

KELLY+
PARTNERS
CHARTERED ACCOUNTANTS



+
Chartered Accountants
Tax Legal
Private Wealth
Estate Office

KELLY+
PARTNERS
CHARTERED ACCOUNTANTS

KELLY+
PARTNERS
TAX LEGAL

KELLY+
PARTNERS
PRIVATE WEALTH

KELLY+
PARTNERS
ESTATE OFFICE

Better off.

Kelly+Partners is a fully integrated financial services firm. We offer our clients leading counsel and expertise in Chartered Accounting, Tax Legal, Private Wealth and Estate Office.

Having a combination of expertise and empathy has enabled us to work very closely with private business owners, high net worth individuals and families with significant wealth over the last 100 years.

To ensure that our clients are certain we explain complex processes in the simplest possible terms. Fundamental to our success is our clients' understanding of how we assist them to safeguard their future while building and protecting their assets.

Helping our clients grow and then transition their wealth from one generation to the next has secured our position as an award-winning industry leader.



Trust is four dimensional

We believe there are four components to a successful working relationship – mutual understanding, technical expertise, experience and quality process.

Every one of our clients is assigned a personal Client Director. This direct point of contact is the communication channel that ensures our integrated team of accountants, advisors and consultants are delivering expert advice in response to our clients' very specific needs and requirements.

At Kelly+Partners, only the most experienced members of our team are appointed to these key roles. Many of them sit on external boards or are members of an Advisory Council, and some act as representatives for non-resident clients who require assistance with Australian compliance matters.

To ensure continuity of service, each of our Client Directors has a shadow director who is fully immersed in the issues our clients are facing.

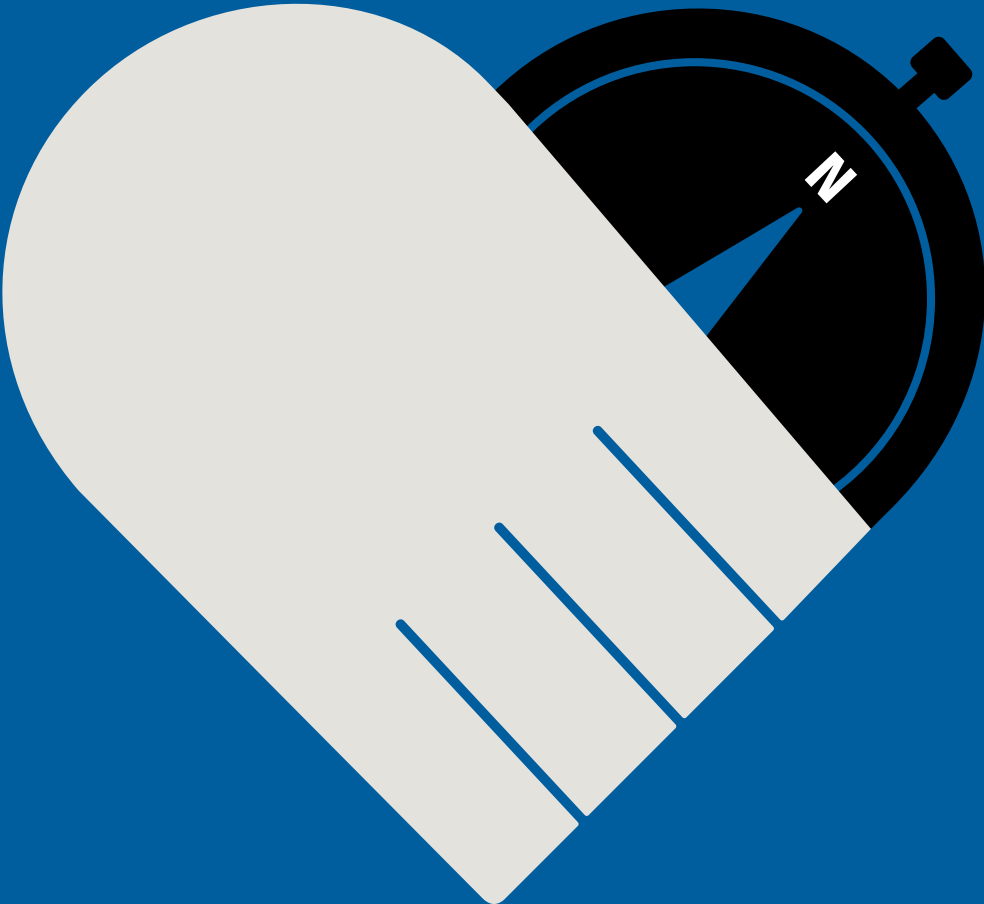
At any time, our clients can express an idea, a concern or a request and know that it will be handled by someone they trust and respect.

The Kelly+Partners philosophy is centred upon the provision of expert financial advice tailored to each client's unique personal and business circumstances.

In order to ensure the highest levels of client satisfaction, we have established the following principles for our professional engagement:

- 1** Understanding clients' aspirations and detailed requirements is key to our ability to deliver outstanding results.
- 2** We don't want to be average advisors to our clients – we want to be great.
- 3** The success of our clients ensures the satisfaction and meaningfulness of the work that our advisors undertake.
- 4** In order to achieve the above, we offer detailed and highly structured processes that ensure a consistently outstanding level of service.
- 5** Kelly+Partners advisors understand that everything delivered on behalf of a client must create value and that this value must be clearly communicated.
- 6** We choose our clients carefully after considering their position with respect to our being able to add value and deliver on specific client objectives.
- 7** Our dedication to creating value is reflected in our fees, representing excellent value for money.

Experience creates security,
insights create opportunity.





Chartered Accountants

At Kelly+Partners we've developed a systematic approach to cope with the increasing complexity of the economic and regulatory environment.

Firstly, we develop a holistic understanding of our client's family, their business, their aims and ambitions.

Secondly, we tailor advice and solutions that safeguard our clients future in a volatile world while developing insights that will reveal new avenues of opportunity.

Our underlying strategy is very straightforward. Security and growth.

CHARTERED ACCOUNTANTS

- + Audit
- + Business, Personal and Investment Structures
- + Cloud Accounting
- + Corporate and Management Services
- + Estate Planning and Management
- + Family Law Assistance
- + Full-service Accounting
- + Immigration Support
- + Outsourced CFO
- + Payroll Services
- + Philanthropic Services
- + Strata Accounting and Tax
- + Tax Audits, ATO Investigations and Disputes
- + Taxation Advice and Compliance

SPECIALIST BUSINESS SERVICES

Corporate Advisory

- + Business Valuations
- + Corporate Restructuring
- + Debt Raisings and Refinancing
- + Equity Raisings – IPOs, Primary and Secondary
- + Investor Targeting and Marketing
- + Leveraged and Management Buy-outs
- + Market and Industry Research
- + Mergers, Acquisitions and Divestments
- + Scenario Analysis – Risk Analysis
- + Strategic Planning and Business Development
- + Succession Planning and Solutions
- + Transaction Structuring and Execution

Innovation always requires
an open mind.





Tax Legal

Kelly+Partners Tax Legal is a New South Wales registered specialist taxation law firm.

Our experience enables us to provide trusted advice, while the agility of our team empowers us to look beyond the obvious. We pride ourselves on an ability to think innovatively and provide bespoke, insight-based solutions.

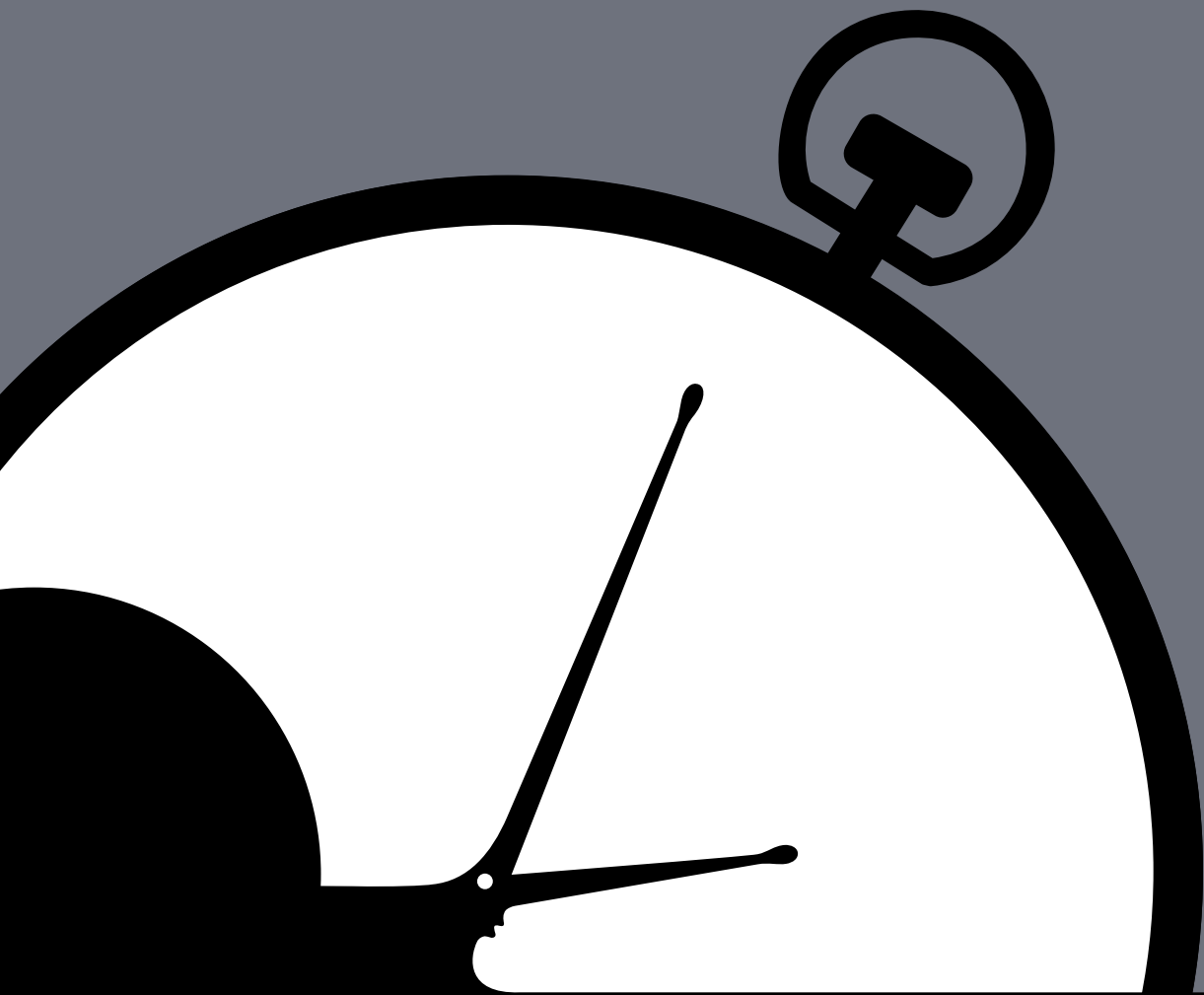
When scoping an assignment, we take the time to understand the entirety of our client's situation and needs.

This ensures our recommendations will be precise, cost effective and deliver outstanding results.

SPECIALIST TAX SERVICES

- + ATO Audits, Disclosures, Investigations and Tax Disputes
- + Capital Inflow and Outflow
- + Corporate Tax including Mergers and Acquisitions
- + Funds Management and Managed Investment Trust
- + Expert Structuring, Negotiation and Tax Legal advice to Local and International Clients
- + International Tax for Inbound and Outbound Investment and Cross-border Transactions
- + Tax Structuring for Estate Planning Solutions, Succession Planning and Family Office
- + Trust Structures and Joint Ventures

Efficiency is the true
master of time.





Private Wealth

We believe in legacy. Through hard work and commitment, our clients have achieved extraordinary success and grown their wealth.

Our role is to help our clients protect these assets and ensure they can be transferred to future generations without loss or entanglement.

Over the years, we have developed networks and global relationships that give us unique insights into these issues. We deliver a range of services to ensure the smooth transition of inter-generational wealth.

PRIVATE WEALTH SERVICES ^{1,3}

- + Planning, Execution and ongoing Administration of Wealth Protection and Creation Strategies
- + Asset Allocation Strategies between Asset Classes, Currencies, Geographies and Generations
- + Private Banking Assistance

INSURANCE SERVICES

- + Personal Advisory
- + Business Advisory

PROPERTY SERVICES

- + Acquisition and Gearing of Property in Superannuation Funds
- + Commercial, Industrial and Retail Property Syndications
- + Detailed Investor Cash-flow Analysis
- + Immigration Property Acquisition and Structuring
- + Property Investor Tax Advice
- + Residential Property Investments

FINANCE SERVICES ²

- + Finance Negotiation
- + Personal Lending
- + Business Lending
- + Equipment Lending
- + Specialist Lending

1 Kelly Partners Private Wealth Pty Ltd is a Corporate Authorised Representative of Madison Financial Group Pty Ltd AFSL No. 246679 ABN 36 002 459 001.

2 Credit services are provided by Kelly Partners (Finance) Pty Ltd as an authorised Credit Representative under Australian Credit Licence 389087.

3 This offer for Private Wealth Services is not available to clients of BMF as at 31 December 2016 or to clients of Kelly+Partners Wollongong Office.

We are **happy** to be judged
by the company we keep.





Estate Office

We are proud of the many rewarding relationships we have developed with ultra-high net worth individuals and their families.

We offer direct oversight from a family member, trustee or administrator to each client.

Why?

We have learned that all families are unique. Each has different needs.

As we like to say, "When you have seen one family office you have seen one family office."

And so all of our estate offices are uniquely designed to meet those different needs.

ESTATE SERVICES

- + Assessment and Ongoing Performance Reviews of Investment Managers
- + Administrative Functions, such as Bookkeeping, Bill Paying and Mail Management
- + Comprehensive Financial Oversight of all Illiquid Financial Assets
- + Comprehensive Monthly Report of all Family/Estate Activity
- + Critical Document Management
- + Daily Management of all Liquid Financial Assets
- + Facilitation of Estate Planning
- + Family Governance Structures, Education and Intergenerational Planning
- + Philanthropy Advisory

The Kelly+Partners story

Kelly+Partners is an integrated financial services firm that was founded by a small group of accountants with a clearly stated ambition. We set out to deliver the highest levels of expert advice while challenging the status quo. The many awards we have won attest to the success of this approach.

We specialise in providing counsel to private business owners and high net worth individuals and families who seek to protect, grow and transition their wealth to future generations. Our innovative approach has secured our position as the thought leaders of our industry and rewarded us with a loyal clientele that includes some of the most complex and demanding businesses and families in Australia.

We've developed a distinctive ownership and operational model. Kelly+Partners maintains a ratio of clients to Client Directors significantly below that of our competitors. To ensure continuity of advice, our Client Directors are equity owners who have made a minimum 10-year commitment to the firm.

Key principles guide our development:

- + We choose our clients very carefully
- + We limit the volume and scope of our work
- + We focus on issues that require our expertise and skills
- + We maintain close personal relationships with our clients
- + We ensure the right mix of people and skills are assigned to each client.

The clarity of our values, strategy and client-service approach has rewarded us with a talent pool of professionals who deliver uncompromising standards of excellence in complex and critical matters.



Local expertise, global reach

Kelly+Partners is the largest, specialist provider of Accounting and Taxation services to Private Client businesses in New South Wales.

We have more than 40 partners across 12 offices and over 200 team members in New South Wales.

As members of GGI, (one of the top ten international accounting, consulting and law firm alliances), we have direct access to experts around the world and can offer advice on everything from local regulations to compliance and go-to market strategies.

GGI's broad international presence give Kelly+Partners and our clients access to high quality firms in nearly every major financial and commercial centre around the world.

NEW SOUTH WALES

- + Sydney CBD
- + Central Tablelands
- + Central Coast
- + North Sydney
- + Northern Beaches
- + Norwest
- + Inner West
- + Oran Park
- + South West Sydney
- + Southern Highlands
- + Western Sydney
- + Wollongong

VICTORIA

- + Melbourne CBD

INTERNATIONAL

- + Hong Kong

GGI AFFILIATES

- + Auckland
- + Singapore
- + New York
- + London
- + Zurich
- + Cape Town



Genuinely rewarding relationships

We are client obsessed and are also committed to contributing to our local communities. We proactively seek ways to make a difference.

CLIENTS

If there is one word that sums it up, they 'care'.

Peter, Business Owner, Engineering Services

I recommend Kelly+Partners. They are very professional, very specialised in their field.

Tony, Business Owner, Building and Development

Kelly+Partners are very well organised. They are passionate about their clients, their staff and how they are managed and I think that makes a big difference.

James, Business Owner, IT Services

If you really want independent, conflict-free advice, they are the people to have on your team.

Scott, Business Owner, Food Production

EDUCATION



HEALTH



COMMUNITY



+ The key to excellence
for our clients is the
ability to attract, develop,
retain and promote
world-class professionals.

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The artwork for this brochure was created for Kelly+Partners by esteemed graphic designer, illustrator and artist, Noma Bar.