

29 November 2021

Market Announcements Office
Australian Securities Exchange
Level 5, 20 Bridge Street
Sydney NSW 2000

Australian Family Lawyers 2021 Annual General Meeting – Chairman’s Address

On behalf of the Company, I commend to the Annual General Meeting this Chairman’s address.

The financial year ending 30 June 2021 has seen AFL mark its position as the market leader in the provision of Family Law legal services in Australia. This year we became the largest and only national family law firm in Australia’s history. With our expansion into Darwin to be finalised later this year, we will have 16 offices, and a presence in every State and Territory. Expansion into new geographies extends our reach to more Australians in need of relationship law. Over 35,000 people reached out to us this past year through all our various channels and there is more room for growth as our share of the market remains less than 1%.

We welcomed 3 acquisitions of significance this year. Strong Law in Canberra, Watts McCray in Sydney and Kordos Law in Melbourne. Kordos Law and Watts McCray not only strengthen our presence in the largest legal markets in the Country, but each has brought with it decades of legal pedigree, quality people, market leading precedents and knowledge. It says something about the quality that now sits behinds us when 7 Family Court Judges form the alumni of Watts McCray. Each acquisition is on track in its integration and the leaders of those firms are now leaders in our Company.

We continue to innovate AFL 2.0 has reached its 3rd year of implementation. Our digital client acquisition model continues to excel. We have seen the highest ever branded key word search results, highest increases in organic traffic, our content has increased threefold, and we lead the market for media voice on issues of Family Law. We have initiated corporate services partnerships with leading companies to support their employees and our B2B marketing sees our brand recognition grow beyond the competition.

We have also launched new products to market. We established ‘FAM’, the Faculty of Arbitration and Mediation at a time when the Family Court called over 3,000 matters to refer them to external mediation. Our new product offering “AFL Asset Protect” that supports parents advancing money to their children to acquire their first home received national press coverage as we now help the “Bank of Mum and Dad”. AFL is a company that does not sit still as we challenge ourselves to create new and better solutions for clients and the market.

Operationally we have invested in creating a national platform which harmonises our practice management, data analytics and harnesses every application and technology we can to create efficiencies for our clients but importantly our financial performance.

This year again saw COVID disrupt markets as Melbourne, Canberra and Sydney all went into deep lockdowns. Despite this we have continued to perform. Lock downs impact people in many ways and this reflects on decisions made in family law scenarios. We are already starting to see volumes of

enquiry increase as people are no longer encumbered by lockdowns and are free to make decisions. AFL is ready to help them.

This year saw change to our executive teams. I thank Edward Finn for his contributions to AFL and with his Board retirement I welcome Dr Sarah Kelly to the Board of AFL. Her independence and experience is already benefitting the Company. I also congratulate Stace Boardman on her elevation to the CEO role and thank her for guiding the Company over significant growth agendas since IPO. Our Board, executives, heads of legal, our lawyers and dedicated staff is a team that I have been proud to assemble and work alongside for the benefit of all our stakeholders. We focus on our values and aim to execute our growth strategy flawlessly.

Lastly, I thank our shareholders for their support and trust in our model and what we are seeking to achieve. We have an even greater growth pathway ahead and I am committed to ensuring we achieve it through balance, measure and performance.

-ENDS-

This announcement has been approved by the Chairman of AFL.

For any questions, please contact:

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