting', the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the Group's financial position as at 31 December 2024 and of its performance for the half-year ended on that date; and
- there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of Directors made pursuant to section 303(5)(a) of the Corporations Act 2001.

On behalf of the Directors

A handwritten signature in black ink, appearing to read "Mike Ryan", written over a horizontal line.

Mike Ryan
Chairman

27 February 2025
Sydney

Independent auditor's review report to the members of Sequoia Financial Group Limited

Report on the half-year financial report



Our conclusion

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the accompanying half-year financial report of Sequoia Financial Group Limited (the Company), and its subsidiaries (the Group) does not comply with the *Corporations Act 2001*, including:

- giving a true and fair view of the Group's financial position as at 31 December 2024 and of its financial performance for the half-year then ended; and
- complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

What was reviewed?

We have reviewed the accompanying half-year financial report of the Group, which comprises:

- the consolidated statement of financial position as at 31 December 2024,
- the consolidated statement of profit or loss and other comprehensive income for the half-year then ended,
- the consolidated statement of changes in equity for the half-year then ended,
- the consolidated statement of cash flows for the half-year then ended,
- notes to the financial statements, including material accounting policy information, and
- the directors' declaration.

Basis for conclusion

We conducted our review in accordance with ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*. Our responsibilities are further described in the *Auditor's responsibilities for the review 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 (including Independence Standards)* (the Code) that are relevant to our audit of the annual financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

WilliamBuck

ACCOUNTANTS & ADVISORS

Responsibilities of the directors for the half-year financial report

The directors of the Company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

Auditor's responsibilities for the review of the half-year financial report

Our responsibility is to express a conclusion on the half-year financial report based on our review. ASRE 2410 requires us to conclude whether we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including giving a true and fair view of the Group's financial position as at 31 December 2024 and its performance for the half-year ended on that date, and complying with Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.



William Buck Audit (Vic) Pty Ltd
ABN 59 116 151 136



R. P. Burt
Director
Melbourne, 27 February 2025