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ASX Announcement

1 September 2025

MA Financial Group announces completion of IP Generation acquisition

MA Financial Group Limited (ASX: MAF, "MA Financial", "The Group") is pleased to announce the completion of its acquisition of IP Generation[1] as announced on 22 May 2025.

In respect of the fixed consideration for the acquisition:

- Approximately 11.4m MAF Shares were issued in respect of upfront acquisition consideration inclusive of standard completion adjustments for net debt and working capital.
- The deferred component (approximately $10.4m payable 50% in cash and 50% in MAF shares) will be paid and issued in 12 months' time. [2]

Additional earnout consideration may be payable subject to meeting future performance milestones aligning for growth.[3]

Consideration which takes the form of MAF Shares will be subject to escrow (generally on a long-term basis for up to five years).[4]

Authorised for release by Julian Biggins, Joint CEO MA Financial Group Limited.

For further information, please contact:

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[1] Acquisition of 100% of IP Generation Pty Ltd and its subsidiaries.

[2] Refer to announcements of 22 May 2025 for further details.

[3] Refer to announcements of 22 May 2025 for further details.

[4] The escrow period for 21% of the fixed consideration shares is short-term, being 90 days from the date of completion. Refer to announcements of 22 May 2025 for further details.