

Opportunities in Australia

Moore Australia Introduction

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Content

Australia at a glance

Australian Connections

Strategic Opportunities in Australia

About Moore in Australia

Introductions

- Close to 20 years in Corporate Communications, BD,& Marketing
- Australia, UK, Oman & The Netherlands
- 100+ media interviews, GBP10mn+ workorders and client contracts signed, 50+ speeches
- Ba in International Communications
- MaCert in Communications Management
- Certificates in Psychology, DE&I, SEO, Business Strategy, etc.

At Moore:

- Chair of Marketing committee, HR, Social Ambition
- Advisor to Asia Desk, Corporate Finance, Tax committees and AI task force
- Chair of APAC Marketing Committee
- Responsible for all marketing and stakeholder management at MA
- Lead leadership training and development
- Deliver Marketing as a Service

Outside of Moore

- Mentor in Moore Global Mentoring pilot
- Mentor in Australian Marketing Institute Emerging Marketers program
- Guest lecturer, Panellist and Speaker
- Board Director
- Runner and hiker



Australia at a glance



27.4mn

- 18.4mn live in capital cities
- 31.5% born outside Australia



USD \$1.75t

- 2024 GDP – 13th Globally
- +1.4% in 2024



6th Globally

- Globally, by area
- 59,736km of coastline



\$1 =

- \$0.65 usd
- €0.56
- £0.49



Federated

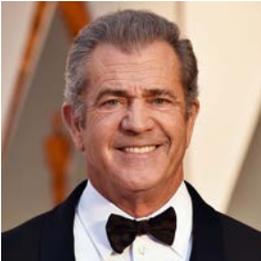
- Independent states and territories
- Member of the Commonwealth



Economy

- Resources & Energy
- Agribusiness (Australia has 70% of the world's organic farms!)
- Financial Services
- Education
- Tourism

Also Famous For...



Where does Australia Invest?

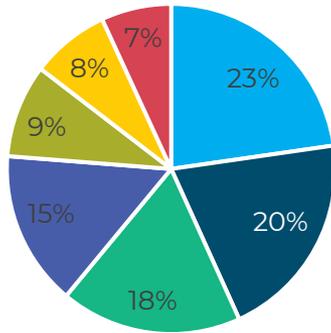
Rank in 2024	Economy	2022 (A\$ billion)	2023 (A\$;billion)	2024 (A\$ billion)	% of total	% change 2023 to 2024	5-year trend % growth
1	United States	1,068.0	1,196.9	1,552.5	36.0	29.7	11.9
2	United Kingdom	820.9	739.1	698.5	16.2	-5.5	6.6
3	New Zealand	154.0	170.6	204.8	4.7	20.0	11.7
4	Japan	126.0	133.6	165.3	3.8	23.7	4.0
5	Canada	108.0	110.0	130.5	3.0	18.6	8.6
6	Cayman Islands	105.2	101.7	120.9	2.8	18.9	7.9
7	France	81.0	91.0	103.3	2.4	13.5	14.5
8	Singapore	74.2	74.5	78.3	1.8	5.0	1.0
9	Ireland	48.8	66.9	76.4	1.8	14.3	25.9
10	Hong Kong (SAR of China)	77.4	74.7	75.9	1.8	1.6	2.9
11	Germany	74.2	74.7	64.7	1.5	-13.4	-7.9
12	China	59.6	54.9	58.0	1.3	5.7	-7.5
13	Netherlands	57.6	56.2	55.3	1.3	-1.6	5.2
14	Bermuda	42.1	41.6	42.3	1.0	1.6	2.1
15	Luxembourg	27.5	31.7	37.8	0.9	19.2	15.5
16	Switzerland	37.1	40.1	36.7	0.8	-8.6	3.5
17	Taiwan	17.3	23.0	35.1	0.8	52.4	13.9
18	Republic of Korea	27.3	29.8	29.6	0.7	-0.6	5.4
19	Papua New Guinea	25.8	28.4	29.0	0.7	2.4	12.5
20	India	17.8	22.2	27.6	0.6	24.5	7.6
-	All economies	3,656.7	3,825.0	4,317.4	100.0	12.9	8.1

Who invests in Australia?

Rank in 2024	Economy	2022 (A\$ billion)	2023 (A\$ billion)	2024 (A\$ billion)	% of total	% change 2023 to 2024	5-year trend % growth
1	United States	1,094.5	1,152.1	1,355.5	27.3	17.7	6.2
2	United Kingdom	962.9	877.3	839.1	16.9	-4.4	4.4
3	Belgium ^(a)	359.4	379.2	386.1	7.8	1.8	0.6
4	Japan	264.6	270.1	282.9	5.7	4.8	2.4
5	Hong Kong (SAR of China)	146.7	154.3	180.8	3.6	17.2	4.0
6	Singapore	149.7	142.4	144.8	2.9	1.7	7.8
7	Luxembourg	88.7	104.4	114.1	2.3	9.3	3.4
8	Canada	105.2	104.0	111.2	2.2	6.9	14.7
9	Germany	53.8	55.7	89.8	1.8	61.4	11.1
10	Netherlands	90.7	91.6	88.9	1.8	-3.0	0.7
11	Switzerland	76.2	74.9	88.1	1.8	17.6	7.4
12	New Zealand	73.0	78.6	85.2	1.7	8.4	5.1
13	China	80.4	79.3	73.4	1.5	-7.4	-2.0
14	France	52.9	51.5	67.9	1.4	31.9	12.3
15	Bermuda	47.9	47.1	57.4	1.2	21.8	4.6
16	Ireland	39.6	43.7	51.3	1.0	17.6	9.3
17	India	np	47.3	50.6	1.0	7.1	..
18	Norway	30.3	32.9	42.9	0.9	30.4	10.7
19	Virgin Islands, British	35.4	33.4	33.7	0.7	1.0	6.6
20	Republic of Korea	28.1	28.5	28.4	0.6	-0.3	-2.3
	All economies	4,609.9	4,643.6	4,970.6	100.0	7.0	4.8

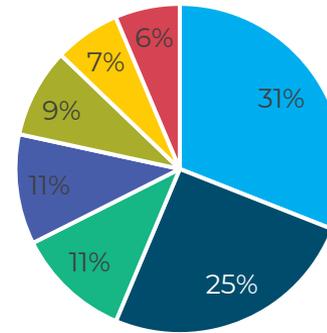
Connections with Germany

Exports



- IP Charges
- Oil-seeds & oleaginous fruits, softs
- Recreational Travel
- Gold coin & legal tender coin
- prof, tech & other business services
- Precious metal ores & conc (excl gold)
- Coal

Imports



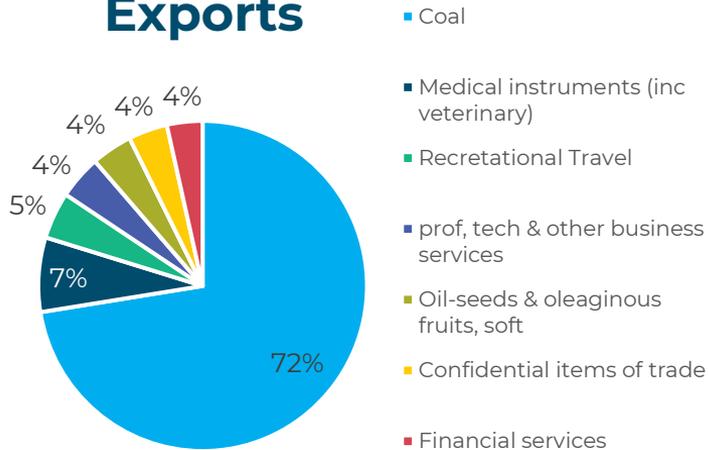
- Passenger motor vehicles
- transport services
- Medicaments (inc vet)
- Pharm products (ex medicaments)
- Prof, tech & other bus services
- Goods vehicles
- IP charges

Relationships

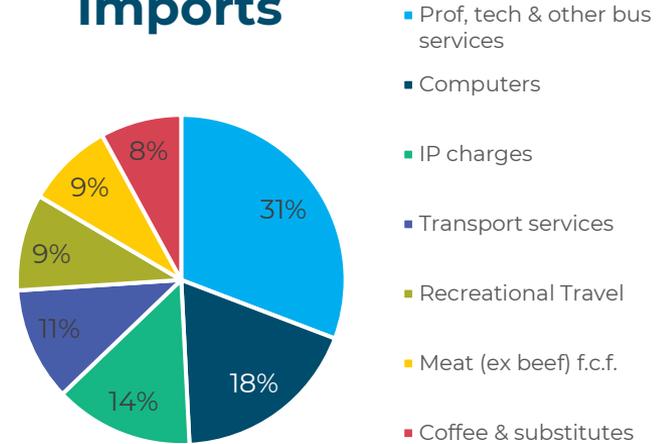
- 20 bi-lateral agreements
- Australia-Germany Hydrogen cooperation
- Australia-Germany Advisory Group
- Austrade

Connections with the Netherlands

Exports



Imports



Relationships

- 24 bi-lateral agreements (in force), inc double taxation
- MOU on renewable energy ambition and cooperation

Strategic Opportunities for overseas investors

AUKUS

- Australia-wide
- Military-adjacent opportunities
- \$30bn investment in Australia's Industrial base over 30 years
- 20,000 jobs to be created
- Significant investment in training, skilling & education programs to grow workforce.

Supporting and sustainment of various classes of submarines, creation of port infrastructure and community enhancements.

Brisbane Olympics 2032

- Expected residential property boom
- \$3.4bn investment in key venue infrastructure
- \$200bn est Qld Gov procurement opportunities
- \$250mn grassroots sports infrastructure
- Significant investment in training, skilling & education programs to grow workforce.

Opportunities for M&A, property investors, tourism, grassroots sports infrastructure.

Strategic Opportunities for overseas investors, cont.

Future Made in Australia

- \$22.7bn investment over next decade
- Securing Australia's energy future
- Hydrogen & Clean energy
- Mapping of Resources and Critical Minerals

R&D

- Hydrogen & Clean energy
- Life sciences
- Health & Medical

Grants

- **\$25.27B** in grants awarded in 2024-2025.
- Part of grants can be cashed out, pending cap.

Proximity to Asia

- FTAs in place with most major economies
- ASEAN
- APEC
- Gov focus on deepening trade ties with:
 - China,
 - Hong Kong
 - Japan
 - Korea

Approx 28-30% of people speak a language other than English.

Who are Moore, in Australia?





MOORE Australia



85
Partners

13
Offices

\$112m
AUD total revenue in 2025

+12%
Rev growth YoY

\$130m
AUD Rev forecast for 2026

MOORE AUSTRALIA BOARD



David Tomasi
Chair

5
Senior Leaders



Queensland/ Northern New South Wales
CEO: Matt Thomson

25
Partners

6
Offices



South Australia/ Northern Territory
MD: Grant Miles

11
Partners

2
Offices



Victoria/ Tasmania
CEO: Steven Sakkas

27
Partners

4
Offices



Western Australia
MP: James Tng

22
Partners

1
Office

360 Degree Services



Audit and Assurance

Tailored, actionable advice



Corporate Finance

Clarity, guidance, support on complex buy/sell transactions



Human Resources

Strategic support for sustainable growth



Business Advisory

Personal trusted advice



ESG and Sustainability

Reporting, Consulting, Assurance and Advisory



Private Clients

Bespoke support for high-net wealth circumstances



Bookkeeping

We tailor solutions for all your needs



Forensics

Professional investigative solutions to get you to the heart of the matter



Superannuation and SMSF

(Retirement planning)
Protect and grow your wealth



Consulting

Create solutions, improve business performance



Governance and Risk Advisory

Know your risks to stay ahead in business



Taxation

Tax advice and compliance services to optimise your tax position

Specialist International Services

International Business

End-to-End business support. From establishment to BAU.

- Resident Director
- Company Registrations
- Bank Accounts
- Bookkeeping
- Strategy mapping
- Transfer Pricing
- Etc.

Forensic Services

In-house forensic accounting and audit

- Fraud and Corruption investigations
- Forensic Audits
- Anti-Money Laundering
- Fraud and Risk management training
- Expert witness and dispute services

Asia Desk

Your bridge between APAC and Australia

- Language support
- Cross-cultural advisory support
- International core services such as Audit, Tax, BAS.
- Corporate Finance, M&A, IPO support

Corporate Finance and M&A support

Member of the Global Corporate Finance Group

- IPOs
- Transaction support
- Due Diligence
- Etc.

Specialist Services, Cont.

V-High-Net-Worth Individuals

For those V-VIPs looking for the Australian Lifestyle, outstanding investment opportunities and trusted advice:

- Visa support
- Bank account set up
- Investment strategy
- Tax strategy
- Cross-border income advisory

Outsourcing & Back-office support

Efficient, cost-effective and practical support for your requirements

- Technical staff such as Audit, Bookkeeping, BAS
- Know the Moore brand
- IT controls as in Australia
- Highly scalable

Marketing

Marketing as a service

- Marketing, Communications and BD Strategy
- Client Journey Mapping
- Personal Brand Services
- Training & workshops
- (Digital) Marketing Audits
- Channel set up and management
- Tactical Execution such as Moore branded collateral
- Support for your clients for all of the above if desired.

International Client Support



Oldendorff Carriers

HQ: Germany

- Establishment of Australian Subsidiary
- BAU: Accounting, payroll, Virtual CFO, Tax & ASIC Compliance
- Audit



Villeroy & Boch
1748

Villeroy & Boch AG

HQ: Germany

AU turnover: \$77m

- Transfer Pricing
- Tax
- Business Advisory Services



PlanRadar

HQ: Vienna

Group turnover: \$57m

- Establishment of Australian Subsidiary
- Resident Director
- Opening of Bank Accounts
- Sourcing legal advice
- Procuring office space
- BAU: Accounting, payroll, Virtual CFO, Tax & ASIC Compliance

Who to contact



Dorienna Parsons

All Services
National



David Tomasi

All Services
National

Questions?

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