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Market Announcements Office  
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## Australian Family Lawyers 2022 Annual General Meeting – Chairman’s Address

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

In 2022, over 35,000 Australian’s reached out to us for legal advice regarding legal aspects of their relationships. Our clients include husbands, wives, children, defactos, same sex couples, heterosexual couples, parents, and grandparents.

We advise Australians in over 20 areas of Family Law in matters including adoption, domestic violence, divorce, and child custody. It is often not appreciated how complex family law legal services can be.

So, it is not lost on us at AFL, that we carry an enormous responsibility to ensure that our clients are properly served to achieve their outcomes. Family Law outcomes are often not binary, particularly where financial and emotional well-being is at play. As a values driven company, AFL’s focus is on delivering excellence in client service – we seek to under promise and over deliver, and to think differently for each of our clients based on their unique circumstances.

We do this from a position of strength as Australia’s largest and only national family law firm with 19 offices and a presence in every mainland state capital. Our lawyers lead the market for their expertise and commentary on issues that affect relationships.

This year marks the end of our first 3-year strategy – ‘AFL 2.0’. From very humble beginnings, AFL 2.0 has seen us quadruple in size over the last three years. This was achieved through organic, lateral hire, and acquisition growth. From an unknown brand to one of the market leaders, our digital client acquisition model has led to significant client growth as well as growth in our brand presence. 30% of our clients are now referred to us for our reputation, skill, and brand - this equates to over 45% of our revenue.

We announced last week that our Executive Director and former Executive Chair, Grant Dearlove, will not be standing for re-election at this meeting. I would like to take the opportunity of thanking Grant for his stewardship of the company and leading it with our executive team captained by CEO Stace Boardman, and our Heads of Legal and Operations to make AFL the success it has become. It is not forgotten that this growth was achieved through some of the hardest economic times when considering the impacts of COVID and labour force issues and their impact on professional service firms more widely. Indeed, during my 30-year career in professional services, I have never seen the competition for talent as intense as it is right now. These challenges remain, so we need to continually build and improve on our employee value proposition to attract and retain the best people. I am confident we are taking the right steps in that regard.

As we grow and shape our Board to meet the traditional independence encouraged by the ASX, I thank Grant for his Board service and look forward to working with him in his continuing executive role during our next stage of growth.

Our next 3 years agenda, in keeping with an established theme, is “AFL 3.0”. Moving the growth agenda to new models of law and partnerships meets the paradigm shift that the legal world must cater for. Diversification into complimentary legal services to family law is the next logical progression for a model we have built that is scalable. We have such a large market to grow into. That is the focus of AFL 3.0

Already we are taking steps in that arena. Our October 2022 announcement of our merger with GTC Legal Group Holdings is a demonstrable signal of our intent to dominate an even larger consumer market for legal spend. In addition to significant earnings and value accretion, the proposed merger will bring greater digital strength to channel clients, a consultancy model, and a larger legal platform. With support by the vote of our shareholders, the combination with GTC will position AFL unequivocally as the market leader in private client services. This, with proper execution, will see our shareholders benefit from their investment in our company as we capitalise on the scale we expect to achieve through the transaction.

I thank all our shareholders, staff and clients for your support and the success achieved in the 2022 year, and I look forward to working with you in my role as Chair of this unique and successful legal business.

-ENDS-

This announcement has been approved by the Chairman of AFL.

**For any questions, please contact:**

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