

1H24 Results Presentation

August 2024



We invest. We lend. We advise.



MA

We respectfully acknowledge the Traditional Owners of lands across Australia and pay our respects to their Elders, past, present and emerging.

Our head office is located on Gadigal land.

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Explanation of Underlying measures in this presentation



MA Financial Group Limited (MA Financial or the Company) (ACN 142 008 428) and its subsidiaries (Group) utilise non-IFRS Underlying financial information in its assessment and presentation of Group performance. In particular, the Group references Underlying Revenue, Underlying Earnings Before Interest, Tax, Depreciation and Amortisation (EBITDA), Underlying Earnings Per Share (EPS), Underlying Net Profit After Tax (NPAT), and Underlying Return on Equity (ROE).

MA Financial places great importance and value on the International Financial Reporting Standards (IFRS) measures. As such, MA Financial believes that, when read in conjunction with the IFRS measures, the Underlying measures are useful to the reader as:

- The Underlying measures reveal the underlying run rate business economics of the Group;
- The Underlying measures are used by management to allocate resources and make financial, strategic and operating decisions. Further, all budgeting and forecasting is based on Underlying measures. This provides insight into management decision making; and
- Unless otherwise disclosed, the Underlying adjustments have been consistently applied in all reporting periods, regardless of their impact on the Underlying result.

The Underlying financial information is not prepared in accordance with Australian Accounting Standards and IFRS and is not audited. Adjustments to the IFRS information align with the principles by which the Group views and manages itself internally and consist of both differences in classification and differences in measurement.

Differences in classification arise because the Group chooses to classify some IFRS measures in a different manner to that prescribed by IFRS.

Differences in measurement principally arise where the Company prefers to use non-IFRS measures to better:

- Align with when management has greater certainty of timing of cash flows;
- Regulate the variability in the value of key strategic assets; and
- Normalise for the impacts of one-off transaction costs.

A detailed reconciliation and explanation of the Statutory to Underlying results is included on pages 45-47 of this presentation.

1H24 Results & Highlights

MA

01

1H24 Result – key themes



Strong underlying business momentum sees business on track to achieve FY26 growth targets

1	Record first half Asset Management fund inflows – gross inflows of \$1.1 billion up 16% on 1H23
2	Continued growth in recurring revenue base
3	Finsure and MA Money experiencing strong growth. MA Money NIM expanding, run-rate breakeven by October 2024
4	Announcing two significant institutional initiatives: i) \$1 billion Real Estate Credit vehicle with leading global private equity investor Warburg Pincus ii) \$1 billion strategic financing partnership with Humm Group's commercial asset financing business Flexicommercial ¹
5	Earnings headwind from strategic investment in growth initiatives in line with expectations and expected to roughly halve in 2H24

Well positioned for material earnings growth in 2H24 and beyond

1. MA Private Credit funds, partnered with a global bank, will acquire up to \$1 billion of commercial asset finance receivables, originated by Flexicommercial

Focused on medium-term growth targets



Confidence in ongoing growth derived from our history of successful strategic investment to build highly scalable businesses. Management targets for growth in major business metrics are consistent with our historic track-record

Asset class	Measure	Jun 24	FY26 target (Dec 26)	Implied target CAGR (Jun 24 – Dec 26)	Historical CAGR / average (Dec 19 – Jun 24)
Asset Management	Assets under Management	\$9.7 billion	\$15 billion	19%	16%
MA Money	Loan book	\$1.4 billion	\$4 billion	52%	80%
Finsure	Managed Loans	\$121 billion	\$190 billion	20%	25%
Corporate Advisory	Revenue per executive (p.a.)	n.a	\$1.1 – \$1.3 million	n.a	\$1.1 million (average p.a.) ¹
Group	EBITDA margin	29% ³	40%	n.a	35%²

1. Annual average since listing (FY17–FY23)

2. Average FY19–FY23

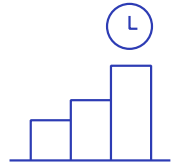
3. EBITDA margin for 1H24. Excluding strategic investments EBITDA margin would have been 36.5%

Please refer to disclaimer on slide 60

1H24 Result Highlights

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Strong growth across MA businesses. Material investment in platform, technology, and brand poised to deliver future growth



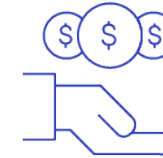
\$89m

Recurring revenue¹
↑ 7% on 1H23



11.1cps

Underlying EPS
↓ 27% on 1H23



6cps

Fully Franked Interim Dividend²
in line with 1H23



\$9.7b

Assets under Management
↑ 13% on 1H23



\$1.1b

Gross fund inflows
↑ 16% on 1H23



\$121b

Finsure Managed Loans
↑ 22% on 1H23



\$1.4b

MA Money loan book
↑ 231% on 1H23



\$22m

Corporate Advisory fees
↑ 12% on 1H23

1. Includes Asset Management recurring revenue, Finsure subscriptions fees and ongoing trail commissions

2. The interim dividend is payable on 18 of September 2024

1H24 Results



Underlying Results ¹	1H24	1H23	1H24 v 1H23	Statutory Results ¹	1H24	1H23	1H24 v 1H23
Revenue	\$134.5m	\$128.3m	5%	Revenue ²	\$244.5m	\$172.9m	41%
Expenses	\$96.2m	\$82.6m	16%	Expenses ³	\$111.3m	\$97.2m	15%
EBITDA	\$38.3m	\$45.7m	(16%)	EBITDA ⁴	\$133.2m	\$75.7m	76%
Net profit after tax	\$17.8m	\$24.4m	(27%)	Net profit after tax	\$13.5m	\$17.3m	(22%)
Earnings per share	11.1¢	15.2¢	(27%)	Earnings per share	8.4¢	10.8¢	(22%)
EBITDA margin	28.5%	35.6%	(7.1 pps)	Dividend per share (fully franked)	6.0¢	6.0¢	-
Return on equity	9.1%	12.2%	(3.1 pps)				
Cash and undrawn facilities ⁵	\$98.2m	\$71.2m	38%				

Continued strong quality earnings composition in 1H24 with:

- 66% of Underlying revenue recurring in nature

Underlying revenue increased 5% on 1H23, driven by:

- Strong loan book growth in Finsure and MA Money
- Corporate advisory activity improved despite the difficult macroeconomic conditions which have made deal execution and timing uncertain

Expenses up 16% on 1H23 due to investment in strategic growth initiatives. Excluding investment spend expenses are up 6% on 1H23 largely driven by inflationary pressures

Investment spend impacted Underlying EBITDA by \$8.6m (~4c Underlying EPS).

- MA Money is expected run-rate breakeven by October with growth accelerating ROE and EBITDA margin impacted by strategic investment spend (ex. impact would have been 12.4% & 36.5% respectively)

Cash and undrawn facilities of \$98.2m up 38% on 1H23

1. Refer to pages 45-47 for a reconciliation of Statutory to Underlying Results

2. Statutory Revenue refers to total income in the consolidated statement of profit or loss and other comprehensive income

3. Statutory Expenses excludes depreciation, amortisation and finance costs

4. Statutory EBITDA is not a recognised IFRS measure but has been presented to give a comparable measure to the Underlying result

5. Represents Operating Balance Sheet cash plus undrawn amount of bank working capital facility which is subject to covenant conditions (1H24:\$80m; 1H23: \$15m). Refer to page 48-50 for details of the Operating Balance Sheet

Material investment made in 1H24 to deliver future growth



1H24 investment spend in line with expectations and guidance retained for ~\$13m Underlying EBITDA impact (or EPS 6c) in FY24

	Strategic Investment	Type of Investment	Medium term Opportunity
Group	MA Financial Brand	New marketing campaign promoting MA Products	Building brand awareness as we focus on expanding and diversifying fundraising channels. Brand awareness assists all areas of the business
Asset Management	US Credit Platform	Establishing MA brand and a new fund structure	Multibillion opportunity in the world's largest credit market leveraging strong 10-year track record of acquired US Credit platform
	Singapore distribution	Establishment of distribution platform in Singapore. Looking to launch USD hedged fund classes	Access to large and growing Singapore HNW private wealth market and leverages the Group's Asian distribution platform
Lending & Technology	MA Money	Agile and leading loan product manufacturing, operating infrastructure technology and expanded distribution capability	Potential to grow a highly scalable platform in Australia's largest credit market, residential mortgages. Targeting \$4b loan book by end FY26
	Middle technology	Build and roll out of revolutionary digital experience for mortgage brokers and their clients	Opportunity to become the client interface of choice across the Australian mortgage broking market. Technology demonstrating strong momentum

MA Money expected to be run-rate break even by October 24 with growth accelerating. Demonstrates the execution of the investment strategy.

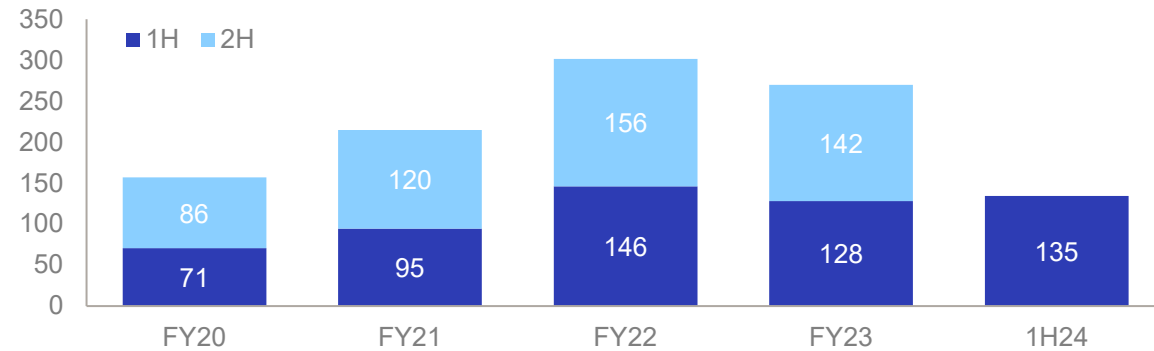
These strategic investments provide highly scalable medium to long-term growth opportunities

Financial performance

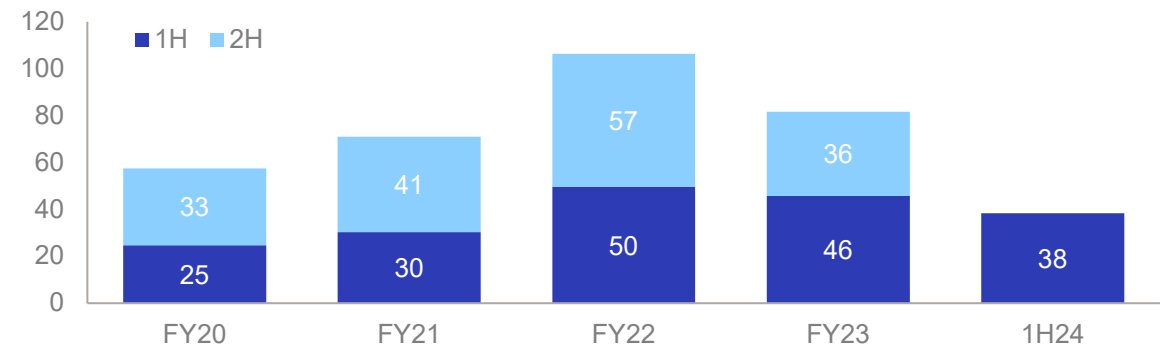


Strong revenue growth underpinned by net flows, growth in Finsure and MA Money, impacted by strategic investments

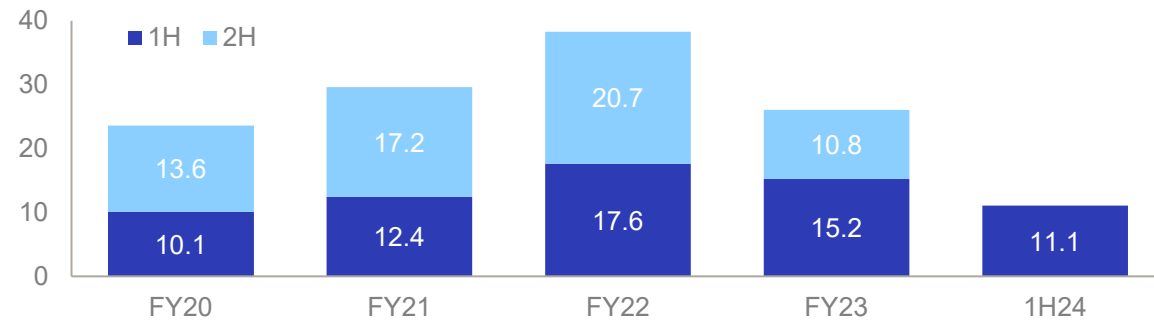
Underlying revenue (\$m)



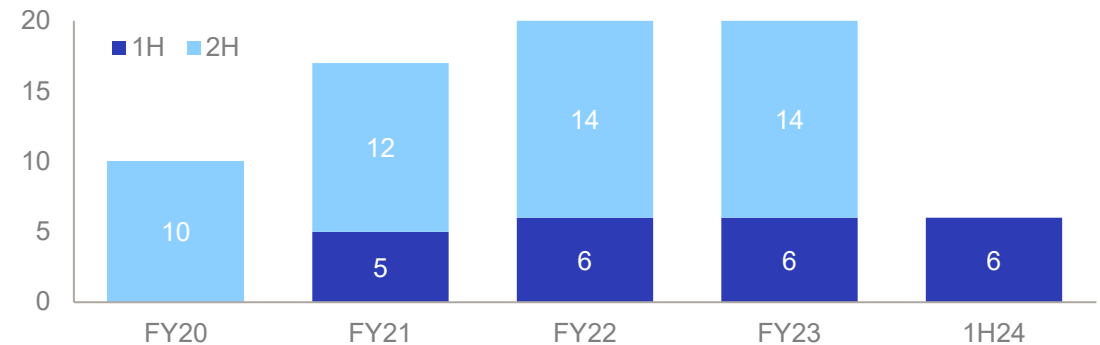
Underlying EBITDA (\$m)



Underlying earnings per share (cps)



Dividend per share (cps)



Business Unit Highlights

Complementary business segments provide a valuable ecosystem with diversification.

Asset Management

EBITDA contribution¹ 75%

- Record first half inflows (gross & net) driven by strong interest in the Group's Private Credit funds as investment fundamentals and fund performance remain compelling
- Non-institutional gross inflows of \$1.1 billion, up 33% on 1H23
- Non-institutional net flows increased to \$672 million up 24% on 1H23 despite an increase in redemptions due to some international HNW investors seeking liquidity
- As expected, recurring revenue margin declined to 150bps (vs 168bps in 1H23) impacted by market conditions, temporary fee waivers and asset mix changes. We expect recurring revenue margin expansion in 2H24 to ~160bps

Lending & Technology

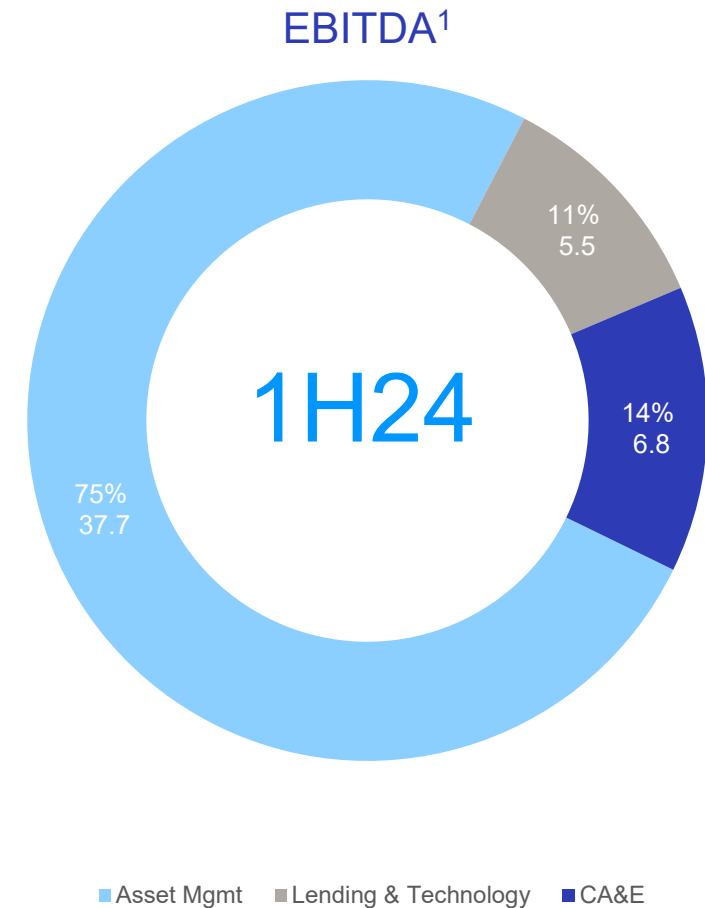
EBITDA contribution¹ 11%

- MA Money loan book up to \$1.4b (up 231% on 1H23) with growth accelerating (currently \$1.6b)
- MA Money NIM of 1.1% was up relative to 2H23 and improving
- Finsure's managed loans up 22% to \$121b since 30 Jun 23
- Brokers on Finsure's platform grew to 3,453, up 21% from 30 Jun 23

Corporate Advisory & Equities

EBITDA contribution¹ 14%

- Advised on over \$1b of transactions during 1H24 as difficult operating environment made deal execution and timing uncertain
- Good activity levels, with work completed in 1H24 on already announced transactions expected to generate approximately \$11m of revenue in 2H24 due to timing of final closure
- Continued bias towards M&A activity. ECM remained difficult although markets improving



1. EBITDA contribution based on 1H24 Underlying EBITDA before unallocated corporate costs

Post balance date activity & outlook

MA

02

Key business activity since 30 June 2024



Positive business momentum continuing with added impetus from announcement of new strategic institutional initiatives

Asset Management	<ul style="list-style-type: none">• Positive momentum in AUM and client fund flows continues<ul style="list-style-type: none">– \$323 million of gross fund inflows (net inflows: \$169 million) received in the first seven weeks of 2H24 with trend similar to 1H24– Strong inflows into Private Credit funds continue to be driven by strong investment performance• Establishment of \$1 billion Real Estate Credit vehicle for global institutional investors with Warburg Pincus• Entered a strategic financing partnership with Flexicommercial, part of ASX-listed Humm Group<ul style="list-style-type: none">– MA Private Credit funds, partnered with a global bank, will acquire up to \$1 billion of commercial asset finance receivables, originated by Flexicommercial
Lending & Technology	<ul style="list-style-type: none">• MA Money volume growth continues to accelerate<ul style="list-style-type: none">– \$1b+ of loan settlements to date in 2024, over \$245 million of new loans settlements since 30 June 2024• Finsure continued growth - strong loan settlement momentum continues in 2H24<ul style="list-style-type: none">– Successful expansion in New Zealand• Middle has now assisted over 30,000 customers through the platform
Corporate Advisory & Equities	<ul style="list-style-type: none">• Positive start to 2H24, with already announced transactions in 2H24 expected to deliver an additional \$11 million¹ of fees in FY24• Strong transaction pipeline remains intact<ul style="list-style-type: none">– Significant broad based activity levels across M&A, and capital structure advisory– Gradually improving equity markets– Market dynamics still making deal timing and execution uncertain

1. Subject to usual closing conditions

Growth and expansion of distribution platform with Warburg Pincus



Broadening global distribution reach with launch of A\$1 billion Real Estate Credit vehicle with Warburg Pincus (WP)

1	Establishment of Real Estate Credit vehicle providing global institutional investors
2	The vehicle has an initial fund-raising target of \$1 billion. First close anticipated to occur by end FY24, at least \$700m
3	The vehicle will provide global institutional investors with unique access to Australia's real estate credit market, funding high-quality developers and residential real estate projects
4	WP has over 58 years global investment experience and is one of Asia's largest private equity real estate investors
5	WP will facilitate offers to certain WP funds that have indicated an intention to invest in the vehicle MA Financial to co-invest up to a maximum of \$20 million
6	WP will be entitled to options of up to 5 million MAF shares at a strike price of \$6.00 upon meeting certain milestones relating to equity commitments and deployment

FY24 outlook commentary



Underlying EPS in 2H24 expected to be materially higher than 1H24 as MA Money transitions to a positive earnings run-rate and all divisions continue to demonstrate positive momentum

Asset Management	<ul style="list-style-type: none">• Expectation for continued growth in fund inflows in 2H24 plus Real Estate Credit vehicle commitments of at least \$700 million• Recurring revenue margin expected to increase in 2H24 to ~160bps• Performance and transaction fees to remain broadly consistent with FY23
Lending & Technology	<ul style="list-style-type: none">• MA Money on track to deliver breakeven run-rate by October• Expectation remains for MA Money to deliver \$15 million to \$20 million NPAT (EPS range 9–12 cps) to the Group in FY26• Operating leverage to emerge in 2H24 as Residential Mortgage Marketplace begins to achieve meaningful scale. Ongoing investment in platforms and talent builds foundations for strong growth beyond FY24
Corporate Advisory & Equities	<ul style="list-style-type: none">• Pipeline remains robust with market conditions currently more constructive than FY23. However, deal completion rates continue to be subject to elongated regulatory processes and macroeconomic volatility• Expecting corporate advisory revenue at the lower end of the Group's \$1.1m – \$1.3m per executive target average, reflective of current market conditions
Strategic Investment	<ul style="list-style-type: none">• Tracking in line with previously flagged expectations.• Investment in strategic initiatives including US Credit Platform, MA Brand, MA Money, Middle and Singapore distribution is expected to impact Underlying EBITDA by approximately \$13m (~6cps Underlying EPS) in FY24. Ongoing investment in growth since our founding has delivered great outcomes.• Impact from strategic investment will reduce significantly in 2H24 relative to 1H24 as MA Money moves into breakeven

This outlook commentary is subject to market conditions, completion rates and timing of corporate advisory transactions and no material regulatory change

Asset Management

MA

03

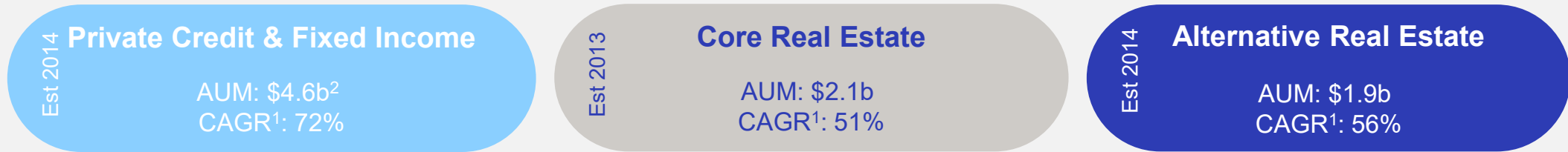
MA Financial is an active manager of alternative asset classes



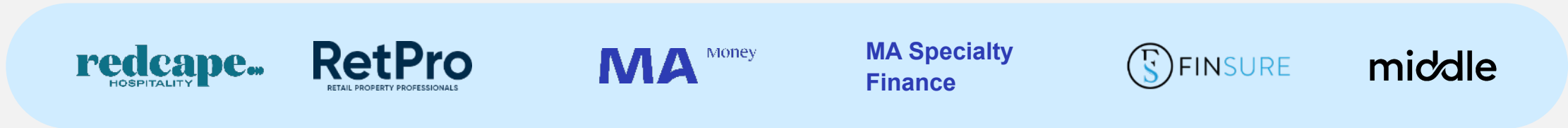
We are active managers of longer duration alternative assets, adding value with operational expertise that requires hands-on management capability. We are more than just financial managers of assets

Specialists in managing and operating assets across three key segments

Access to diverse funding sources to deliver capital efficient growth



Asset Origination & Active Management Capabilities



Capital light growth

DIVERSE FUNDING SOURCES: Managed funds, bank and warehouse facilities, balance sheet co-investment capital

1. AUM CAGR since inception

2. Includes \$374 million of cash and bonds that are managed on behalf of International HNW (Migration) clients

Asset Management Performance



Underlying Financials (\$M)	1H24	1H23	1H24 v 1H23	
Base management fees	48.4	50.3	(4%)	Recurring revenue up underpinned by strong demand for Private Credit funds offsetting temporary fee waivers for MA Redcape Hotel Fund and timing of fund deployment
Credit funds income	22.3	16.9	32%	
Principal investments income	3.5	3.4	3%	
Total recurring revenue	74.2	70.6	5%	
Transaction fees	4.6	5.6	(18%)	In line with expectations reflective of transactional and valuation environment. 1H23 included launch of Marina Fund
Performance fees	4.3	7.3	(41%)	
Transaction based revenue	8.9	12.9	(31%)	
Realised gains on investments	0.6	1.3	(54%)	
Total Underlying Revenue	83.7	84.8	(1%)	
Expenses	46.0	41.9	10%	Expenses reduced excluding investment-related expense relating to US Private Credit and Singapore Distribution
Underlying EBITDA	37.7	42.9	(12%)	
EBITDA margin	45.0%	50.6%	(5.6 pps)	
Recurring revenue margin % ¹	1.50%	1.68%		
Base fees margin % ¹	0.96%	1.18%		

Highlights

Recurring revenue growth benefiting from strong growth in Private Credit Funds

- Average AUM up 17% on 1H23
- Base fees impacted by MA Redcape Hotel Fund temporary fee waivers, asset sales (~\$205m), softer real estate fund performance and AUM reweighting to Private Credit Funds

- Recurring revenue margin remains attractive, supported by performance of the Private Credit funds, and is anticipated to improve in 2H24

Expense growth of 10% reflects strategic investment in future growth opportunities

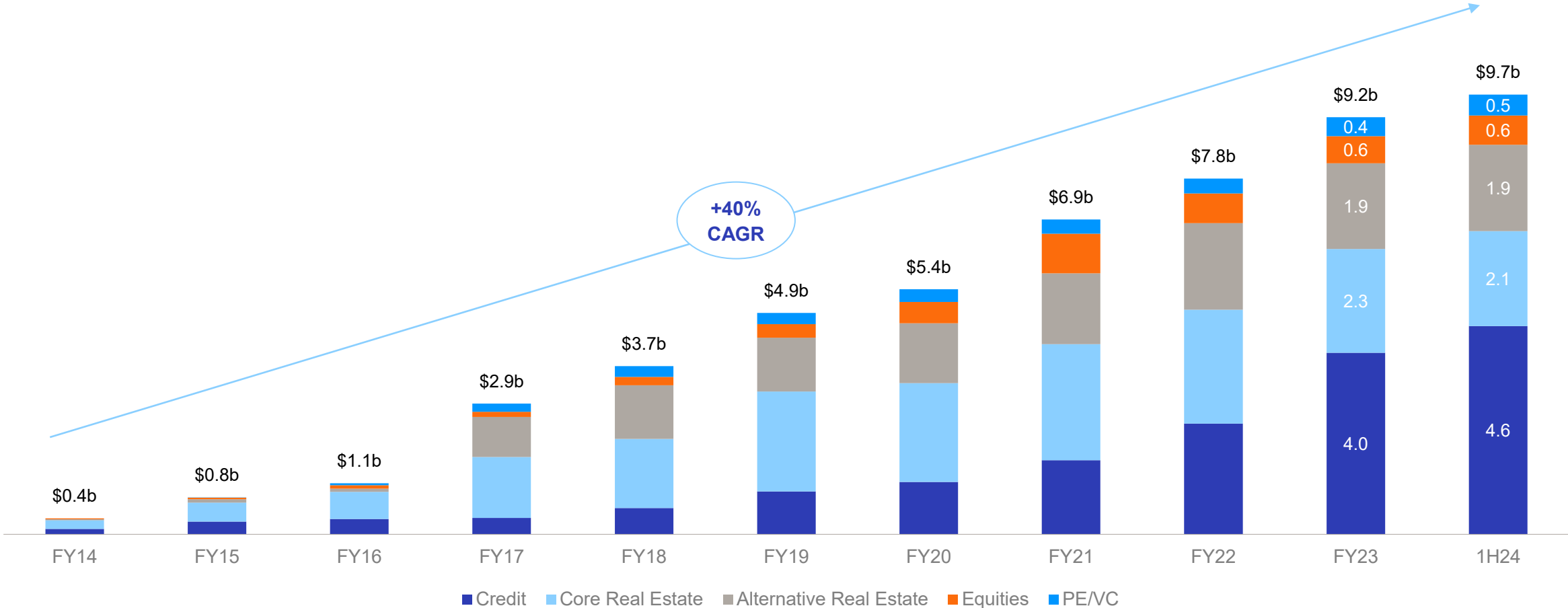
- \$4.8m of additional investment expense relates to US Credit platform and Singapore strategic initiatives lowering the EBITDA margin by 4.4% in 1H24

1. Fee margin % calculated on average AUM over the 12-month period. Excludes RetPro third party revenue

Assets Under Management



AUM at \$9.7 billion with a focus on alternative asset classes



1H24 Fund Flows



Net flows grew 24%¹ with average month exceeding \$110 million. Strong growth in fund flows with Domestic flows up 52% on 1H23.

Flows by Asset Class ² (\$M)	1H24		1H23		
	Gross	Net	Gross	Net	
Credit	994	628	651	446	Strong demand for Credit products, with flows up 53%
Core Real Estate	(10)	(20)	2	(38)	Real Estate gross flows impacted by MA Logistics Funds switch to Credit funds post asset sales (\$10m)
Alternative Real Estate	65	54	144	115	1H23 includes \$136m inflows for MA Marina Fund initial raisings in mid-June 23
Equities	16	(27)	7	(3)	
PE/VC	37	37	24	21	PE/VC flows assisted by increased migration processing and demand for Sustainable Future Fund
Total (ex. Institutional)	1,102	672	828	541	

Flows by Investor Channel ² (\$m)	1H24		1H23		
	Gross	Net	Gross	Net	
Domestic HNW ³ & Retail	722	547	474	328	52% growth in domestic gross flows driven by strong growth in Private Credit
International HNW (Non-Migration)	326	176	314	225	
International HNW (Migration)	54	(51)	40	(12)	Increased liquidity sought by international investors due to the recommencement of migration processing and some larger investors seeking liquidity
Total (ex. Institutional)	1,102	672	828	541	
Institutional	2	2	125	125	
Total (incl. institutional)	1,104	674	953	666	

1. Excluding Institutional category

2. Gross flows include internal switches between asset class, which net to zero in the totals

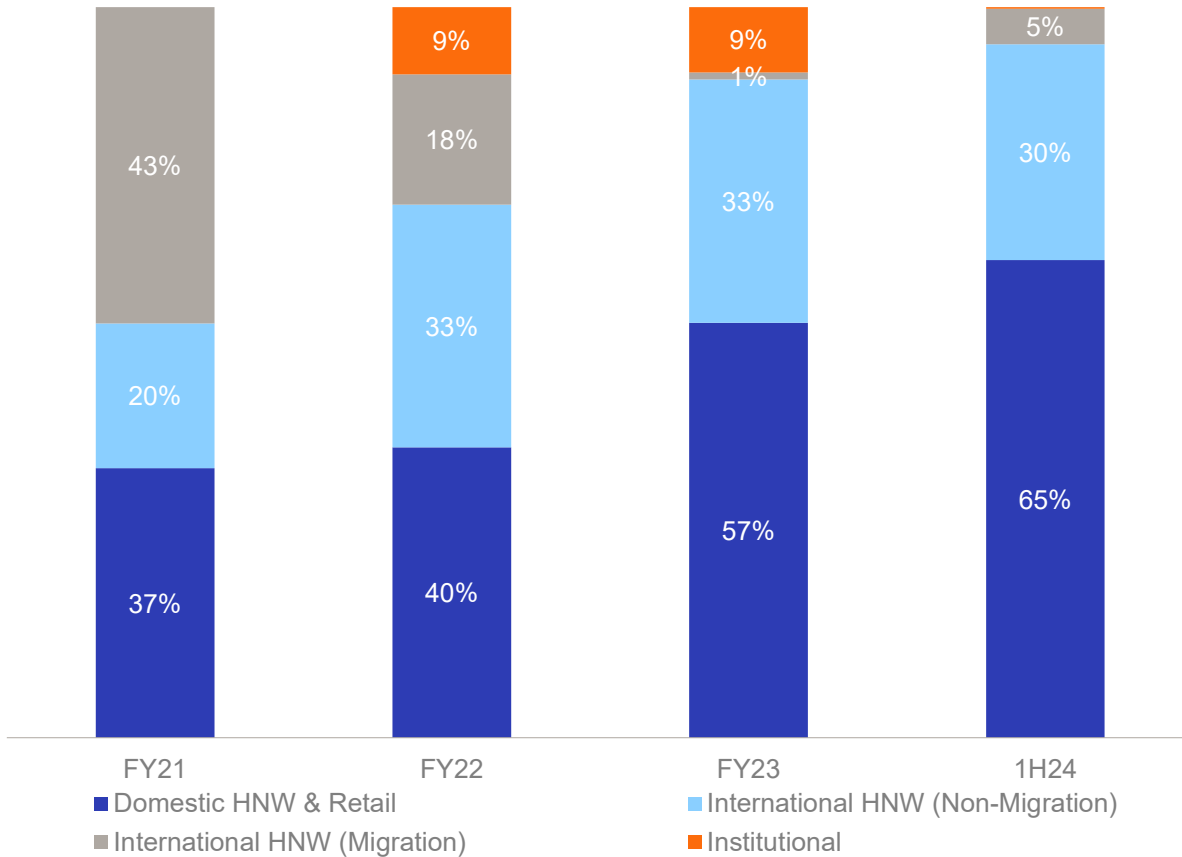
3. High Net Wealth investor as per Corporations Act definition of wholesale investor

Investor Flows

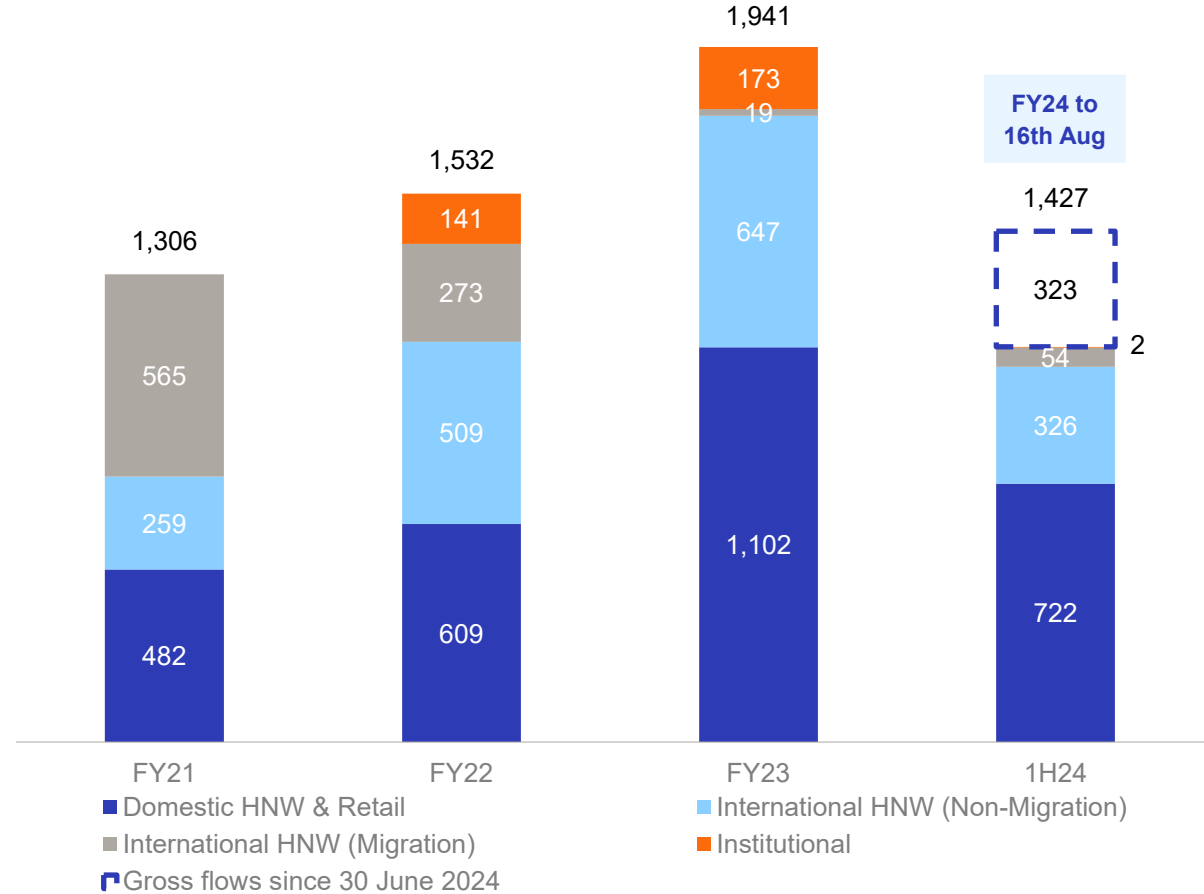


Distribution channels continue to grow and diversify

Investor channel **gross inflows** by proportion (%)



Investor channel **gross inflows** (\$)

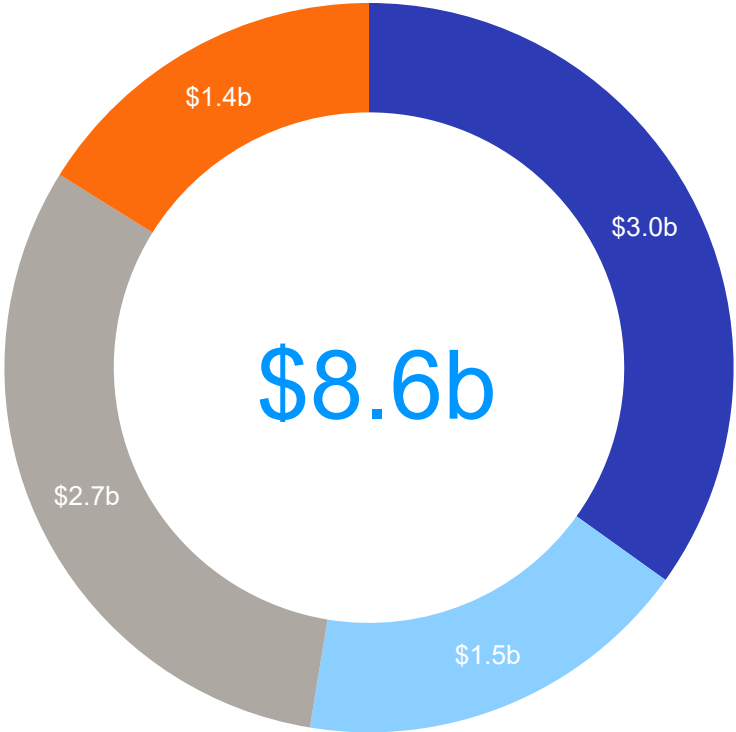


Asset Management client base



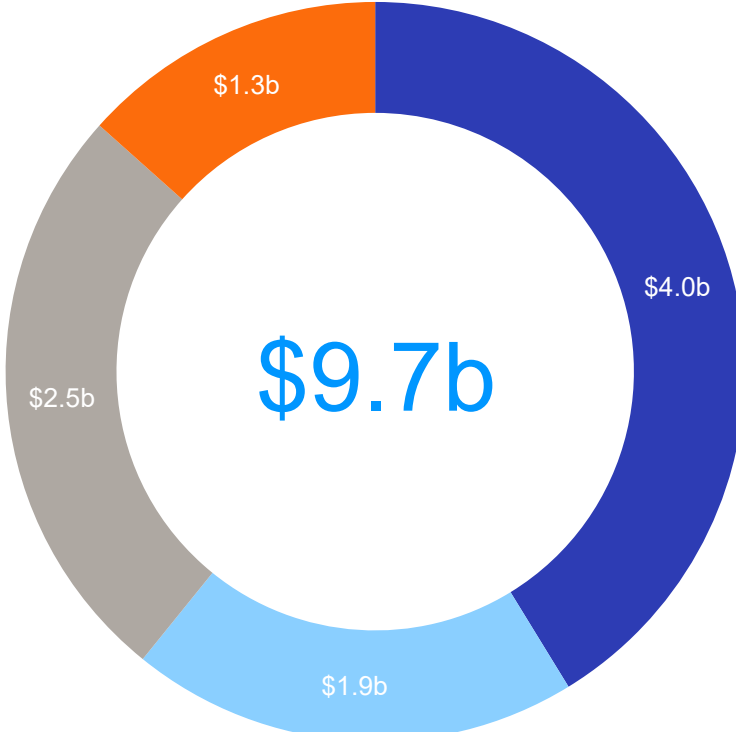
Domestic and International Non-Migration clients increasing as a proportion of total AUM

1H23 AUM by investor channel



- Domestic HNW & Retail
- International HNW (Migration)
- International HNW (Non-Migration)
- Institutional

1H24 AUM by investor channel



- Domestic HNW & Retail
- International HNW (Migration)
- International HNW (Non-Migration)
- Institutional

MA Financial's focus is to be an active manager of alternative asset classes



Diversity of fund strategies delivers continued AUM growth

Private Credit AUM: \$4.6 billion

- Strong momentum on capital raising front, supported by tailwinds in private credit investments and fund performance
- Strong investor demand for Private Credit funds, with MA Private Credit AUM having grown by over \$2 billion in the last 18 months
- Japan distribution channel established with first flows from Japan into the MA Wholesale Global Private Credit Fund
- Continued to expand our brand and platform offering in US Private Credit
- Credit Income Fund (single access point fund for all MA credit strategies) remains a strategic focus for distribution through 2H24, with work continuing on the launch of the retail version of the fund

Real Estate (Core and Alternative) AUM: \$4.0 billion

Core Real Estate (AUM: \$2.1 billion)

- The real estate market remains predominantly dislocated creating opportunities for those with capital. We continue to selectively target assets on compelling acquisition terms at a low point in the cycle
- MA Logistics Fund divested the Direk Refrigerated Logistics Facility in April for \$56 million, 19% above acquisition value over three-year period, resulting in a special distribution of 29 cents per unit
- Arndale shopping centre in Adelaide currently on market for sale in 2H24

Alternative Real Estate (AUM: \$1.9 billion)

- MA Marina Fund continues to grow as a scalable alternative real estate strategy with a strong pipeline of growth capex and acquisition options. Fund AUM now over \$300m following acquisitions of East Coast Marina for \$33 million
- MA Accommodation Hotel Fund completed acquisition of Four Points by Sheraton in Docklands in April 2024 for \$96 million and further growth opportunities are being assessed
- Proactively managed Redcape Hotel Group through period of uncertainty completing a successful program of asset sales. The Fund's liquidity facility has resumed as of April providing for a \$10m per quarter cap on redemptions. Growth capex program is underway and like-for-like venue EBITDA growth in June 24 quarter was a strong 7.0% on 1H23
- Demonstrating the continued demand for hospitality assets Redcape has contracted to sell a further three hotels late in 1H for \$136 million at approx. book value. These will settle in 2H24

Credit Investing + Lending & Technology = Powerful driver of growth



Sourcing credit assets directly through our proprietary relationships and in-house platforms is a significant strategic advantage. Over 75% of our \$4.6b in credit investment funds have been directly originated by our teams through our proprietary channels, including our lending platforms

DIVERSIFIED CREDIT

FUNDS

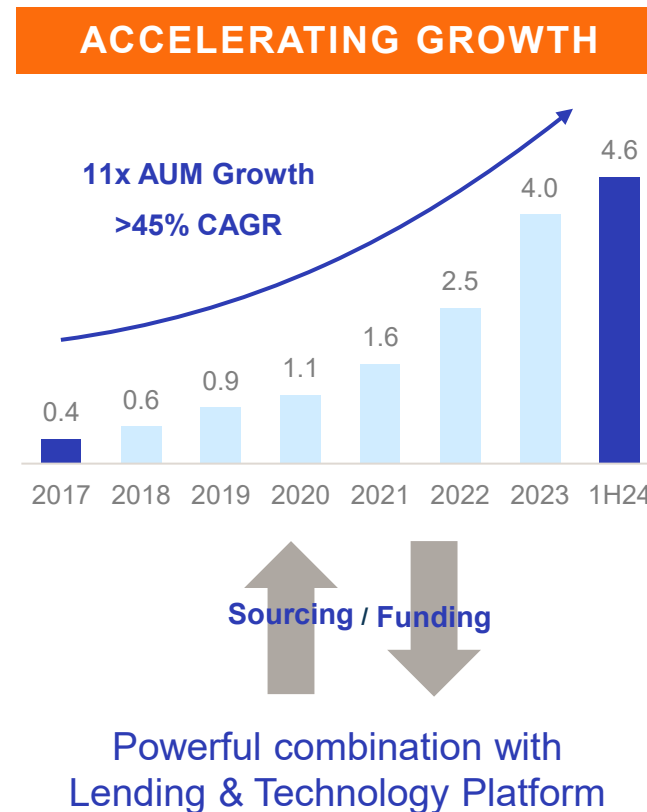
- MA Priority Income Funds
- MA Global Private Credit Fund
- MA Credit Opportunities Fund
- MA Credit Income Fund

CAPABILITY

- Asset backed loans
- Specialty Credit
- Corporate Debt

STRATEGIC ADVANTAGE

- Lending division
- Asset origination
- Data analytics
- Balance sheet co-investment



REAL ESTATE CREDIT

FUNDS

- MA Real Estate Credit Strategies
 - Retail and Wholesale product
- Institutional Real Estate Credit vehicle (WP)

CAPABILITY

- Real Estate Secured Loans
- Investment Loans
- Development Loans

STRATEGIC ADVANTAGE

- Finsure – data and origination
- Asset origination
- Data analytics
- Real Estate project management

Lending & Technology

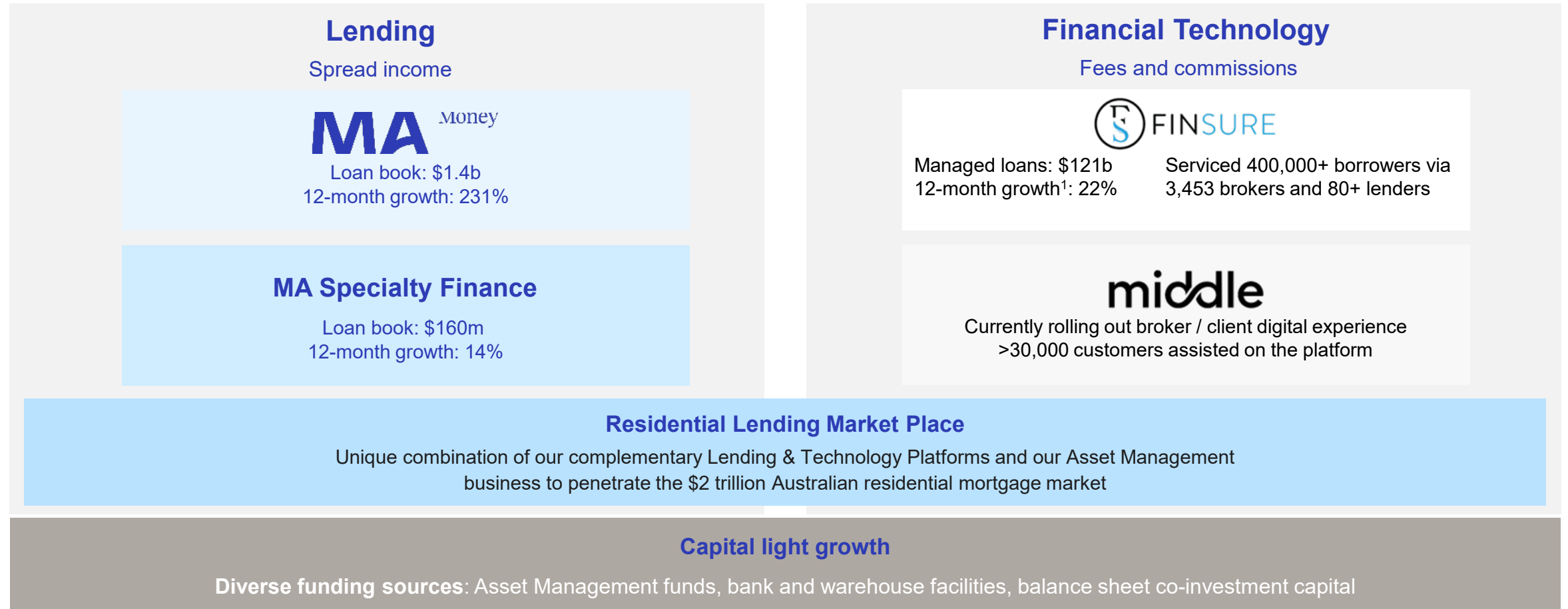
MA

04

We are building a tech-enabled highly scalable Lending ecosystem



Creation of a tech-enabled highly scalable lending ecosystem that generates fee-based income, spread income and investment product for our managed funds



1. Creation of a tech-enabled highly scalable lending ecosystem that generates fee-based income, spread income and investment product for our managed funds

Lending & Technology Divisional Performance



Strong volume growth across Finsure and MA Money lifts revenue and positions business well for scale benefits to emerge

Underlying Financials (\$M)	1H24	1H23	1H24 v 1H23	
Financial Technology	20.7	16.5	25%	Represents growth in Finsure managed loans and total brokers
Lending Platforms	5.8	4.3	35%	MA Money strong growth, partly offset by lower Specialty contribution
Total Underlying Revenue	26.5	20.8	27%	
Expenses	21.0	14.0	50%	Continued investment into people and platforms as the MA Money loan book grows
Underlying EBITDA	5.5	6.8	(19%)	
EBITDA margin	20.8%	32.7%	(11.9 pps)	

Highlights

- Technology (Finsure) contributed strong growth in 1H24 with a 19% increase in recurring revenue
- Lending platforms expanded rapidly with 176% portfolio growth with MA Money on track of run rate breakeven by October
- MA Money recorded 215% increase in settlements and 231% increase in closing AUM from 1H23

Financial Technology Performance



Finsure continues to grow quickly, continuing to add brokers to its tech-enabled platform

Underlying Financials (\$M)	1H24	1H23	1H24 v 1H23	
Fees & commissions				Reflects strong growth in managed loans and brokers on platform
Subscription fees and trail commissions	14.5	12.2	19%	
Upfront commissions and other fees	1.9	1.4	36%	
Trail book value movement	4.3	2.9	48%	Due to increase in broker fees during 1H24
Total Underlying Revenue	20.7	16.5	25%	
Expenses	10.6	8.4	26%	
Underlying EBITDA	10.1	8.1	25%	
EBITDA margin	48.8%	49.1%	(0.3 pps)	

Fee and Commission Drivers	1H24	1H23	1H24 v 1H23	
Managed Loans (\$b)	121	99	22%	Finsure's technology platform and market-leading broker revenue model are key to delivering growth
Brokers on Platform	3,453	2,846	21%	
Revenue per Broker ¹ (\$k)	10.0	9.9		Positive revenue per broker increase

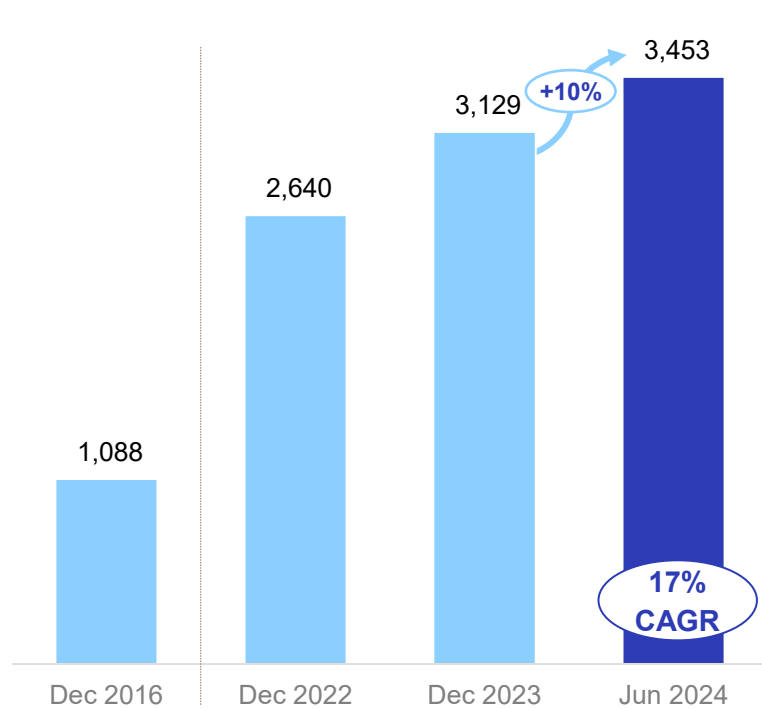
1. Revenue excluding trail book value movement divided by average number of brokers

Finsure Platform Growth

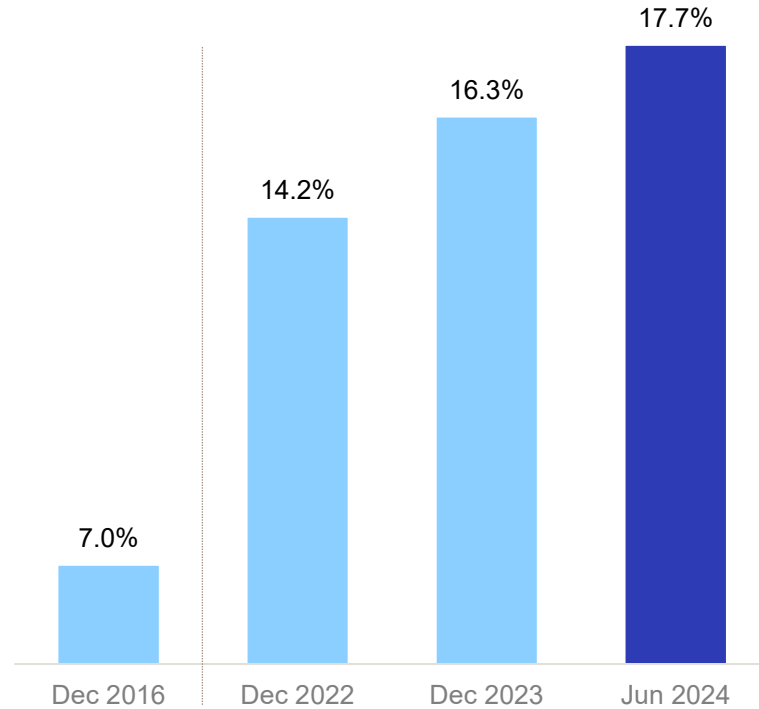


Finsure continues to grow its market position with a differentiated proposition for brokers focused on value-add service innovation and technology

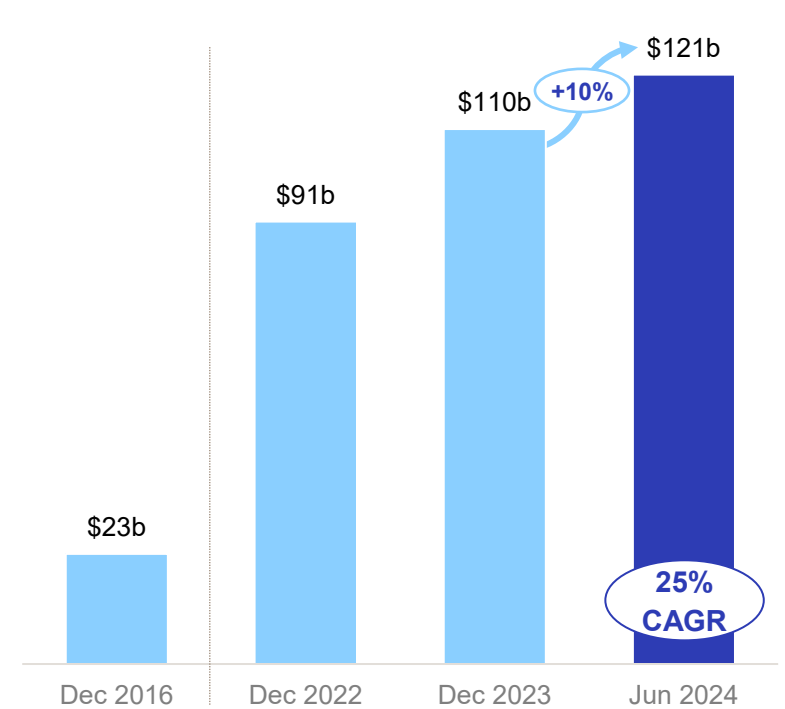
Brokers on Platform



Finsure's Broker market share¹



Managed Loans



1. Finsure share of broker market based on dividing Finsure brokers on platform by total Australian broker numbers, per MFAA Industry Intelligence Service 15th edition report (MFAA report uses March period ends)

Lending Platforms Performance



MA Money expected to run-rate breakeven by Oct-24 with significant investment in the platform to unlock future earnings growth

Underlying Financials (\$M)	1H24	1H23	1H24 v 1H23	
MA Money	4.8	2.5	92%	As expected, strong loan book growth offset by margin compression from competitive pricing and product mix
Specialty Finance	1.0	1.8	(44%)	
Total Underlying Revenue	5.8	4.3	35%	Reduced income as balance sheet credit asset recycled through a MA managed fund and NIM compression due to higher funding costs
Expenses	10.4	5.6	86%	Investment spend to scale platform
Underlying EBITDA	(4.6)	(1.3)	254%	
Performance Drivers	1H24	1H23	1H24 v 1H23	
Total Loan Book (\$M)	1,558	564	176%	231% growth in MA Money loan book. Gross monthly settlements average in 1H24 ~\$125 million
Average Invested Capital (\$M)	22	11	100%	
MA Money Drivers				
MA Money NIM % ¹	1.1%	1.8%		Increased costs as additional funding capacity temporarily increased unused fees. MA Money shift to a more diverse product offering
MA Money ROIC % ¹	(44.2%)	(42.4%)		
				1H24 NIM up 20bps on 2H23 expected to continue to stabilise as the business matures

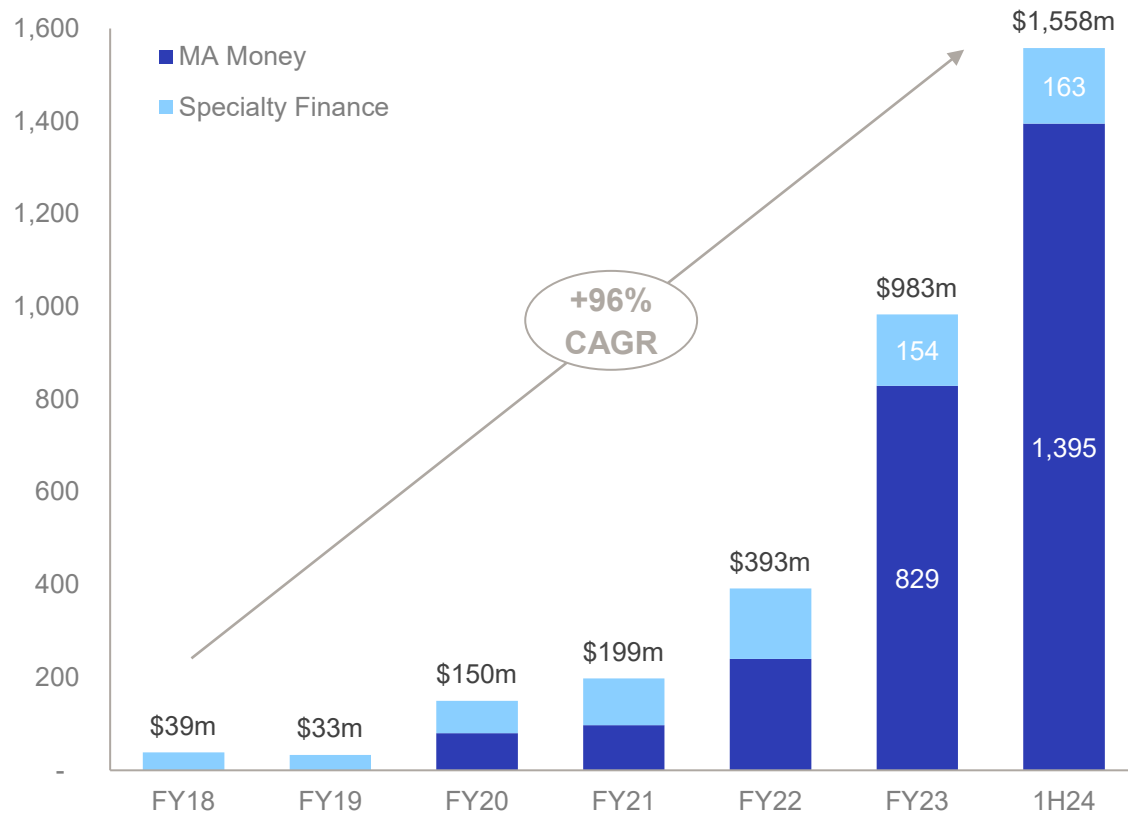
1. NIM & ROIC have both been annualised

Loan Book Growth and Invested Capital

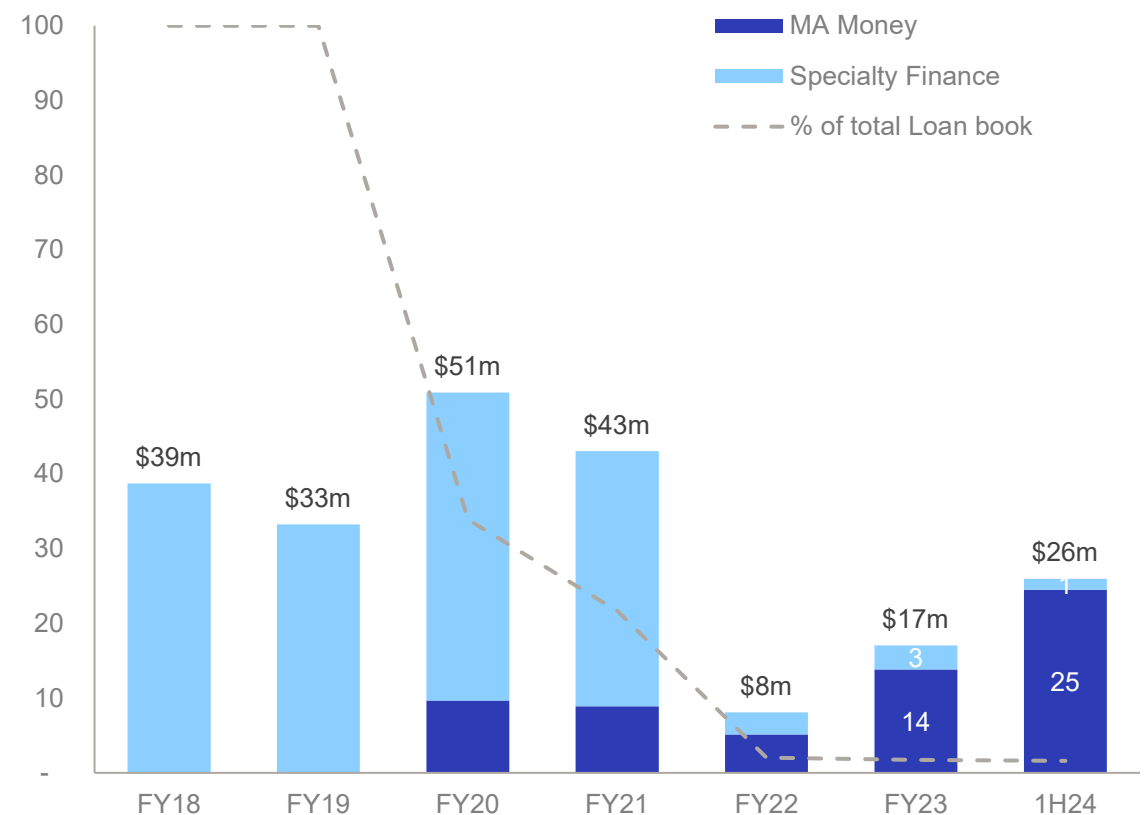


MA Money on track to hit its growth target of \$4b loan book by FY26

Loan Book growth (A\$m at year end)



Invested capital¹ (A\$m / % at year end)



1. Invested capital reflects invested Operating Balance Sheet capital that generates spread income

Corporate Advisory & Equities

MA

05

Corporate Advisory & Equities Performance



Solid 1H24 result given market conditions with revenue up 10% on 1H23. Pipeline remains robust with significant skew to M&A activity

Underlying Financials (\$M)	1H24	1H23	1H24 v 1H23
Corporate Advisory fees	22.0	19.6	12%
Equities commissions	2.5	2.6	(4%)
Total Underlying Revenue	24.5	22.2	10%
Expenses	17.7	17.4	2%
Underlying EBITDA	6.8	4.8	42%
EBITDA margin	27.8%	21.6%	6.2 pps
Advisory headcount (avg FTE)	49	56	(7)
Equities headcount (avg FTE)	18	17	1

Highlights

Corporate Advisory fees up 12%:

- Transactional activity driven by M&A and capital structure advisory work
- ECM activity starting to improve
- Headcount gradually reduced over period to 1H24 due to natural attrition

- Positive start to 2H24 with already announced transactions expected to deliver \$11 million¹ of fees in 2H24
- Deal timeframes remain elongated and operating environment still creates risk around deal timing and execution
- Will continue to evaluate incremental investment in teams and new hires that build the platform and broaden growth potential

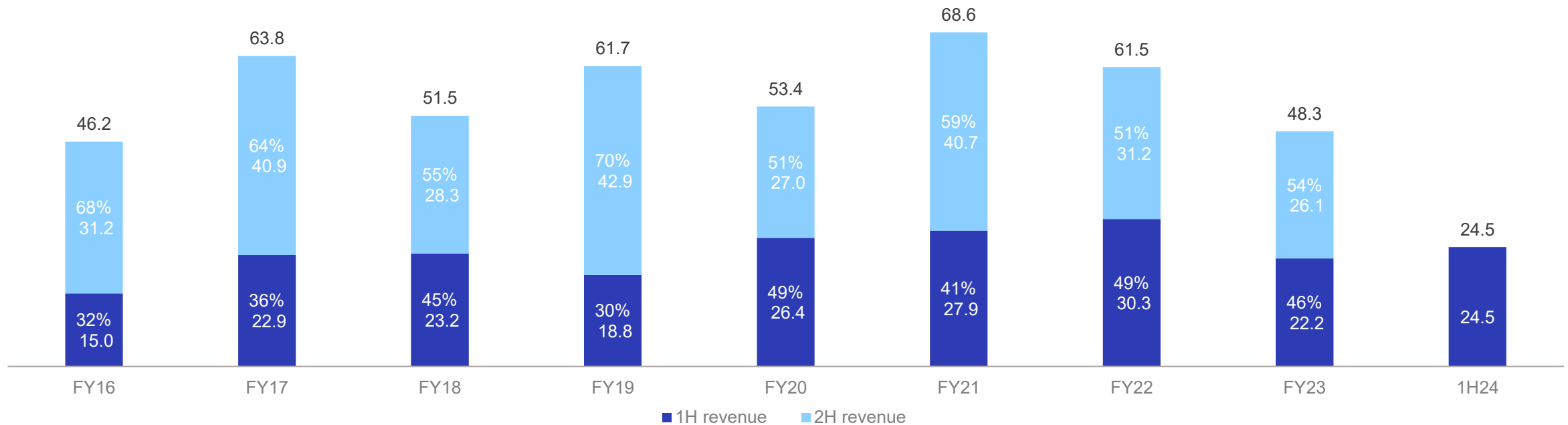
1. Subject to usual closing conditions

Revenue seasonality

Corporate Advisory revenue typically weighted to second half

- Corporate Advisory & Equities revenue is typically seasonal with, on average, second half weighting of approximately 60%
- Market conditions make deal execution and timing less predictable. Expectation remains for a seasonal bias to 2H24

Historical Corporate Advisory & Equities Revenue (\$M)



1H24 Financials

MA

06

Group Underlying Profit and Loss¹



Summary Underlying Profit & Loss Statement (\$M)	1H24	1H23	1H24 v 1H23	
Asset Management	83.7	84.8	(1%)	Growth in recurring revenue offset by lower transaction and performance fees
Lending & Technology	26.5	20.8	27%	Reflects strong loan book growth in Finsure and MA Money
Corporate Advisory & Equities	24.5	22.2	10%	
Corporate	(0.2)	0.5	(140%)	
Total Underlying Revenue	134.5	128.3	5%	Growth reflects strategic investment in US credit platform and scaling of MA Money, as well as compensation increases
Expenses				
Compensation	75.2	64.0	18%	Continued investment in cybersecurity and tech enablement
Marketing and business development	4.8	5.3	(9%)	
Technology and Market Data	5.3	5.0	6%	
Legal, compliance and other professional fees	3.6	3.4	6%	
Other costs	7.3	4.9	49%	Strategic investment in MA Money warehouse capacity (fund administration costs), as well as investments in US credit platform and Singapore
Total expenses	96.2	82.6	16%	
Underlying EBITDA	38.3	45.7	(16%)	
Depreciation & Amortisation	7.0	6.6	6%	
Net Interest Expense	5.9	4.3	37%	Increase in interest reflects refinancing of debt maturities and new \$70m note issuance
Underlying PBT	25.4	34.8	(27%)	
Tax expense (30%)	7.6	10.4	(27%)	
Underlying NPAT	17.8	24.4	(27%)	
EPS (cents / shares)	11.1¢	15.2¢	(27%)	
Underlying EBITDA margin	28.5%	35.6%		EBITDA margin in line with expectations with a slight improvement expected in 2H24
Compensation ratio ²	52.9%	49.8%		

1. Refer to pages 45-47 for a reconciliation of Statutory to Underlying Results

2. Compensation expense used in the ratio calculation has been adjusted to remove one-off charges

Group Operating Balance Sheet¹



Operating Balance Sheet (\$M)	30 Jun 2024	31 Dec 2023	
Cash and cash equivalents	18.2	43.1	Co-investments during the half, with assets recycled in July 24 Cash balance \$50m in July 24
Loans receivable	8.6	6.2	
Investments	224.9	203.6	Refer to following slide for detail on investments
Net trail book asset	48.4	44.1	
Goodwill and other intangibles	195.1	195.9	
Right-of-use asset	62.8	66.0	
Other assets	110.0	105.1	
Total Assets	668.0	664.0	Comprises distributions, fees and commissions receivable, as well as fixed & other assets
Borrowings	133.9	95.0	Increase reflects new note issuance in May 24
Lease liabilities	70.0	71.5	
Other liabilities	71.4	100.0	
Total Liabilities	275.3	266.5	Includes payables, bonus provisions and net deferred tax liability
Net Assets	392.7	397.5	
Net Tangible Assets	214.0	219.5	
Net Tangible Assets per share	1.33	1.37	

Highlights

- Strong operating balance sheet with cash of \$18m, corporate debt of \$134m, and undrawn revolving corporate debt facility of \$80m provides flexibility for growth
- Successfully closed a \$70m offering of senior unsecured notes, accessing the wholesale debt markets for the first time. The net cash proceeds from the notes were subsequently used to refinance existing corporate bonds and support ongoing growth initiatives
- Recycled approximately \$40m of prior investments during the half and re-invested more than \$60m to support new and existing fund growth and strategic initiatives

1. Refer to page 48-50 for a reconciliation of the Operating to Statutory Balance Sheet

Group Investments



Ability to recycle capital and maintain a dynamic investment portfolio underpins balance sheet strength

Summary of Investments (\$M)	30 Jun 2024	31 Dec 2023
Lending (MA Money & Specialty Invested Capital)	26.0	17.1
Co-investments	63.5	51.4
Private Credit funds	87.6	87.6
MA Redcape Hotel Fund	52.2	49.3
Other equity investments	4.2	4.4
Total	233.5	209.8

Highlights

- Lending investments increase reflects continued growth of MA Money
- Co-investments reflects ability to recycle capital and maintain a dynamic investment portfolio
- Redcape change driven by a statutory movements, offset by distributions received
- Redcape investment valued at \$75m based on 30 June 2024 unit price of \$1.4801

What we do

MA

07

Our core capabilities position us well for medium term growth



Focus on building sustainable earnings growth

01.

Builder of valuable businesses in large addressable markets

02.

Scalable business powered by unique distribution

03.

Diversified capital sources and client investor base

04.

Strong balance sheet to support growth initiatives

05.

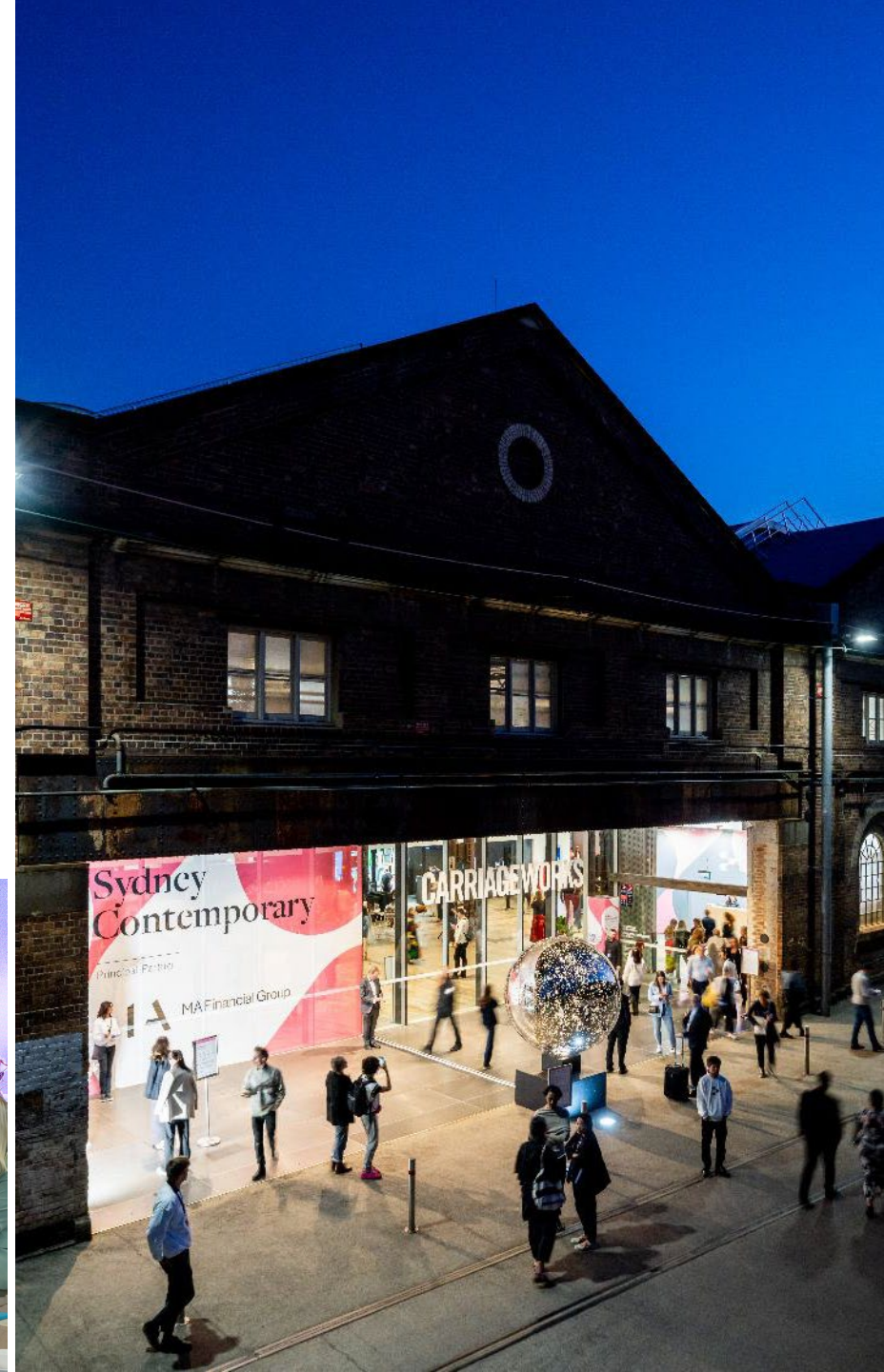
Specialised advisory capabilities aligned to a leading independent global platform

06.

Experienced management strongly aligned with shareholders

MA in the community

- Established in 2018, the MA Foundation has three long-term community partners: GO Foundation, BackTrack, and the Mirabel Foundation.
- It also supports charities and community causes that hold significant importance to our staff. To date, **the Foundation has donated over \$8.4 million to more than 35 charities.**
- MA Financial is the principal partner of the Sydney Contemporary Art Fair and the MA Art Prize, granted annually to an emerging artist whose work shows potential.
- We're proud of the role we play in providing this platform for emerging and established artists



08

Appendix – Financials

1H24 Financials - Statutory to Underlying Profit Reconciliation



	Note	Revenue ¹	EBITDA	NPAT	CI ¹
1H24 Statutory Results (\$m)		244.5	133.2	13.5	12.1
Differences in measurement					
Business acquisition adjustments	(a)	-	0.6	3.1	3.1
Adjustments relating to co-investments	(b)	1.8	1.8	1.8	7.3
Adjustments relating to associates	(c)	(1.1)	(1.1)	(1.1)	(2.8)
Adjustments relating to Lending Trusts ²	(d)	0.7	0.7	0.3	0.3
Software development adjustments	(e)	-	0.5	(0.2)	(0.2)
Differences in classification					
Adjustments relating to Lending Trusts ²	(d)	(97.7)	(96.1)	-	-
Credit investments	(f)	(4.0)	-	-	-
Interest Income	(g)	(1.3)	(1.3)	-	-
Expense reallocations	(h)	(8.4)	-	-	-
<i>Tax on adjustments</i>		-	-	0.4	(2.0)
Total adjustments		(110.0)	(94.9)	4.3	5.7
1H24 Underlying results		134.5	38.3	17.8	17.8

Refer to page 47 for detailed notes to the Underlying Profit Reconciliation

1. Revenue refers to total income on the Condensed consolidated statement of profit or loss and other comprehensive income

2. Lending Trusts refers to consolidated credit trusts including residential mortgage-backed securitisation trusts, specialty lending trusts and credit trusts in the Priority Income Fund strategies that the Group manages and consolidates

1H23 Financials - Statutory to Underlying Profit Reconciliation



	Note	Revenue ¹	EBITDA	NPAT	CI ¹
1H23 Statutory Results (\$m)		172.9	75.7	17.3	16.5
Differences in measurement					
Business acquisition adjustments	(a)	-	3.9	5.6	5.6
Adjustments relating to co-investments	(b)	-	-	-	(0.3)
Adjustments relating to associates	(c)	2.3	2.3	2.3	3.9
Software development adjustments	(e)	-	2.2	1.9	1.9
Differences in classification					
Adjustments relating to Lending Trusts ²	(d)	(36.6)	(35.5)	-	-
Credit investments	(f)	(0.9)	-	-	-
Interest Income	(g)	(2.9)	(2.9)	-	-
Expense reallocations	(h)	(6.5)	-	-	-
<i>Tax on adjustments</i>		-	-	(2.7)	(3.2)
Total adjustments		(44.6)	(30.0)	7.1	7.9
1H23 Underlying results		128.3	45.7	24.4	24.4

Refer to page 47 for detailed notes to the Underlying Profit Reconciliation

1. Revenue refers to total income on the Condensed consolidated statement of profit or loss and other comprehensive income

2. Lending Trusts refers to consolidated credit trusts including residential mortgage-backed securitisation trusts, specialty lending trusts and credit trusts in the Priority Income Fund strategies that the Group manages and consolidates

Notes to Statutory to Underlying Profit Reconciliation



Differences in Measurement and Classification

- a) The Underlying treatment removes transaction costs related to business acquisitions. In addition, the Underlying treatment removes earn-out cash and share-based payments to vendors, who are now employees of the Group, that are required to be recognised under IFRS as either salary and wages or share-based payment expenses. During the period \$0.6m of expenses (30 June 2023: \$3.9 million) related to business acquisitions has been removed from Underlying EBITDA. Underlying NPAT also excludes the non-cash IFRS expenditure relating to the amortisation of intangible assets, recognised in a business combination, of \$2.5 million (30 June 2023: \$1.7 million).
- b) The Underlying treatment only recognises realised gains/losses on disposal of financial investments in Underlying revenue. The Underlying treatment does not include unrealised gains and losses on financial investments, in line with the change in approach announced during 2022. During the period, unrealised losses on financial investments of \$6.7 million have been excluded from the Underlying result (30 June 2023: \$0.2 million gain). The adjustment also removes the foreign currency translation gain for the Group's offshore entities of \$1.2 million (30 June 2023: \$0.1 million gain) and includes realised distributions and managements fees received from consolidated managed fund investments of \$1.7m (30 June 2023: nil).
- c) The Underlying treatment records dividends and distributions receivable from associates in Underlying revenue as opposed to the IFRS treatment of recording the Group's share of accounting profit or loss of an associate. Underlying revenue also recognises the realised gains/losses on any disposal of an investment in associate.
- d) The Underlying treatment records the net distributions received from the Lending Trusts in Underlying revenue. As such interest and other expenses are reclassified to interest income to reflect this net position. The Underlying treatment removes the external unit holders share of the Lending Trusts expected credit loss provision and net profit after tax.
- e) The Underlying treatment capitalises and amortises certain operational platform and software development costs that are required to be expensed per accounting standards.
- f) The Underlying ECL expenses are reclassified from statutory expense to Underlying revenue to be consistent with how management view the movement in the value of investments.
- g) Interest income on cash and bank balances of \$1.2 million (30 June 2023: \$2.9 million) is reclassified to Underlying interest expense.
- h) The Underlying adjustment reclassifies revenue against those expenses that have been recovered to reflect the net nil impact to the Group.

1H24 Balance Sheet – Operating to Statutory Reconciliation



Summary Consolidated Balance Sheet (\$M)	30 Jun 2024 Operating	30 Jun 2024 Lending Trusts ¹	30 Jun 2024 Reclassifications	30 Jun 2024 Statutory
Cash and cash equivalents	18.2	144.4	-	162.6
Loans receivable	8.6	2,950.5	-	2,959.1
Investments	224.9	(160.7)	135.0	199.2
Trail book contract asset	48.4	-	730.6	779.0
Goodwill and other intangibles	195.1	-	-	195.1
Right-of-use asset	62.8	-	-	62.8
Other assets	110.0	(19.4)	9.0	99.6
Total Assets	668.0	2,914.8	874.6	4,457.4
Borrowings	133.9	1367.3	49.1	1,550.3
Fund Preferred Units	-	1455.6	-	1,455.6
Trail book contract liability	-	-	730.6	730.6
Lease liability	70.0	-	-	70.0
Other liabilities	71.4	91.9	94.9	258.2
Total Liabilities	275.3	2,914.8	874.6	4,064.7
Net Assets	392.7	-	-	392.7

Refer to page 50 for detailed notes to the Operating Balance Sheet Reconciliation

1. Lending Trusts refers to consolidated credit trusts including residential mortgage-backed securitisation trusts, specialty lending trusts and credit trusts in the Priority Income Fund strategies that the Group manages and consolidates

FY23 Balance Sheet – Operating to Statutory Reconciliation



Summary Consolidated Balance Sheet (\$M)	31 Dec 2023 Operating	31 Dec 2023 Lending Trusts ¹	31 Dec 2023 Reclassifications	31 Dec 2023 Statutory
Cash and cash equivalents	43.1	137.2	-	180.3
Loans receivable	6.2	2,082.6	-	2,088.8
Investments	203.6	(133.5)	141.6	211.7
Trail book contract asset	44.1	-	661.2	705.3
Goodwill and other intangibles	195.9	-	-	195.9
Right-of-use asset	66.0	-	-	66.0
Other assets	105.1	(11.5)	6.2	99.8
Total Assets	664.0	2,074.8	809.0	3,547.8
Borrowings	95.0	891.9	39.1	1,026.0
Fund Preferred Units	-	1,127.5	-	1,127.5
Trail book contract liability	-	-	661.2	661.2
Lease liability	71.5	-	-	71.5
Other liabilities	100.0	55.4	108.7	264.1
Total Liabilities	266.5	2,074.8	809.0	3,150.3
Net Assets	397.5	-	-	397.5

Refer to page 50 for detailed notes to the Operating Balance Sheet Reconciliation

1. Lending Trusts refers to consolidated credit trusts including residential mortgage-backed securitisation trusts, specialty lending trusts and credit trusts in the Priority Income Fund strategies that the Group manages and consolidates

Notes to Operating Balance Sheet Reconciliation



Lending Trust Adjustments

- The Group utilises non-recourse funding vehicles (Lending Trusts) typically in the form of securitisation trusts and bank warehouses for spread income generation in its Lending business and Credit Funds Income in its Asset Management business.
- The Lending Trusts are funded by a combination of equity provided by the Group (Invested Capital and PIF B units) and third-party funding in the form of bank debt or Fund Preferred Units (FPU).
- The proceeds of the funding are invested into asset backed securities such as receivables and residential mortgages.
- The Operating adjustment removes the gross assets and third-party funding of the Lending Trusts to reflect only the carrying value of the Group's Invested Capital and PIF B units.
- The Invested Capital and PIF B units represent the Group's economic exposure to the Lending Trusts and the capital invested against which return metrics are measured by management.

Reclassifications

- The reclassification adjustments seek to present the balance sheet on a net basis rather than a gross basis to align with management's view.
- Key adjustments relate to the presentation of:
 - Finsure's trail commission contract asset and contract liability on a net basis as opposed to the gross statutory basis; and
 - the net investment and economic exposure of seed investments in certain funds which are otherwise required to be consolidated on a statutory basis.

Group Underlying Profit & Loss – Divisional Summary

MA

Underlying Profit & Loss (\$M)	1H24	1H23
Revenue		
Asset Management	83.7	84.8
Lending & Technology	26.5	20.8
Corporate Advisory and Equities	24.5	22.2
Corporate	(0.2)	0.5
Total Revenue	134.5	128.3
Expenses		
Asset Management	46.0	41.9
Lending & Technology	21.0	14.0
Corporate Advisory and Equities	17.7	17.4
Corporate	11.5	9.3
Total Expenses	96.2	82.6
Underlying EBITDA		
Asset Management	37.7	42.9
Lending & Technology	5.5	6.8
Corporate Advisory and Equities	6.8	4.8
Corporate	(11.7)	(8.8)
Total Underlying EBITDA	38.3	45.7

Borrowings - Operating



Borrowings (\$M)		Maturity date	Coupon	30 Jun 2024	31 Dec 2023
MA Bond IV	Unsecured note	Sep 2024	5.85%	40.0	40.0
MA Bond VI	Unsecured note	Sep 2027	5.75%	25.0	25.0
MACI Bond	Unsecured note – limited recourse	May 2024	4.35% + RBA cash rate	0.0	30.0
MAFG Finance Notes	Unsecured note	Apr 2028	4.85% + 3M BBSW	70.0	0.0
Total Notes Issued				135.0	95.0
Corporate Facility	Facility Total: \$80m		2.35% + BBSY Bid	0.0	0.0
Total Facility Drawn				0.0	0.0

Highlights

- On 18 April 2024, MAFG Finance Pty Ltd successfully issued \$55 million unsecured floating rate notes, with additional \$15 million issued via an exchange offer to current MACI noteholders on 16 May 2024. Both tranches were consolidated into a single series of \$70 million MAFG Finance Notes
- The remaining \$15 million MACI Bond was repaid on 16 May 2024
- \$80 million corporate facility currently undrawn, providing increased flexibility for strategic and growth initiatives
- Unsecured notes are covenant-lite, requiring only payment of interest and return of principal

Shares on issue



Summary of Shares on Issue

	30 Jun 24	31 Dec 23
Total shares on issue	181,342,954	178,331,811
Less: Treasury shares	19,852,738	18,437,383
Net shares on issue	161,490,216	159,894,428
Weighted average number of shares on issue	180,052,464	177,658,634
Less: Weighted average number of treasury shares	19,095,872	17,478,799
Weighted average number of net shares - used in Underlying EPS	160,956,592	160,179,835

Highlights

- The Company had authorised share capital at 30 June 2024 amounting to 181,342,954 ordinary shares (31 Dec 2023: 178,331,811). Ordinary shares entitle the holder to participate in dividends and the proceeds on the winding up of the Company in proportion to the number of and amounts paid on the shares held. The fully paid ordinary shares have no par value.
- Treasury shares represent unvested shares the Group holds on behalf of the Staff Share Plan
- Treasury shares reduce as vesting and/or performance conditions are met and the shares are transferred to the relevant staff members

Core Real Estate AUM



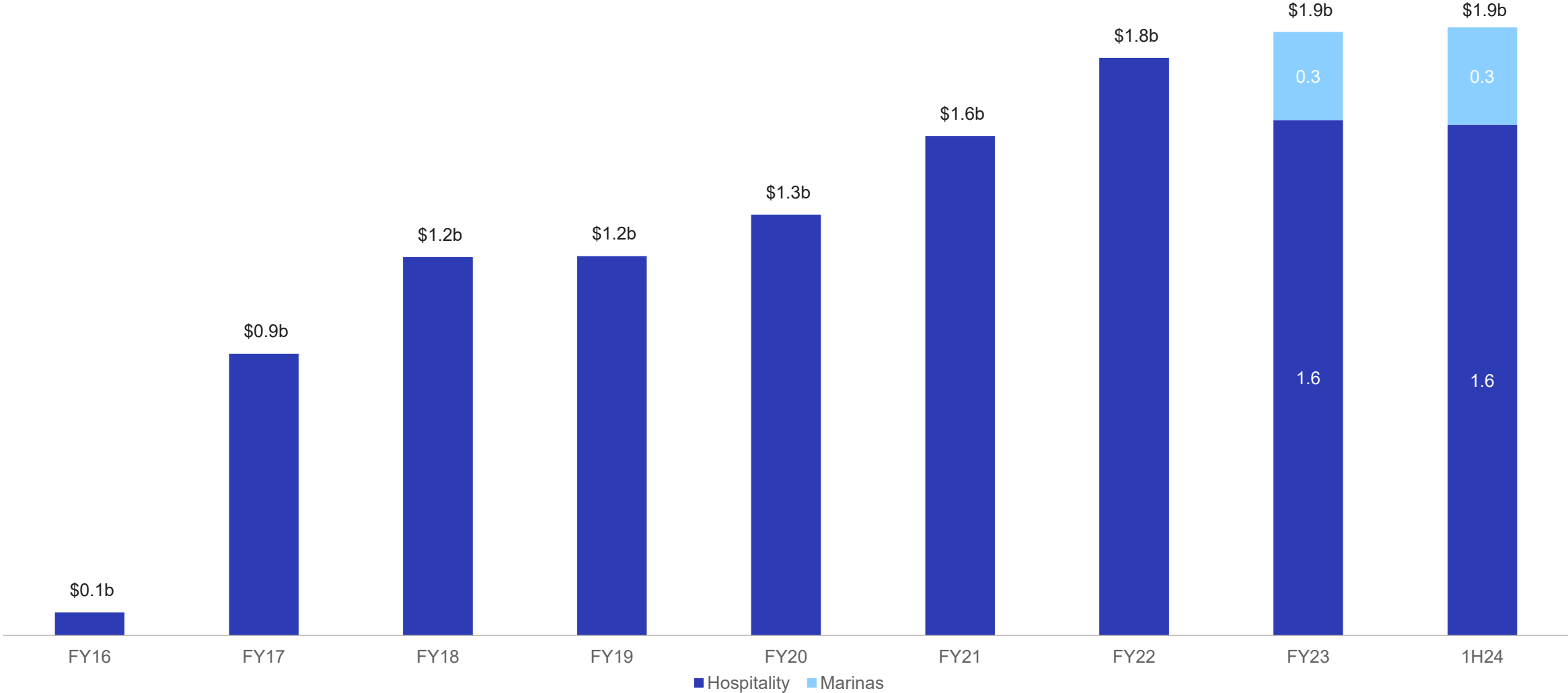
Real Estate AUM of \$2.1 billion following successful asset realisations



Alternative Real Estate AUM



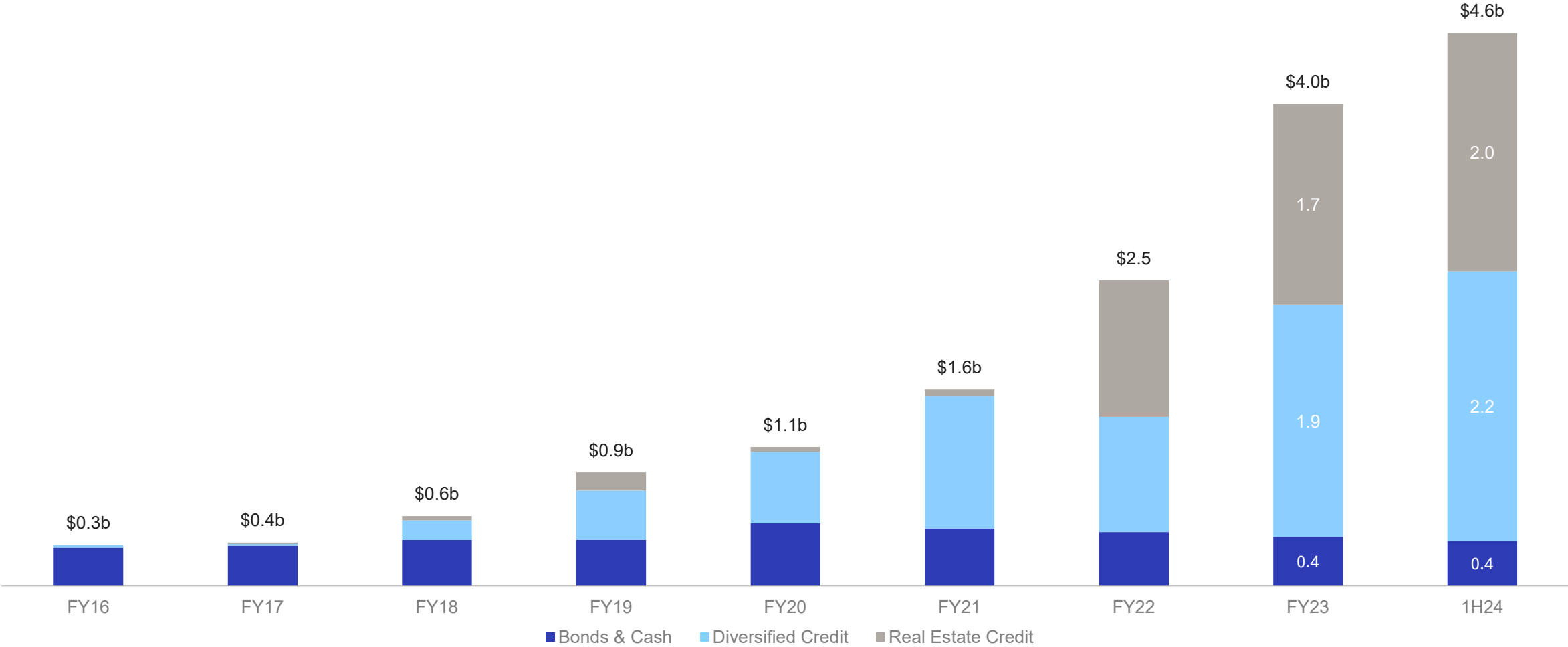
Focus remains on MA Marina Fund with opportunities for expansion in 2H24



Credit AUM



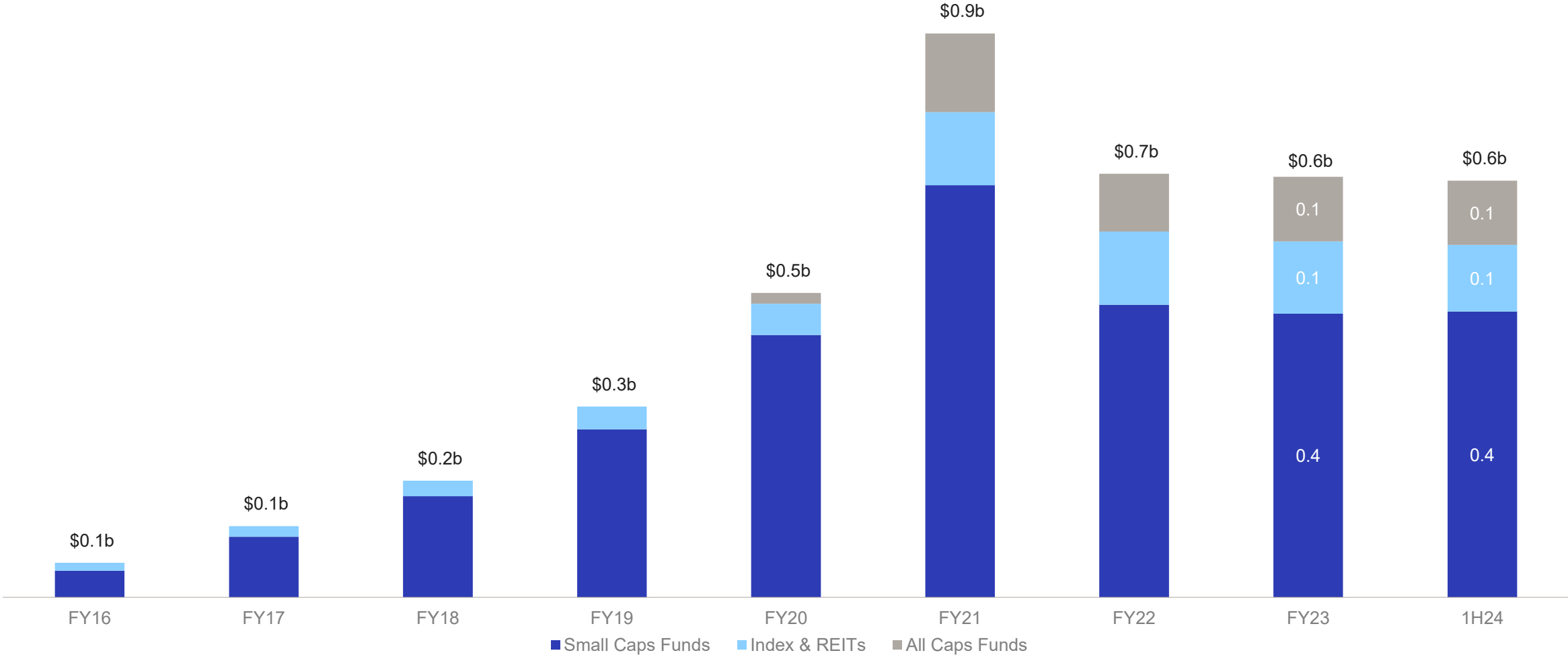
Credit AUM continues to grow strongly driven by growth in Real Estate Credit funds and Asset Backed Lending (including Priority Income Funds)



Listed Equities AUM



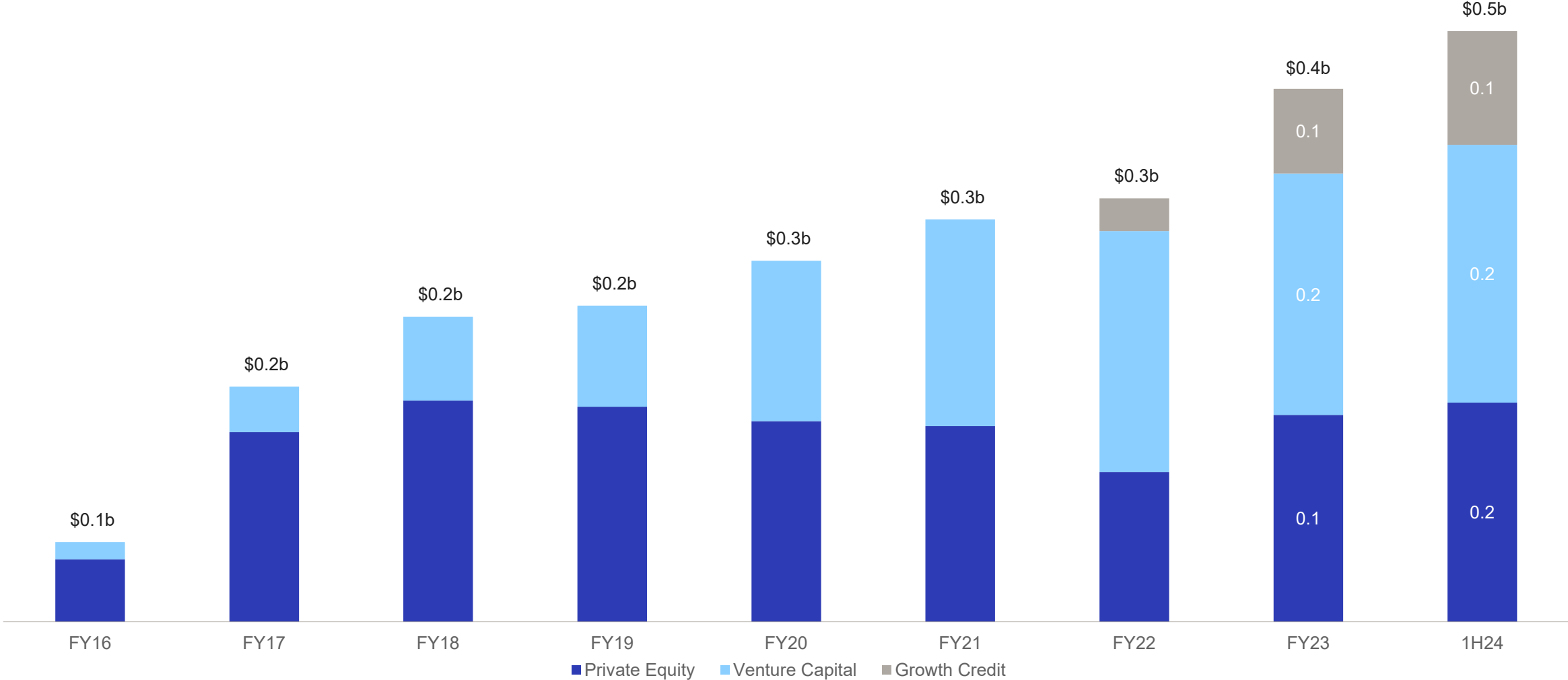
Equities AUM impacted by market performance cycle and subdued migration flows



PE/VC AUM



Growth credit strategy established with MA Sustainable Future Fund



Disclaimer



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Forecasts and hypothetical examples are subject to uncertainty and contingencies outside MA Financial's control. Past performance is not a reliable indication of future performance.

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Unless otherwise specified all information is for the period ended 30 June 2024. Reporting is in Australian Dollars.

This presentation provides further detail in relation to key elements of MA Financial's financial performance and financial position.

Any additional financial information in this presentation which is not included in the MA Financial Group Limited Consolidated Half Year Financial Report was not subject to independent audit or review by KPMG.

Certain financial information in this presentation is prepared on a different basis to the MA Financial Group Limited Consolidated 1H24 Financial Report, which is prepared in accordance with Australian Accounting Standards. Where financial information presented within this presentation does not comply with Australian Accounting Standards, a reconciliation to the statutory information is provided.