

12 October 2023

Relative Value Opportunity

Benchmarking Harmony's fundamentals vs. peers

- Repeat customers creating annuity streams.
- Automation and scalability driving operating leverage.
- 6.3% risk adjusted income yield on average assets.

Relative share price not reflecting fundamentals and emerging operating leverage: Harmony has among the smallest market capitalisation of its peer group average despite reporting the highest risk adjusted income margin and a track record of sustainable growth. We believe the market underappreciates the earnings potential of Harmony, relative to both its peers and on a fundamental basis, given the increasing efficiencies of its operations as it efficiently scales.

ASX listed personal lending peers: We consider Harmony's close peer group of non-bank small-cap ASX listed personal lenders to comprise of Wizr (WZR), MONEYME (MME) and Plenti (PLT). Each are relatively new entrants to the market with different strategies for acquiring customers but are collectively taking market share from incumbents. We also compare Harmony's performance to a broader group of Solvar (SVR), Humm (HUM) and Latitude (LFS).

Cash NPAT unlocks underlying performance: When assessing high growth lending companies such as Harmony, Cash NPAT is a superior measure to statutory NPAT as it adjusts out the AASB 9 requirement to expense estimated future period credit losses. Under AASB 9 a growing loan book drives an increased provision expense, ahead of actual credit losses or increased income from that loan book growth. Cash NPAT can be used to derive profit-based comparisons such as Cash Return on Equity and Cash P/E.

Investment Thesis

Targeting >20% Cash ROE run-rate by FY25: Harmony reported an 8.4% Cash ROE in its FY23 results, on the back of a record \$4.7m cash NPAT. Inside we analyse the key drivers of Harmony's FY23 result and outlook as Harmony progresses towards guidance of 20% Cash ROE run rate in FY25.

Exceptional performance unfairly discounted: Harmony defied sector sentiment in FY23 maintaining profitable growth on a cash basis, with a 9.6% NIM and premium credit quality with impairments of just 3.6% and 90+ day arrears of 0.58%, a fraction of the 1.4% Equifax Australian personal loan average.

Valuation

Undemanding valuation, even less when excluding cash. At the current share price, we estimate HMY is trading on a Cash PE of just 11.4x FY23A, and P/B of just 1x. Our general residual income model produces a valuation of \$2.52 (was \$2.50) using an 11.5% cost of equity, representing a 408% upside. With no earnings changes, our valuation rises marginally due to discount roll-forward)

Risks

Being a finance company, Harmony has a range of risks applicable including macroeconomic conditions, liquidity and funding risks, credit risk, fraud, cybersecurity, asset-liability mismatch and compliance risks. The market appears to be concerned with a deterioration of credit quality and unemployment rates, with the RBA and RBNZ reaffirming their inflation targeting mandates through restrictive monetary policy in their respective October 2023 commentary.

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Equities Research Australia

Financials

Glen Wellham, Senior Analyst
glen.wellham@mstaccess.com.au

Harmony

Harmony's purpose is to help people achieve their goals through financial products that are fair, friendly, and simple to use.

Harmony is an online direct personal lender that operates across Australia and New Zealand providing customers with unsecured personal loans, and secured and unsecured auto loans, that are easy to access, competitively priced (using risk-adjusted interest rates) and accessed 100% online.

Harmony's proprietary digital lending platform, Stellare™, facilitates its personalised loan product with applications processed and loans typically funded within 24 hours of acceptance by the customer. Stellare™ applies a customer's individual circumstance to its data-driven, machine learning credit scorecard to deliver automated credit decisioning and accurate risk-based pricing.

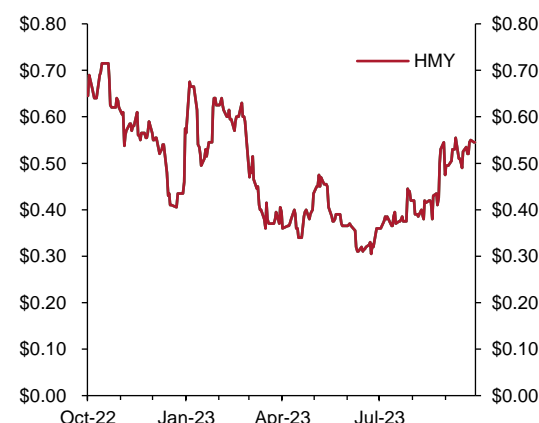
<https://www.harmony.com.au/>

Valuation	A\$2.52 (was \$2.50)
Current price	A0.53
Market cap	A\$54.0m
Unrestricted cash on hand	\$27.5m

Upcoming Catalysts / Next News

Late October 2023	1Q23 Result
15 November 2023	Annual General Meeting

Share Price (\$A)



Source: FactSet, MST Access

HARMONEY CORP LIMITED

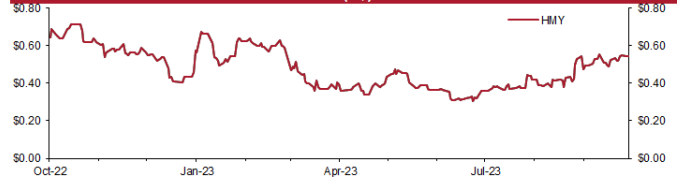
HMV-AX

Year end 30 June, A\$

MARKET DATA

Price	A\$	\$0.53
Valuation	A\$	\$2.52
52 week low - high		1.20 - 0.75
Market capitalisation	A\$m	54.0
Shares on issue (basic)	m	102.0
Options / rights (currently antidilutive)	m	0.0
Other equity	m	0.0
Shares on issue (fully diluted)	m	102.0

12-MONTH SHARE PRICE PERFORMANCE (A\$)



INVESTMENT FUNDAMENTALS

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
EPS - diluted reported	cps	-27.8	-18.6	-6.7	-8.1	-2.2	4.4
EPS - diluted cash	cps	-15.1	0.2	4.7	4.4	10.1	14.8
EPS growth	%	n.a.	-101%	2593%	-5%	128%	47%
Reported PE	x	-1.9	-2.9	-8.0	-6.6	-23.6	11.9
Cash PE	x	-3.5	306.5	11.4	12.0	5.3	3.6

DPS	cps	0.0	0.0	0.0	0.0	0.0	0.0
Franking	%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Dividend yield	%	0%	0%	0%	0%	0%	0%
Payout ratio	%	0%	0%	0%	0%	0%	0%

Operating cash flow per share	cps	-1.9	353.6	23.6	7.1	16.2	24.9
Free cash flow to equity per share	cps	-25.8	-992.1	-14.0	0.3	7.4	13.4
FCF yield	%	-49%	-1872%	-26%	1%	14%	25%

Enterprise value	\$m	-17.1	37.5	46.3	50.8	48.3	40.0
EV/Total Income	x	-0.5	0.5	0.4	0.4	0.3	0.2
EV/Net lending income	x	-1.1	1.3	1.3	1.5	1.1	0.7
EV/Net operating margin	x	87.5	4.4	2.1	2.4	1.5	0.9

NAV per share	A\$	0.70	0.59	0.53	0.45	0.43	0.47
NTA per share	A\$	0.56	0.42	0.33	0.23	0.17	0.17
Price / NAV	x	0.76	0.91	1.00	1.18	1.24	1.13
Price / NTA	x	0.95	1.26	1.60	2.35	3.17	3.10

KEY RATIOS

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
NTA/Net Receivables	%	11%	7.6%	5.1%	3.9%	3.6%	3.8%

Proforma ROE - reported	%	-78%	-29.0%	-12.0%	-16.5%	-5.1%	9.9%
Proforma ROE - cash	%	-43%	0.3%	8.4%	9.0%	23.0%	33.1%
Net corporate debt	A\$m	-7.1	-16.5	-7.7	-3.3	-5.7	-14.0

Gross debt / equity	x	385%	929%	1303%	1993%	2611%	2852%
Leverage (net debt / invested capital)	x	9910%	-39%	-17%	-8%	-15%	-42%

DUPONT ANALYSIS

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
Net Profit Margin	%	-76%	-26%	-7%	-6%	-1%	2%
Asset Turnover	x	20%	15%	15%	15%	16%	16%
Return on Assets	%	-15%	-4%	-1%	-1%	0%	0%
Financial Leverage	x	514%	769%	1259%	1782%	2462%	2903%
Return on Equity	%	-78%	-29%	-13%	-17%	-5%	10%

HALF YEARLY DATA

		1H22A	2H22A	1H23A	2H23A	1H24E	2H24E
Total income	A\$m	32.2	40.6	50.1	57.0	62.6	71.2
Net lending income	A\$m	19.3	10.0	17.5	17.4	15.5	17.8
Net operating margin	A\$m	9.1	-0.6	11.0	11.6	9.7	11.9
Reported NPAT	A\$m	-4.8	-14.0	-3.4	-4.2	-4.8	-3.4
Cash NPAT	A\$m	-0.1	0.3	2.3	2.4	1.0	3.5

EPS - diluted cash	cps	-0.1	0.3	2.3	2.3	0.9	3.5
EPS - diluted reported	cps	-4.8	-13.8	-3.3	-4.1	-4.8	-3.3
DPS	cps	0.0	0.0	0.0	0.0	0.0	0.0

KEY PERFORMANCE INDICATORS

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
Group originations	A\$m	238.7	442.5	426.2	419.2	508.1	570.9

Warehouse funded % of book (average)	%	44%	79%	96%	100%	100%	100%
Gross loan receivables	A\$m	288.8	581.0	744.0	947.6	1,181.2	1,414.1
Average gross loan receivables (AGR)	A\$m	199.3	432.5	683.1	841.7	1,064.7	1,297.5
Growth in AGR	%	n.a.	117%	58%	23%	26%	22%

Interest income / AGR	%	17.6%	15.9%	15.5%	15.9%	16.0%	16.0%
Interest expense / AGR	%	-4.5%	-4.2%	-5.8%	-6.7%	-6.7%	-6.7%
Net interest margin	%	13.1%	11.8%	9.6%	9.2%	9.3%	9.3%
Incurred credit losses / AGR	%	2.24%	2.45%	3.6%	4.11%	4.19%	4.22%
Net lending margin / AGR	%	6.80%	8.40%	5.1%	3.96%	4.06%	4.21%

Cost to income ratio	%	74.9%	37%	26%	22%	19%	17%
New business expenses / total costs	%	54.3%	52.3%	22.7%	21.8%	3.4%	-27.8%

PROFIT AND LOSS

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
Interest income	A\$m	35.2	68.9	105.5	133.8	170.3	207.5
Fee income	A\$m	1.3	3.9	1.5	0.0	0.0	0.0
Other income	A\$m	0.0	0.0	0.0	0.0	0.0	0.0
Total income	A\$m	36.5	72.8	107.1	133.8	170.3	207.5
Interest expense	A\$m	-9.0	-18.1	-39.8	-56.1	-70.8	-86.7
Incurred credit losses	A\$m	-4.5	-10.6	-24.6	-34.6	-44.7	-54.7
Risk Adjusted Income	A\$m	44.1	42.7	43.1	54.8	66.1	66.1
Movement in ECL provision	A\$m	-7.8	-14.9	-7.8	-9.8	-11.5	-11.5
Net lending income	A\$m	15.2	29.2	34.9	33.3	43.3	54.6
Marketing expenses	A\$m	-15.4	-20.7	-12.3	-11.7	-12.1	-12.4
Net operating margin	A\$m	-0.2	8.5	22.6	21.6	31.2	42.2
Personnel expenses	A\$m	-8.6	-9.8	-11.0	-11.8	-13.5	-14.7
Share based payments	A\$m	-2.7	-1.9	0.0	0.0	0.0	0.0
Customer servicing expenses	A\$m	-3.7	-5.2	-6.2	-6.3	-6.8	-7.2
Technology expenses	A\$m	-3.0	-4.2	-4.8	-4.9	-5.2	-5.7
General and administrative expenses	A\$m	-7.2	-4.0	-3.7	-3.8	-4.4	-4.8
Depreciation and amortisation expenses	A\$m	-1.0	-1.3	-2.5	-2.9	-3.1	-3.4
Profit before income tax	A\$m	-27.6	-18.8	-7.6	-8.1	-1.8	6.4
Income tax expense	A\$m	0.0	0.0	0.0	-0.1	-0.5	-1.8
Reported NPAT	A\$m	-27.6	-18.8	-7.6	-8.2	-2.3	4.5
Adjustments	A\$m	12.6	3.2	12.3	12.7	12.5	10.5
Cash NPAT	A\$m	-15.0	1.9	4.7	4.5	10.2	15.1
Weighted average diluted shares	m	99.4	1.4	101.6	101.6	101.6	101.6

BALANCE SHEET

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
Unrestricted cash	A\$m	71.1	31.2	27.5	23.1	25.5	33.9
Finance receivables	A\$m	274.2	551.4	708.9	900.8	1,123	1,344
Property, plant and equipment	A\$m	0.6	0.4	3.7	4.6	5.9	7.8
Goodwill and other intangibles	A\$m	3.2	8.5	11.6	14.3	18.4	24.3
Other assets	A\$m	12.4	43.3	34.1	41.4	30.2	30.0
Total Assets	A\$m	361.6	634.9	785.7	984.1	1,203	1,440
Trade and other liabilities	A\$m	7.6	6.4	9.9	9.9	9.9	9.9
Borrowings - receivables funding	A\$m	271.2	549.5	700.7	907.8	1,130	1,363
Borrowings - corporate debt	A\$m	0.0	14.7	19.8	19.8	19.8	19.8
Provisions	A\$m	12.5	5.2	1.5	1.0	0.0	0.0
Total Liabilities	A\$m	291.2	575.8	732.0	938.6	1,160	1,393

Net assets	A\$m	70.4	59.1	53.8	45.6	43.3	47.8
Net tangible assets	A\$m	56.5	42.3	33.7	22.9	17.0	17.4
Invested capital	A\$m	-0.7	42.6	46.1	42.3	37.6	33.7
Tangible invested capital	A\$m	-14.6	25.8	26.0	19.6	11.3	3.3

Contributed equity	A\$m	123.1	123.3	124.0	124.0	124.0	124.0
Treasury shares	A\$m	0.0	0.0	0.0	0.0	0.0	0.0
Reserves	A\$m	0.0	7.4	8.9	8.9	8.9	8.9
Retained earnings/accumulated losses	A\$m	-52.7	-71.5	-79.1	-87.3	-89.6	-85.1
Non-controlling interests	A\$m	0.0	0.0	0.0	0.0	0.0	0.0
Total equity	A\$m	70.4	59.1	53.8	45.6	43.3	47.8

Basic shares on issue	m	100.9	101.0	101.6	101.6	101.6	101.6
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CASH FLOW

		FY21A	FY22A	FY23A	FY24E	FY25E	FY26E
Operating							
Net operating cashflow	A\$m	-1.9	5.0	23.9	7.2	16.4	25.3

Investment							
Capital expenditure	A\$m	-3.5	-6.3	-5.0	-6.4	-8.5	-11.3
Acquisitions and divestments	A\$m	-167.7	-312.6	-181.6	-203.6	-233.7	-232.9
Net investment cashflow	A\$m	-171.2	-318.9	-186.7	-210.0	-242.2	-244.2

Financing							
Equity	A\$m	64.3	0.0	0.0	0.0	0.0	0.0
Debt	A\$m	148.4	300.8	149.0	203.6	233.7	232.9
Leases	A\$m	-0.9	-0.8	-0.5	-0.4	-0.4	-0.4
Net financing cashflow	A\$m	211.7	300.0	148.5	203.1	233.2	232.5

Net cash flow	A\$m	38.6	-13.9	-14.2	0.3	7.5	13.6
Free cash flow to equity	A\$m	-25.6	-13.9	-14.2	0.3	7.5	13.6

Source: HMY reports, MST Access estimates

Peer Analysis

Who are Harmoney's peers?

In the non-bank lending sector there are several variations of business models and market niches targeted by participants. Some lenders are focused on personal lending, or auto lending, others on mortgages, some operate only in Australia, a few like Harmoney are diversified across both Australia and New Zealand, some are focused on the prime end of the market, while others have a larger sub-prime book. Considering these differences, we have identified a narrow peer group for Harmoney who are small ASX listed non-bank personal lenders, which:

- Provide personal and auto loans, but not mortgages,
- Are funded via warehouses and asset backed securities.

This creates a near homogenous peer group of Harmony (ASX:HMY), MONEyme (ASX:MME), Wizr (ASX:WZR), and Plenti (ASX:PLT).

Outside of Harmoney's near homogenous peer group we can also compare Harmoney to ASX listed non-bank lenders with some contrasting characteristics or additional product lines in auxiliary segments:

- Solvar Limited (ASX:SVR), formerly Money3, is a commercial and personal lender across Australia and New Zealand, with operations largely centred on secured vehicle lending which comprised 93% of its loan book in FY23. It is distinguished from the broader set by funding considerable portions of its loan book with equity, over 23% in FY23.
- Humm Group Limited (ASX:HUM) is a diversified lender which provides commercial lending and leasing services specialising in asset finance, consumer instalment plan products (buy now pay later) and credit cards, operating in Australia and New Zealand.
- Latitude Financial Services (ASX:LFS) provides payments and instalments products, including BNPL and credit cards, and lending products including personal loans and motor loans to customers in Australia and New Zealand. In May 2023 the completed the sale of its insurance operations. In March 2023 Latitude was a victim of a major cyber-attack with personal information of 7.9m customers, past customers, and applications exfiltrated, as a result originations were disrupted and \$76m additional expenses were recognised during the period (including \$12m in expenses relating to the incident and \$64m in provisions for remediation of IDs and legal costs estimates). As such, in the tables below, Latitudes operations are shown pre and post disruption.

Figure 1: HMY Peers Annual Results

		HMY	WZR	MME	PLT*	SVR	HUM	LFS**	LFS***
12 Months Ending		Jun-23	Jun-23	Jun-23	Mar-23	Jun-23	Jun-23	Dec-22	Jun-23
Opening Loan Book	A\$m	581.0	783.8	1,345.3	1,299.7	733.4	3,204.9	6,349.0	6,256.6
Closing Loan Book	A\$m	744.0	931.0	1,237.0	1,766.2	910.1	4,153.6	6,474.0	6,229.0
Loan Book Growth	%	28.1%	18.8%	-8.0%	35.9%	24.1%	29.6%	2.0%	-0.4%
Revenue PCP	A\$m	72.8	59.4	143.1	88.5	187.9	440.4	932.4	821.7
Revenue	A\$m	107.1	91.9	238.9	143.5	209.3	510.4	890.2	927.0
Revenue Growth	%	47.1%	54.7%	67.0%	62.1%	11.4%	15.9%	-4.5%	12.8%
Cost to income %	%	-28.1%	-37.3%	-26.5%	-28.2%	-40.7%	-41.4%	-54.0%	-61.1%
Statutory NPAT	A\$m	-7.6	-13.2	12.3	-13.6	47.6	2.9	57.9	-86.2
Cash NPAT	A\$m	4.7	-2.8	29.1	5.6	55.1	34.6	78.9	-10.3
Cash NPAT / Revenue	A\$m	4.4%	-3.0%	12.2%	3.9%	26.3%	6.8%	8.9%	-1.1%
Market Capitalisation	A\$m	54.0	42.2	53.6	58.5	218.6	219.3	1,220.0	1,220.0
Cash PE	x	11.4	-15.1	1.8	10.5	4.0	6.3	15.5	-118.4

Source: Company Reports.

* PLT reports with a March-end financial year.

** LFS Reports on CY Financial Years. The 12 months ending December 2022 is prior to the cyber incident.

*** LFS 2H22+1H23 for CY Financial Years. The 12 months ending June 2023 recognised the adverse impacts of the cyber incident.

Until January of this year, Harmoney focussed 100% on unsecured personal loans, but has now launched a secured auto product in line with close peers MONEYME, Wisr and Plenti who all have large portions of their lending book secured against assets, commonly motor vehicles but also in home solar and battery storage in Plenti's case. As Harmoney's secured product line has only recently been launched, the large majority of their book is still unsecured loans, which typically have both higher lending rates and a higher cost of wholesale funding associated with operations due to the absence of collateral for recovery in the event of default, which increases the overall risk.

Why is Cash NPAT appropriate for high growth lenders?

Analysts and companies use Cash NPAT as a critical measure for benchmarking and reporting profitability of growing non-bank lenders due accounting standards masking the underlying profitability of the business, given the upfront impairment provisioning required under AASB 9. Under AASB 9, expected future credit losses are recognised from the reporting period of origination, even when no actual losses have taken place. This penalises high growth lenders with loan book growth generating an increasing expected credit loss provision expensed up front, ahead of revenue from the originated loans, which in Harmoney's case could be collected over a 7-year term, decreasing statutory NPAT in the present.

As Cash NPAT is a non-IFRS performance measure, for this benchmarking exercise we have applied a standard definition to Harmoney and its peers. To standardise the composition of cash NPAT, the following are added back to the reported statutory NPAT.

- Expected credit loss for provisions on originations expensed.
- Depreciation and amortization expensed.
- Share based payment expensed.

We have adjusted the FY23 results of Harmoney and its peers in Figure 2 below. Harmoney (HMY), Wisr (WZR) and MONEYME (MME) reported with a June-end financial year and Plenti (PLT) reported with a March-end financial year.

Harmoney, Wisr and Plenti all grew their gross loan receivables during FY23, of this group Harmoney recorded the largest Cash NPAT margin at 4.4% of revenues. However, it is of note that MONEYME's lending operations have contracted considerably during the period, with gross loan receivables down 8% and origination volumes down 58%, with the attributed consequence of reducing associated costs, such as acquisition, both marketing and upfront broker or dealer fees, customers servicing and credit decisioning, as well as general personnel costs. MONEYME also reported \$11.3m in depreciation and amortisation expense in the periods, which we have added back as a non-cash adjustment. Over \$9.5m of this amortisation of intangibles (largely acquired software), which was primarily those recognised from its SocietyOne acquisition.

Figure 2: HMY Peers Cash NPAT Reconciliation

		HMY	WZR	MME	PLT*	SVR	HUM	LFS**	LFS***
12 Months Ending	A\$m	Jun-23	Jun-23	Jun-23	Mar-23	Jun-23	Jun-23	Dec-22	Jun-23
Closing loan book	A\$m	744.0	931.0	1,149.6	1,766.2	910.1	4,153.6	6,474.0	6,229.0
Revenue	A\$m	107.1	91.9	238.9	143.5	209.3	510.4	890.2	927.0
Statutory NPAT	A\$m	-7.6	-13.2	12.3	-13.6	47.6	2.9	57.9	-86.2
<i>Add back non-cash adjustments</i>									
Movement in ECL Provisions	A\$m	7.8	7.8	5.5	14.3	4.4	9.2	-28.1	28.1
Share based payment expenses	A\$m	1.9	1.6	0.0	3.4	0.7	1.5	3.8	2.5
D&A expenses	A\$m	2.5	0.9	11.3	1.5	2.3	21.0	45.3	45.3
Cash NPAT	A\$m	4.7	-2.8	29.1	5.6	55.1	34.6	78.9	-10.3
Average shareholder equity	A\$m	60.6	74.0	128.7	48.9	373.0	626.9	1,520.0	1,448.0
Cash RoE	%	8%	-4%	23%	11%	15%	6%	5%	-1%
Market Capitalisation	A\$m	54.0	42.2	53.6	58.5	218.6	219.3	1,220.0	1,220.0
Cash PE	x	11.4	-15.1	1.8	10.5	4.0	6.3	15.5	-118.4

Source: Company Reports.

* PLT reports with a March-end financial year.

** LFS Reports on CY Financial Years. The 12 months ending December 2022 is prior to the cyber incident.

*** LFS 2H22+1H23 for CY Financial Years. The 12 months ending June 2023 recognised the adverse impacts of the cyber incident.

What are the drivers of Harmony's cash NPAT?

Risk Adjusted Income

Risk Adjusted Income

(RAI) = Revenue - Funding
– Net Credit Losses

Harmony's loan pricing is broadly consistent with major banks. This is consistent with the trends we observe in the home loan mortgage market, where significant loan volumes are flowing to those lenders with the fastest loan approvals and broadly competitive interest rates rather than the cheapest market-leading interest rates and slower service.

Harmony's speed of approval and funding provide a significant competitive advantage allowing Harmony rather than competing solely on price, to compete on service and price while generating significant origination volumes benefiting its net interest margins. Its rates currently range from unsecured interest rates range from 5.86% p.a. to 23.05% and secured rates for its car loan product from 5.76% to 19.09% (as of 22 September 2023) based on the individual borrower's risk-profile.

Harmony's peers below in Figure 3 also have greater exposure to the secured loan sector, lowering the average lending rates due to availability of a security (commonly an automotive) for recovery in event of default.

Harmony's closest peers all listed use warehouse funding, delivering little comparative advantage for risk-adjusted costs of funds between them. Harmony however manages its funding risks through a diversified pool of facilities from 3 of the big 4 banks and hedging program to manage exposure to changing market cost of funds. As demonstrated by its FY23 average cost of funds increasing by 150bps, while RBA and RBNZ increased official cash rates by 325bps and 350bps respectively.

However, Humm and Latitude benefit from their scale, with the ability issue public asset-backed securities. In contrast to private facilities, public market debt enables greater diversification of funding sources through access to a larger pool of investors and increasing potential liquidity for capital providers, commonly reducing the risk premium demanded.

Figure 3: HMY Peers Risk Adjusted Income

		HMY	WZR	MME	PLT*	SVR	HUM	LFS**	LFS***
12 Months Ending	A\$m	Jun-23	Jun-23	Jun-23	Mar-23	Jun-23	Jun-23	Dec-22	Jun-23
Average loan book	A\$m	683.1	889.3	1,247.0	1,545.2	821.8	3,679.3	6,411.5	6,242.8
Revenue	A\$m	107.1	91.9	238.9	143.5	209.3	510.4	890.2	927.0
Revenue Yield %	%	15.7%	10.3%	19.2%	9.3%	25.5%	13.9%	13.9%	14.8%
Interest expense	A\$m	-39.8	-46.2	-89.8	-61.7	-41.9	-168.1	-214.4	-293.1
NIM	A\$m	67.2	45.7	149.1	81.8	167.4	342.3	675.8	633.9
NIM	%	9.8%	5.1%	12.0%	5.3%	20.4%	9.3%	10.5%	10.2%
Net credit losses	A\$m	-24.6	-14.5	n.a.	-10.6	-33.4	-85.1	-147.6	-178.6
Net credit losses %	%	3.6%	1.6%	n.a.	0.7%	4.1%	2.3%	2.3%	2.9%
Risk adjusted income	A\$m	42.7	31.2	n.a.	71.2	134.0	257.2	528.2	455.3
RAI %	%	6.3%	3.5%	n.a.	4.6%	16.3%	7.0%	8.2%	7.3%
90+ Day arrears %	%	0.6%	1.3%	2.3%	0.4%	6.1%^	0.7%	0.7%	1.3%

Source: Company Reports.

* PLT reports with a March-end financial year.

** LFS Reports on CY Financial Years. The 12 months ending December 2022 is prior to the cyber incident.

*** LFS 2H22+1H23 for CY Financial Years. The 12 months ending June 2023 recognised the adverse impacts of the cyber incident.

^Solvar do not report 90+ Day arrears. The figure represents the portion of gross receivables which are on the 'Watchlist' but are yet to be credit impaired. Solvar define the 'Watch list' as exposures that require closer monitoring and a reasonable capacity to meet financial instruments, with moderate default risk.

Note: We have excluded MONEyme's net credit losses due insufficient information available for an accurate comparison. MONEyme's reported FY23 customer receivable impairment was \$68.8m.

Net Credit Losses

Net credit losses =
Incurred losses less
recoveries, including debt
sales

Harmony's net credit losses are slightly higher than some of its peers given its loan book is heavily skewed towards unsecured lending, however this is offset and accounted for in the risk adjusted lending rates, delivering a 6.3% risk adjusted income. As seen in Figure 3 below, comparable with scale operators Humm and Latitude.

As Solvar supplement warehouse facilities with equity funding, the calculation of risk adjusted using only interest expense as seen below, does not account for the cost of equity employed, and hence delivers an inflated figure relative to its peers.

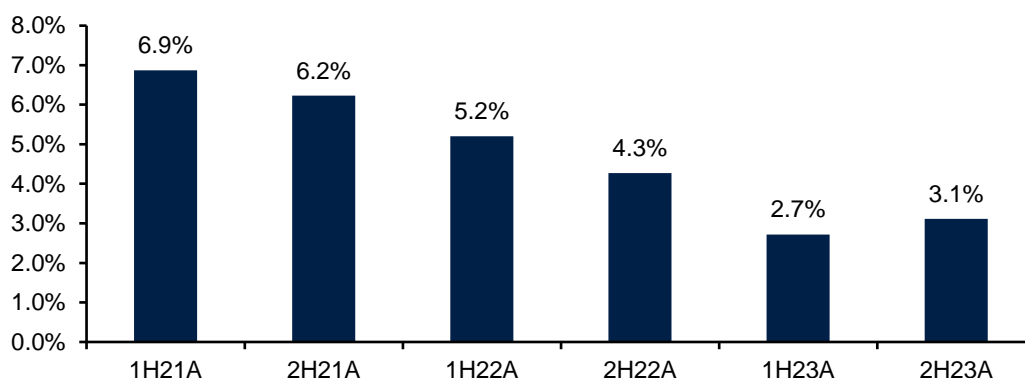
Acquisition Costs

Harmony is an organic growth story, investing heavily in its data driven online marketing to obtain customers directly, rather than through loan broking intermediaries. This delivers annuity stream economics, with a higher upfront cost of acquisition, offset by near zero acquisition costs once the customer relationship has been acquired.

Harmony's commentary supports this thesis, announcing in New Zealand where the brand has been established since 2014, over 50% of originations now come from existing customers, and in Australia where it has only been operating at scale since 2020 observed a 46% growth in originations from existing customers during the period.

As seen in figure 4 below, while scaling its loan book rapidly over the past 3 years Harmony's marketing efficiency has continued to improve. We attribute the minor rise in 2H23 marketing cost to originations to the January 2023 launch of Harmony's car loan product. With the 1Q24 launch of Stellare 2.0 (Harmony's highly automated marketing platform), we expect further significant improvements in the marketing costs to originations ratio in the coming periods.

Figure 4: HMY Marketing Costs to Originations



Source: Company Reports.

Note: PLT reports with a March-end financial year.

Unlike its peers who mainly originate loans through broker or dealer channels and can amortise commissions or broker fees over the life of the multi-year loans, Harmony does not amortise acquisition costs. Despite this, Harmony's cost-base and margins compare favourably to its peers due to its digital direct to consumer model enabling a near zero cost of originating loans from its existing and past customer base.

Figure 5: HMY Peers Acquisition Costs

		HMY	WZR	MME	PLT*	SVR	HUM	LFS**	LFS***
12 Months Ending	A\$m	Jun-23	Jun-23	Jun-23	Mar-23	Jun-23	Jun-23	Dec-22	Jun-23
Acquisition expenses / commissions	A\$m	-12.3	-2.3^	-13.8	-31.1	-17.7	-47.2	-27.3	-24.6
Originations	A\$m	426.2	495.0	466.0	1,131.0	535.3	2,400.0	7,953	6,298
Acquisition cost to origination %	%	-2.9%	-0.5%	-3.0%	-2.7%	-3.3%	-2.0%	-0.3%	-0.4%

Source: Company Reports.

* PLT reports with a March-end financial year.

** LFS Reports on CY Financial Years. The 12 months ending December 2022 is prior to the cyber incident.

*** LFS 2H22+1H23 for CY Financial Years. The 12 months ending June 2023 recognised the adverse impacts of the cyber incident.

^ Wizr decreased marketing expenses from \$12.1m in FY22 to \$2.3m in FY23 to pursue a moderated growth strategy and a cost reduction process, during the period. For its loans acquired through its broker channel, transactions costs (including fees and commissions to brokers and agents) are recognised as part of the initial measurement and amortised over the life of the loan. This is not distinguished in acquisition costs, however, reflected in risk adjusted income via a suppressed yield on assets.

Net Operating Income

(NOI) = RAI – Acquisition Costs

Being direct to consumer, Harmony can ramp-up, or down, acquisition expenses as conditions see fit, unlike broker led models which require more consistent sales and business development resources. Remarkably, in FY23 Harmony reduced its marketing costs by 41% on the prior corresponding period, however, have only observed a 4% reduction in originations, highlighting the brand equity Harmony has built through its direct-to-consumer model and customer satisfaction demonstrated by an average of 4.8/5 stars from 17,503 reviews on Google, ProductReview.com and Shopper Approved.

Risk Adjusted Income less acquisition costs, delivers net operating income.

Operating Costs

Operating costs include all other costs required in delivering Harmoney's operations including personal, technology, general and administrative expenses.

Harmoney's cost to income ratio of 28% is demonstrative of the efficiency of its propriety, highly automated and scalable, digital lending platform Stellare™, which ensures the businesses expenses are largely fixed, thus delivering strong operational leverage.

Stellare™ has been developed by Harmoney to support highly automated credit decisioning and pricing, ensure compliance with lending regulation, privacy, and data security policies, manages collection workflows and customer communications to drive scalability, efficiency and operating leverage, which we believe will be observed through a disconnect between loan book growth and operating costs growth.

We expect the launch of Stellare 2.0 further accelerate the divergence through unlocking greater automation in the launch of new credit products and customer processing, to accelerate the loan book significantly beyond the operating cost base.

Figure 6: HMY Peers Operating Costs

		HMY	WZR	MME	PLT*	SVR	HUM	LFS**	LFS***
12 Months Ending	A\$m	Jun-23	Jun-23	Jun-23	Mar-23	Jun-23	Jun-23	Dec-22	Jun-23
Costs (exc. interest, losses, acquisition)	A\$m	-30.1	-34.3	-63.3	-40.5	-85.2	-211.5	-480.3	-566.5
Income	A\$m	107.1	91.9	238.9	143.5	209.3	510.4	890.2	927.0
Cost to income %	%	-28.1%	-37.3%	-26.5%	-28.2%	-40.7%	-41.4%	-54.0%	-61.1%
Risk adjusted income	A\$m	42.7	31.2	n.a.	71.2	134.0	257.2	528.2	455.3
Cost to RAI %	%	71%	110%	n.a.	57%	64%	82%	91%	124%

Source: Company Reports.

* PLT reports with a March-end financial year.

** LFS Reports on CY Financial Years. The 12 months ending December 2022 is prior to the cyber incident.

*** LFS 2H22+1H23 for CY Financial Years. The 12 months ending June 2023 recognised the adverse impacts of the cyber incident.

Cash NPAT

The result of the above factors for Harmoney is the emergence of operating leverage, which is already delivering strong Cash NPAT margins relative to its peer group average.

We believe these drivers are intrinsic to Harmoney's business model and hence should support a growing cash NPAT margin as economies of scale are realised, progressing Harmoney towards its 20% cash ROE Target.

Harmoney is underpriced relative to its peers and the market due to its underappreciated scale potential.

Figure 7: HMY Peers Valuation Metrics

		HMY	WZR	MME	PLT*	SVR	HUM	LFS**	LFS***
12 Months Ending	A\$m	Jun-23	Jun-23	Jun-23	Mar-23	Jun-23	Jun-23	Dec-22	Jun-23
Unrestricted cash	A\$m	27.5	21.7	16.1	27.8	78.3	112.0	358.3	265.8
Net Assets	A\$m	53.8	68.0	166.1	45.0	377.1	626.1	1,474.5	1,304.4
Net Tangible Assets	A\$m	33.7	61.0	69.8	45.0	346.4	492.5	525.2	414.4
P/B	x	1.0	0.6	0.3	1.3	0.6	0.4	0.8	0.9
P/NTA	x	1.6	0.7	0.8	1.3	0.6	0.4	2.3	2.9
Cash P/E	x	11.4	-15.1	1.8	10.5	4.0	6.3	15.5	-118.4
RAI Multiple	x	1.3	1.4	0.7	0.8	1.6	0.9	2.3	2.7
Cash ROE	%	8%	-4%	23%	11%	15%	6%	5%	-1%

Source: Company Reports.

* PLT reports with a March-end financial year.

** LFS Reports on CY Financial Years. The 12 months ending December 2022 is prior to the cyber incident.

*** LFS 2H22+1H23 for CY Financial Years. The 12 months ending June 2023 recognised the adverse impacts of the cyber incident.

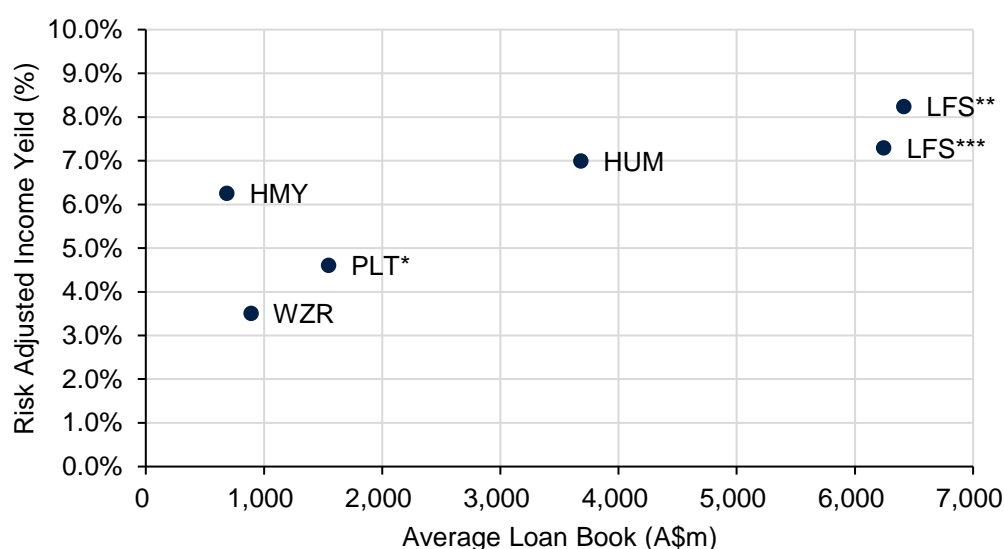
We estimate that Harmony currently trades on just 1.0x book value and 1.3x its FY23 Risk Adjusted Income, which we argue is an unfair discount, both to its underlying fundamentals and relative to its peers considering the near homogenous peer-group leading RAI margin and demonstrated capacity for efficient growth.

We believe these figures underrepresent the earnings potential of Harmony, given the increasing scale benefits of its operations as it efficiently grows, as it has previously demonstrated in both Australia and New Zealand. As of FY23, Harmony has the smallest value of gross receivables in its peer set at \$744, 43% below the \$1.3bn average of its near homogenous peers set of Wisr, MONEYME and Plenti, and a fraction of the operations of Humm and Latitude.

Harmony's underappreciated potential stems from its operating model that is expected to continue to deliver ongoing efficiency improvements as it scales, with the following key factors contributing to the expected margin improvement:

- Highly automated credit decisioning delivering risk-adjusted interest rates accessed 100% online by consumers, reducing costs, and also enhancing customer experience, acquisition and retention.
- As lending operating operations expand and diversify we expect continued improvements in funding costs, as seen by scale operators Humm and Latitude in accessing a broader range of potential capital providers.
- The company's cost structure benefits from relatively fixed overheads, which means that as revenue scales, Harmony is well-positioned to realize substantial improvements in its cost-to-income ratio.
- Harmony's ability to diversify its product offerings, such as its recent expansion into auto lending and diversification of existing personal loan product offers via Stellare 2.0 presents avenues for further expansion.

Figure 8: HMY Peers FY23 Average Loan Book vs Risk Adjusted Income Yield



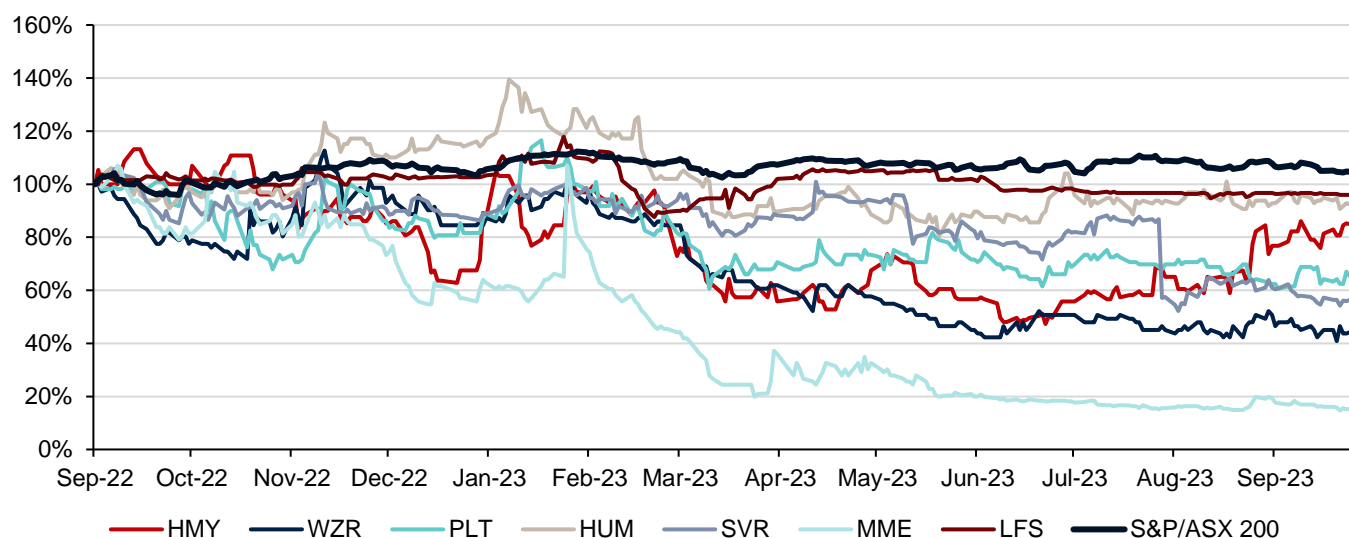
Source: Company Reports.

Note: As Solvar funds considerable portions of its loan book with equity, Risk Adjusted Income calculated using interest (cost of debt) does not reflect the businesses lending costs and hence has been excluded.

Harmony, like many of its peers has demonstrated poor share performance in recent periods. There has been a steep sell off of the broader non-bank lending sector over the past 18 months. We attribute this to investor concerns over the sectors maladaptation to changing economic conditions, with the expectation of rising loan losses from higher rates and an expected rise in the unemployment rate, slowing originations as consumers adjust their demand for credit and increasing wholesale funding costs.

However, Harmony has defied these concerns, maintaining profitable growth on a cash basis throughout FY23, operating with a 10% NIM and demonstrating premium asset quality, with losses of just 3.6% and 90+ day arrears of 0.58%, a fraction of the 1.4% Australian Equifax average for the personal loan market.

Figure 9: HMY Peers 1 Year Relative Share Price Performance



Source: Refinitiv, S&P/DJI, ASX, MST estimates

Some of Harmony's peers are also facing management distractions which may have further eroded investor sentiment and challenging their social licence to operate. Latitude's cyber breach has made it unprofitable in the 12 months June 2023, while Solvar is facing an ASIC Federal Court action alleging that in the period from 8 May 2019 to 18 February 2021, Money3 Loans Pty Ltd (one of its subsidiary brands) has:

In relation to 5 consumer loans breached its responsible lending obligations under the National Consumer Credit Protection Act 2009 (Cth);

- Failed to provide adequate training and professional development to its staff,
- Failed to provide adequate templates, forms, checklists, and guides to its staff; and
- Failed to assess the skill and competency of its representatives.

No earnings changes

We make no earnings changes to our forecasts given the recent amendments made following analysis of last month's FY23 results.

Valuation

We use a blend of valuation approaches to estimate Harmony valuation, considering:

- peer multiples and growth rates,
- intrinsic valuation scenarios of its potential future growth profiles.

Other equity market considerations such as short sales; any likely forthcoming changes in index inclusion; depth of stock research coverage; composition of and change in the mix of investors (such as founders, board and staff, domestic institutions, foreign institutions, and retail investors) are not incorporated in our valuation; however investors should consider such factors if they seek to develop a price target for the company.

Many analysts use some form of residual income or value-added valuation approach, due to the complexities and uncertainties involved in forecasting cashflow, in part due to regulatory capital requirements. Some of the advantages of this approach are that:

- the bulk of the valuation is generally recognized upfront, in the net asset value providing greater certainty around a large component of the valuation;
- uses profit, rather than cashflow, forecasts.

The derivation of our book value per share and cash EPS used in this valuation method can be found in our balance sheet and income statement respectively.

General Residual Income Model ("GRIM")

We use a two-stage model, using our explicit forecasts over the next five years, followed by a terminal value, to which we add current net assets per share. We continue to assume a risk free rate of 4.0%, an equity risk premium of 5.0% and estimate HMY's equity beta to be 1.5. Based on these, our estimate of HMY's cost of equity to 11.5% and our terminal growth rate assumption is 3.0%.

This produces a general residual income model valuation of an A\$2.52 per share (marginally up from the prior \$2.50 due to discount roll forward), representing a significant upside to the current share price, at 376%.

Figure 10: MST Access General Residual Income Model ("GRIM") valuation of Harmony Corp Limited

Current date Last balance date		6-Oct-23 30-Jun-23										
		Jun-23	Dec-23	Jun-24	Dec-24	Jun-25	Dec-25	Jun-26	Dec-26	Jun-27	Dec-27	Jun-28
Book value per share	A\$	0.53	0.48	0.45	0.43	0.43	0.44	0.44	0.47	0.52	0.59	0.73
Equity charge	A\$		-0.03	-0.03	-0.03	-0.02	-0.02	-0.03	-0.03	-0.03	-0.03	-0.03
Cash EPS	A\$	0.02	0.01	0.03	0.05	0.05	0.07	0.07	0.08	0.10	0.12	0.16
Residual income	A\$		-0.02	0.01	0.02	0.03	0.04	0.04	0.06	0.08	0.09	0.12
Discounted cash flow	A\$	0.00	-0.02	0.01	0.02	0.02	0.03	0.03	0.04	0.05	0.06	0.07
Sum of discount streams	A\$	0.31	CAPM									
Future value into perpetuity	A\$	2.5	Risk free rate									
NPV of terminal value	A\$	1.68	Equity beta									
add net assets	A\$	0.53	Equity risk premium									
Residual income value per share	A\$	2.52	Cost of equity									
P/B multiple implied by GRIM valuation	x	4.8	Terminal growth									
Upside/downside	%	376%										

Source: Company reports, MST Access estimates

Theoretical book multiple valuation

With Harmony's medium term ROE target of 20%, we can use this to ascertain what theoretical book multiple the company would trade at if it achieves this target (which we think is probable).

One key shortcoming with this method is that it requires an assumed dividend payout ratio, as the theoretical multiple calculation can become undefined if no dividend payout ratio is assumed. For the purposes of this valuation, we assume a 50% dividend payout ratio, despite Harmony currently seeking to retain all its earnings to support future growth.

This method suggests that with a 11.5% cost of equity, 20% ROE and 50% retained earnings, the appropriate theoretical book multiple that Harmony should trade on is 6.67x, which applied to its current book value of 53cps would suggest a valuation of \$3.53.

Figure 11: Theoretical book multiple valuation for Harmony

HMY theoretical book multiple valuation		
Target cash ROE	%	20.0%
Cost of equity	%	11.5%
Dividend pay out ratio	%	50%
Theoretical book multiple	x	6.67
Current book value per share	A\$	0.53
Implied valuation	A\$	3.53
Implied upside	%	565.8%

Source: Company reports, MST Access estimates

Updated Investment Thesis

Harmony is a leading 100% online direct personal lender that operates across Australia and New Zealand, which continues to display strong growth and earnings momentum. The company is profitable on a cash basis and generates operating cashflows, and these should grow as its business grows.

A combination of superior technology, direct business model, and effective marketing strategies gives Harmony a clear edge over its peers, as well enabling it to achieve strong credit quality for its loan book. Harmony's highly automated Stellare™ technology ensures the businesses expenses are largely fixed, thus delivering strong operational leverage. Stellare's™ risk selection was strong from the outset and has continued to improve over time. Harmony is well-positioned in the cross-section of distribution and scalability, with a direct model and high scalability. Banks pulling back from the personal lending industry provides smaller alternative lenders (like Harmony) an opportunity to capture large market share.

Harmony uses multiple funding sources and has now largely transitioned to warehouse and ABS funding. The company's already attractive NIMs will be further enhanced by this transition, with the company reporting a NIM near 10% for FY23.

Risks and sensitivities

We elaborate on Harmony's risks and sensitivities in our initiation report. In summary, they can be categorised under strategic, financial and operational risks summarised as:

Strategic

Harmony operates in a dynamic and changing market, which sees competitors providing new and innovative offerings in a bid to capture market share.

Furthermore, there is a significant number of regulatory requirements, and could suffer from adverse changes to the requirements, including in Australia:

- Anti-money laundering and counter terrorist financing requirements administered by Austrac;
- Privacy requirements administered by the Privacy Commissioner;
- Financial Service licencing and Credit licencing administered by the Australian Securities and Investments Commission (ASIC);
- Australian Consumer Law and unfair contract terms contained in the Corporations Act administered by the Australian Competition and Consumer Commission (ACCC);
- Taxation legislation administered by the Australian Taxation Office (ATO);
- Accounting standards required under the Corporations Act administered by the Australian Accounting Standards Board (AASB) and ASIC;
- Design and distribution obligations, several of which will be governed by contract law.

Financial

Being a finance company, Harmony has a range of risks and sensitivities applicable to most companies in the financial sector. These include:

- Macroeconomic conditions
- Liquidity and funding risks
- Credit risk
- Fraud
- Compliance risks

Operational

Most companies, including Harmony, have a range of operational risks. These include:

- Governance
- Key personnel
- Information technology
- Cybersecurity and data protection

- Force majeure events
- Litigation, claims and disputes

Company Description

Harmony is the largest 100% consumer-direct money platform in Australia and New Zealand. The Company provides customers with unsecured personal loans, and secured and unsecured auto loans, that are easy to access, competitively priced (using risk-adjusted interest rates) and accessed 100% online. By effectively combining superior data, superior technology, and superior marketing, Harmony creates direct relationships with consumers, at scale.

It's direct-to-consumer automated loan approval system is underpinned by Harmony's scalable Stellare™ proprietary technology platform. Stellare™ efficiently facilitates its personalised loan product with applications processed and loans typically funded within 24 hours of acceptance by the customer. The 100% consumer-direct aspect of Harmony's business model allows the Company to gain access to deep data from consumers. The Stellare™ technology utilises deep consumer data and applies customer's individual circumstances to its machine learning credit scorecard to deliver automated credit decisioning and accurate risk-based pricing. Harmony have continually improved their credit scoring technology, with the latest Stellare™ Libra algorithms delivering high performance.

A large percentage of Harmony's originations come from existing or past customers. The minimal cost of marketing to its existing customer base proved a stable source of quality originations through COVID for the business and remain intrinsic to the business going forward.

Harmony is funded by a number of sources including three of the big 4 Australian banks as well as issuing ABS.

Harmony hold an Australian Credit Licence (ACL) which allows the company to conduct business as a consumer lender in Australia. Despite the Company ceasing retail peer-to-peer loans in New Zealand, they maintain their FMCA licence in relation to the run-off portfolio. Harmony also hold an Australian Financial Services Licence (AFSL), which is regulated by ASIC.

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