

# Appendix 4D

## Half year report

### 1. Company details

Name of entity

Count Financial Limited

ABN or equivalent company  
reference

19 001 974 625

Half year ended ('current period')

31 December 2010

Half year ended ('previous period')

31 December 2009

### 2. Results for announcement to the market

\$'000's

2.1	Revenues from ordinary activities	up	75.5%	to	108,476
2.2	Profit (loss) from ordinary activities after tax attributable to members	up	211.8%	to	42,883
2.3	Net profit (loss) for the period attributable to members	up	211.8%	to	42,883
2.4	<b>Dividends</b>		<b>Current period</b>		<b>Previous period</b>
	Interim "Tax" Dividend (fully franked at 30% tax rate) paid		2¢ 15 Jul 2010		2¢ 15 Jul 2009
	Final dividend (fully franked at 30% tax rate) paid		2¢ 15 Oct 2010		1¢ 15 Oct 2009
	Interim "Christmas" dividend (fully franked at 30% tax rate) paid		2¢ 15 Dec 2010		2¢ 15 Dec 2009
	Interim "Easter" dividend (fully franked at 30% tax rate) payable/paid		2¢ 15 Apr 2011		2¢ 15 Apr 2010
	Total interim dividend per ordinary share		4¢		4¢
2.5	Record date for determining entitlements to the proposed interim dividend.				18 March 2011
2.6	<b>Brief explanation of any of the figures in 2.1 to 2.4 above necessary to enable the figures to be understood:</b>				
	Please refer to the ASX announcement dated 22 February 2011 and the half year report.				

**3. NTA backing**

	Current period	Previous period
Net tangible asset backing per security (cents)	40.46¢	21.90 ¢

**4. Control gained over entities/Loss of control over entities**

Control was lost of Countplus Limited on 16 December 2010 and Equity Loan Broking Pty Ltd on 31 December 2010. Please refer to Notes 6, 11, 12 and 13 of the Half-Year Financial Report for further information.

**5. Dividends**

**Total dividends**

		Current period		Previous period	
		Date dividend paid/payable	\$'000	Date dividend paid	\$'000
	<b>Total Dividends</b>				
	Interim "Tax" Dividend	15 July 2010	5,165	15 July 2009	5,127
	Final dividend	15 October 2010	5,205	15 October 2009	2,574
	Interim "Christmas" Dividend	15 December 2010	5,244	15 December 2009	5,173
	<b>Total dividend paid</b>		<b>15,614</b>		<b>12,874</b>
	Dividends proposed and not recognised as a liability	15 April 2011	5,244	15 April 2010	5,163

Proposed interim "Easter" dividend for half year 31 December 2010 is 2 cents per share. The record date is 18 March 2011 and the payment date is 15 April 2011.

**6. Dividend Reinvestment Plans**

The company does not operate a dividend reinvestment plan.

**7. Details of associates and joint venture entities**

Countplus became an associate on 16 December 2010. Please refer to Notes 6, 11, 12 and 13 of the Half-Year Financial Report for further information.

## **8. Foreign entities**

Not applicable

## **9. Events after balance sheet date**

There has not been any matter or circumstance, other than that referred to in the financial statements or notes thereto, that has arisen since the end of the period, that has significantly affected, or may significantly affect, the operations of the consolidated entity, the results of those operations, or the state of affairs of the consolidated entity in future periods.

## **10. If the accounts are subject to audit dispute or qualification, details are described below:**

There are no audit disputes or qualifications.