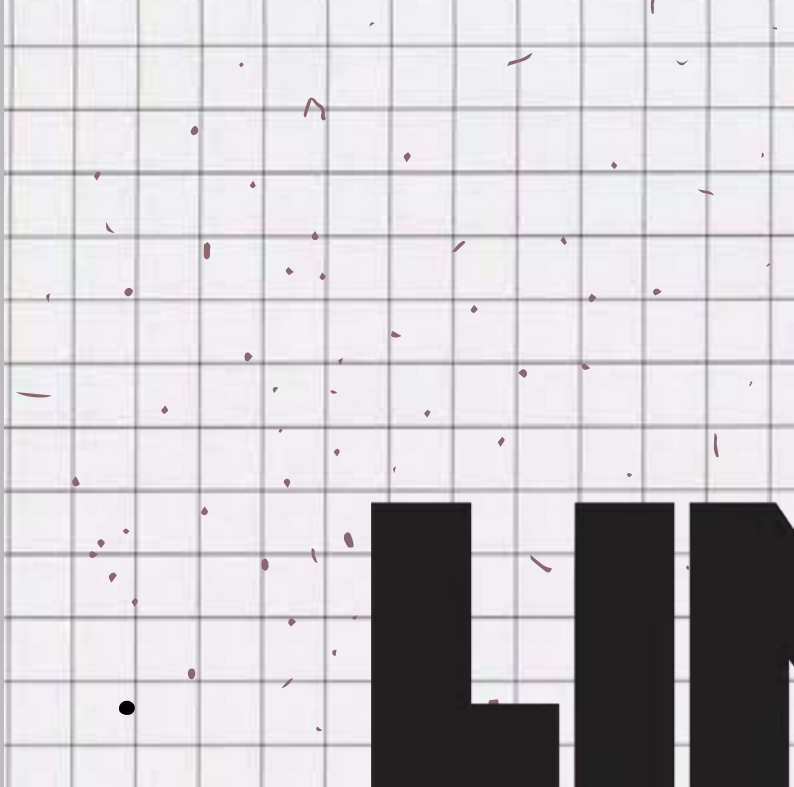
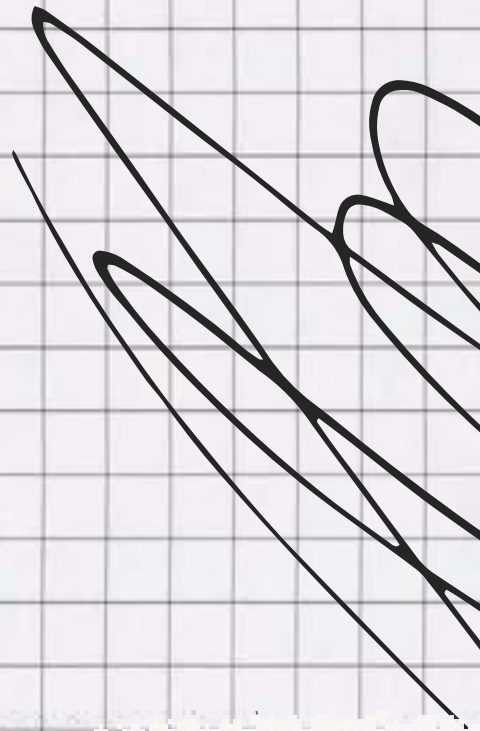
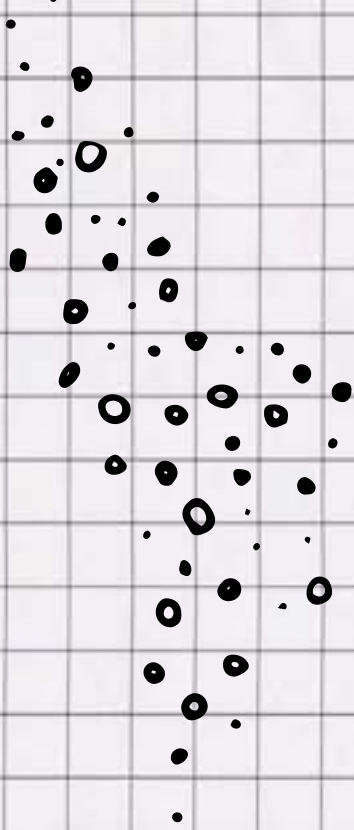


A cluster of small red confetti pieces is located in the top left corner of the page.

LINKTM

A horizontal, textured blue brushstroke is located at the bottom of the page, serving as a background for the text.

**YEARBOOK
2020**

2020

We made it! What an epic year! This book is our way of looking back on the year that has been - both its challenges and victories. We are immensely proud of each and every one of you. Without you, none of this would be possible. Enjoy.

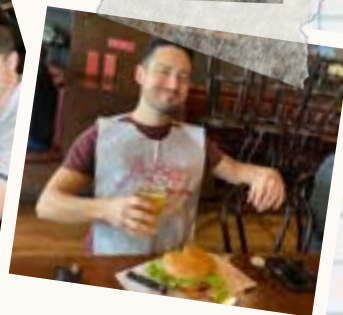
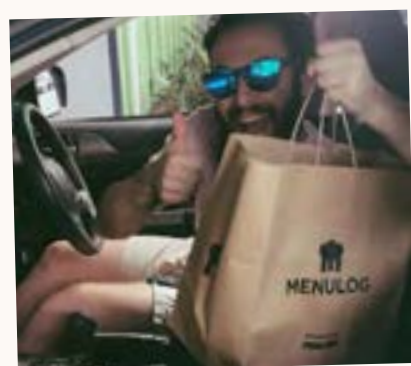
BRAD, CHRIS, HUGH AND JAMES!





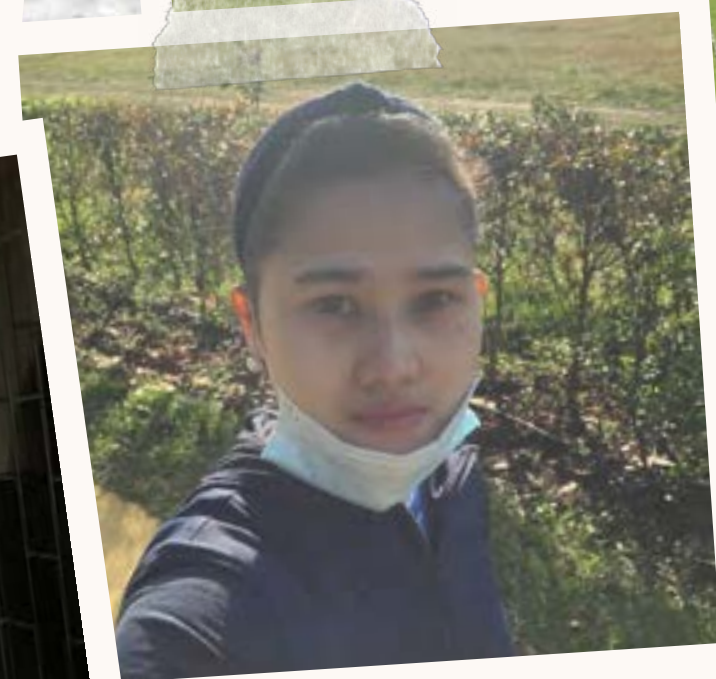
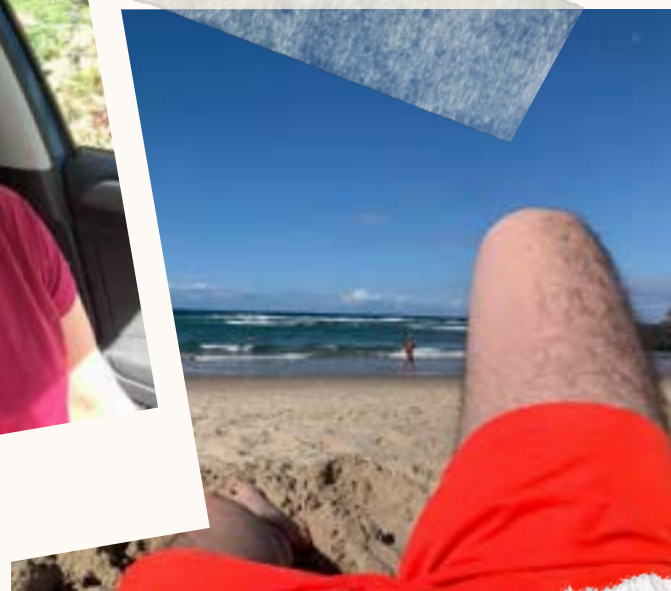
**YOU GUYS
ROCK!**

↑



LUNCH LEGEND

One of the earliest Link traditions, and one of the most important. We've had some bangin lunches, and we've had some stinkers (RG's anyone? Remember the steaks that could have doubled as drinks coasters), but for 2020, L'Americano takes the cake with a ripping score of 4.97/5. Nice one Ale (and Jorge).



PERSONAL AWESOMENESS DAY!

We took the idea of having a day off for your birthday, and reimagined it as giving a day to everyone to empower positive change in their personal lives. And so the Personal Awesomness Day (PAD) was created....and we're pretty chuffed that this day is something that is valued by all.

THE NEW
KIDS ON
THE BLOCK!



Welcome to the team!



AWARDS

Another year, more finalist badges, and some nice wins too.

- This year, Elle finally got the monkey off her back and won the well-deserved Accountants Daily Women in Finance Award for being a badass woman in finance.
- Ru was a finalist in the Accountants Daily Women in Finance Awards.
- Hugh was finalist for Young Business Leader of the year.
- Link was finalist for B2B Services Business of the Year.
- Link won Workplace of the Year! Epic!
- 2020 AFR Best Places to Work. Entry submitted - announcement of finalists in April 2021. Fingers crossed!

REBRAND

Over a year in the making! 2020 was the year we brought our rebrand to life.

We've now learned what we're about, declared our vision, defined our values and simplified our message.

Thanks to everybody for their contributions to this epic project.

We now know what it means to be Link.

KIND OF A
BIG DEAL





WE SECURED LINK.COM.AU

A momentous step forward, catapulting Link to the next level. We hope you are as proud of it as we are.

Enjoy your new super short email addresses.



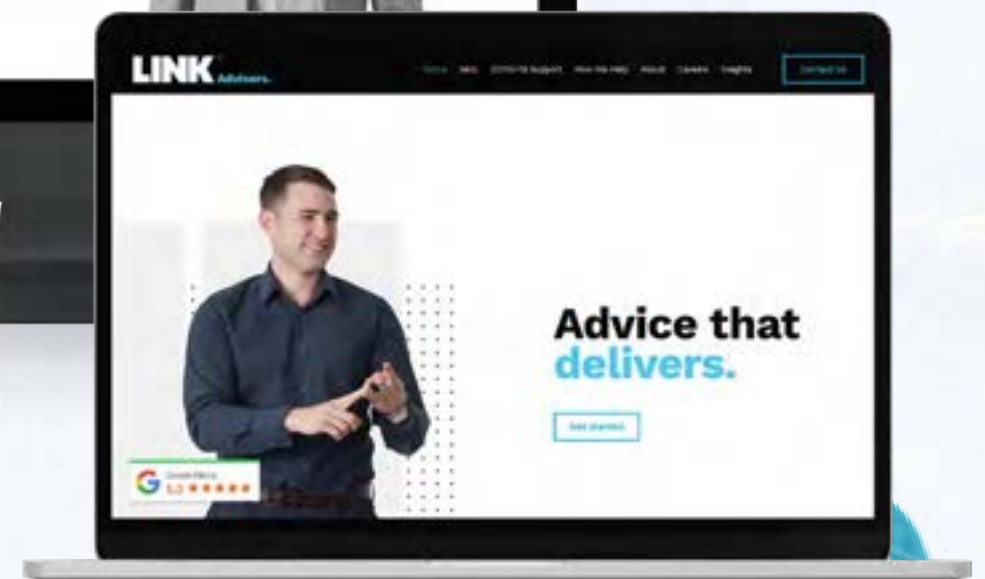
EPIC NEW WEBSITES

Our new Link websites were the final piece of our rebrand puzzle.

Clean, clear, strong, brave and approachable. The sites celebrate what makes us the best in the business - our people. Not a stock image in sight.

The end result: an array of high performing digital lead magnets.

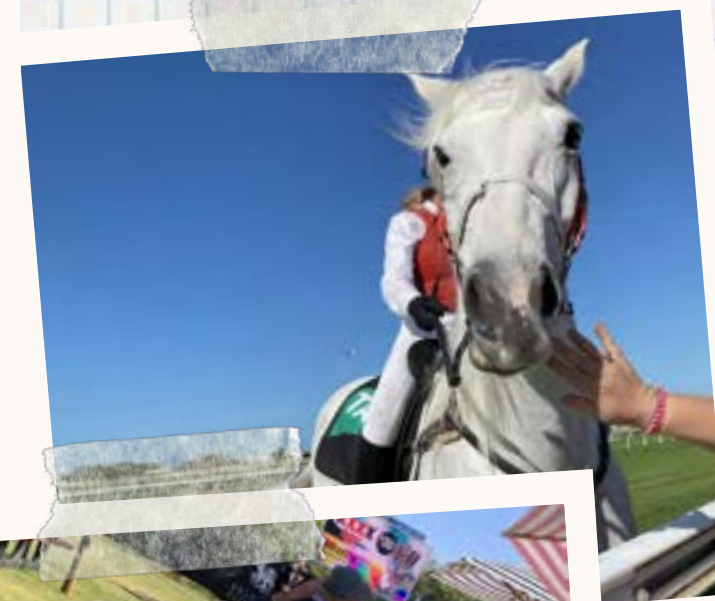
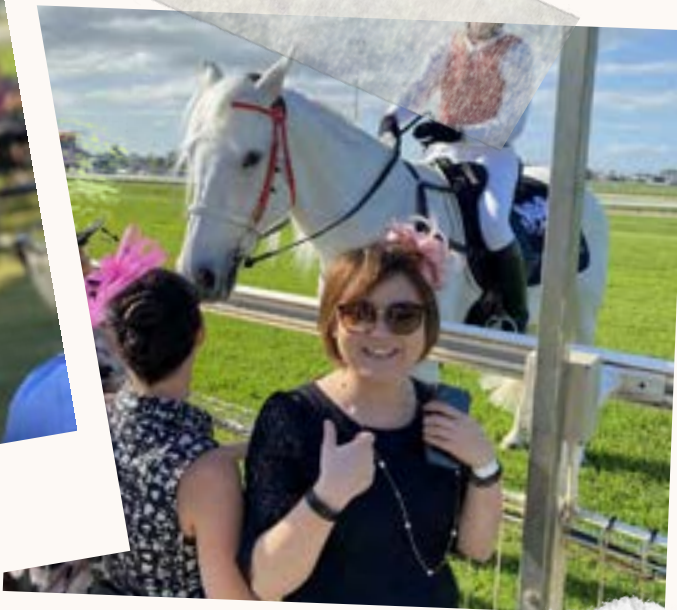
Well done Pixel team!





LINK LEGEND

This year we've seen some epic legends take home the award. James' favourite part is punctuating the nominations on the fly as he reads them out. Thanks for keeping him on his toes.



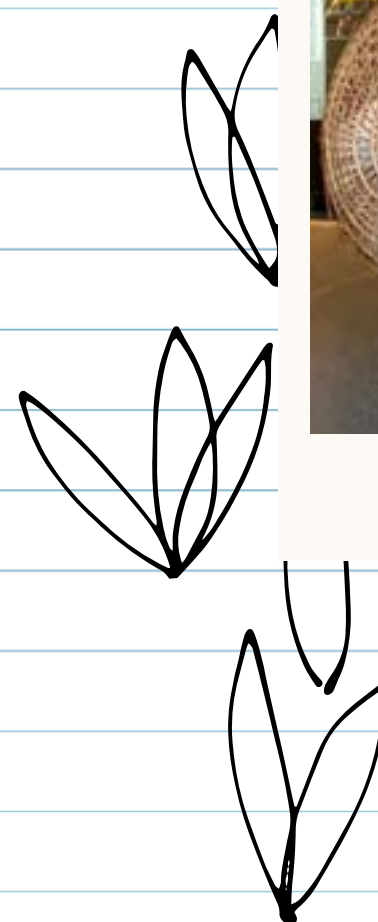
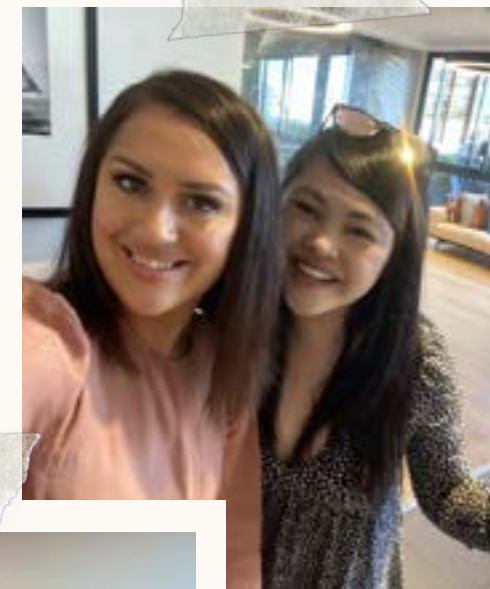
MELBOURNE CUP!

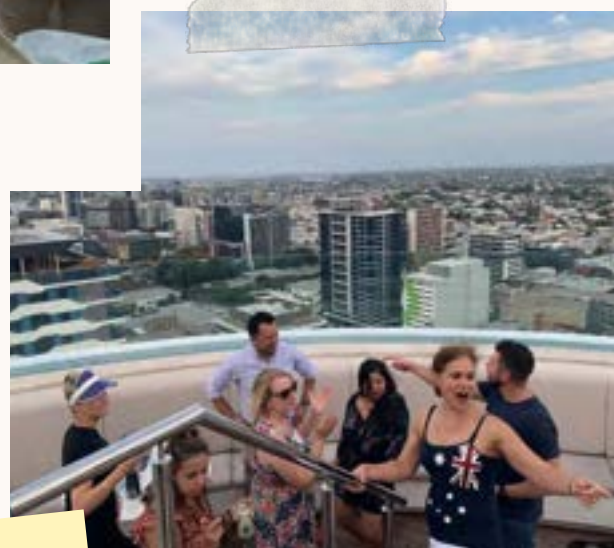
When people look back on Melbourne Cup 2020 they won't remember which horse won, they won't remember the dress they wore, but they will absolutely remember to pack sunscreen for every other Melbourne Cup for the rest of their life.



30 JUNE AT ANGIE'S

What a location! At least it was, until their chairs got covered in pasta sauce. Anyway, this event was hands down one of our best. The Link love was palpable after everyone being apart for so long. Turns out a few of us can cook!



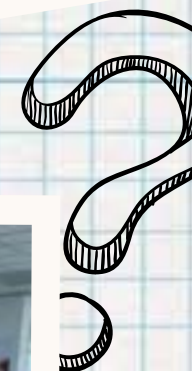
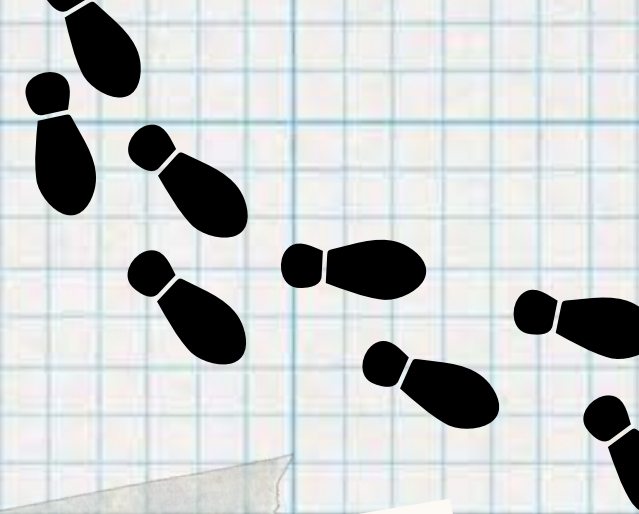
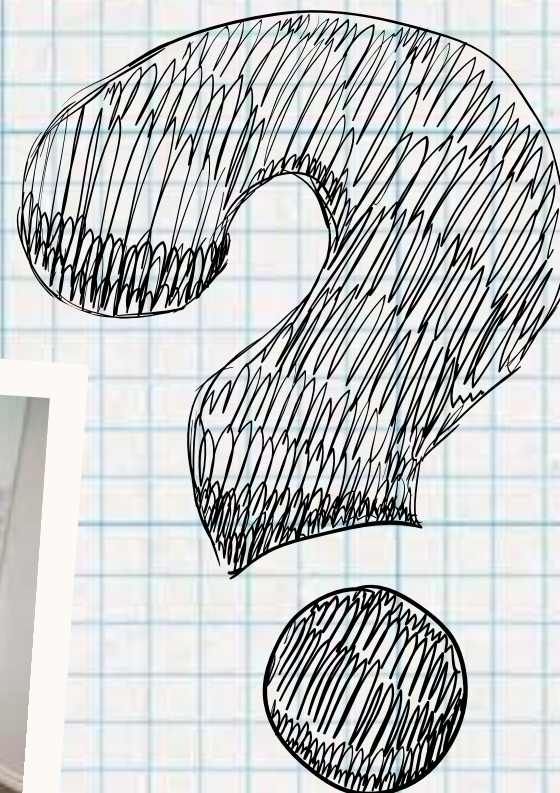
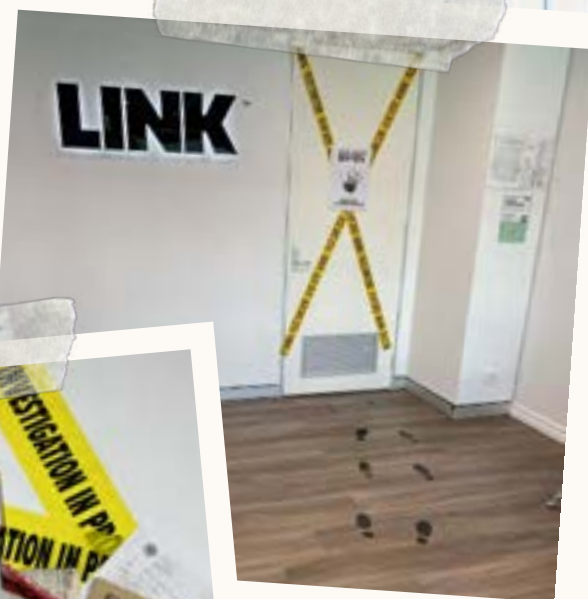


AUSTRALIA
DAY ON
JAMES'
ROOF TOP

Link celebrated Australia Day
by the pool on James' rooftop.
Thanks to James for being the
BBQ master.

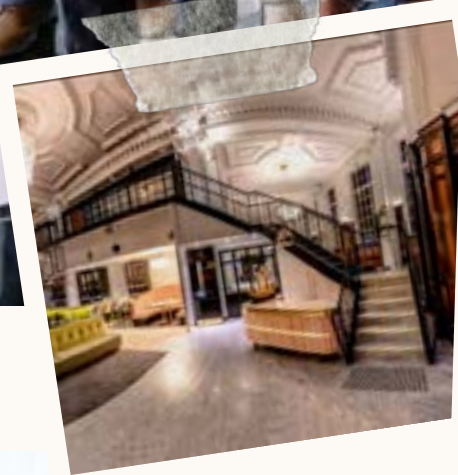
UNSOLVED MYSTERY

Like all good Link events, this one came with a bit of controversy, and extra competitiveness from Chris.



CHRISTMAS PARTY 2019 AT DONNA CHANG

Surely the best
Christmas Party to
date. Good food,
plentiful drinks in an
old bank vault, and
not a single hot,
unairconditioned bus
in sight. How good!

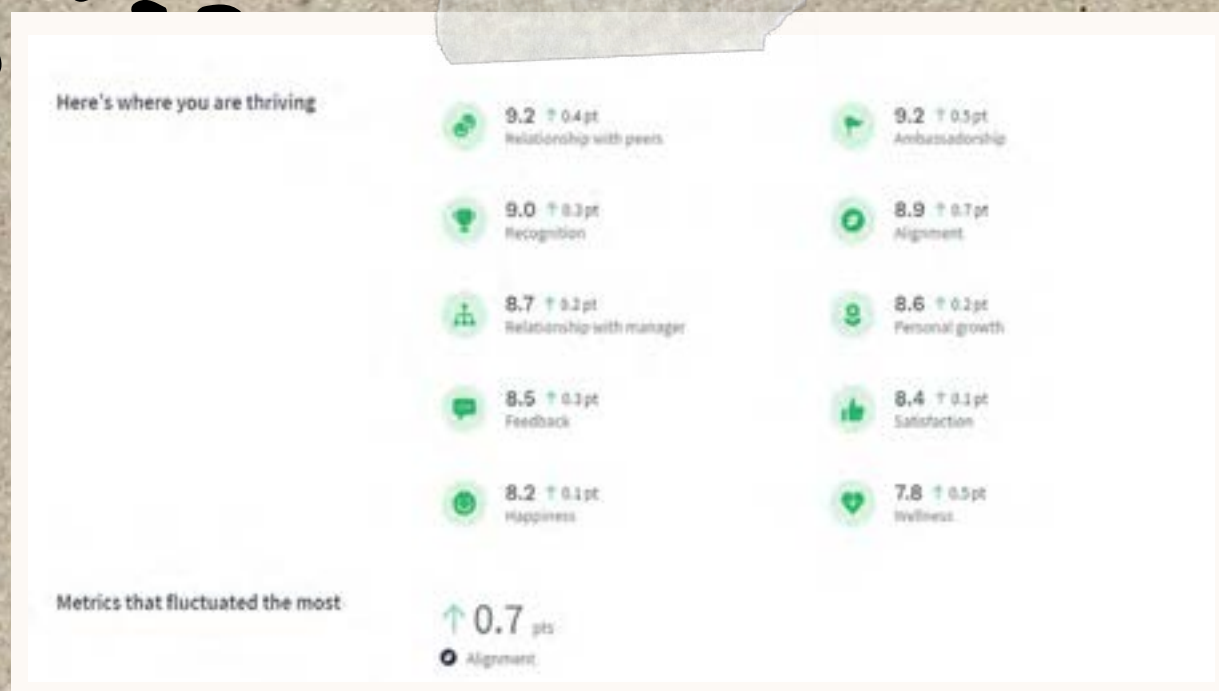
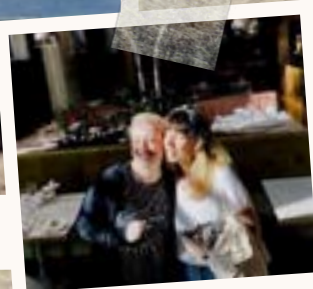
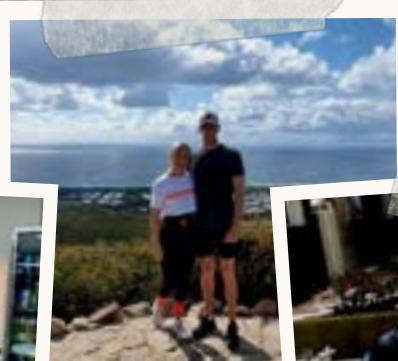




LINK POINTS COMPETITION

We love free holidays, but we love the thrill of competition more. 2020 saw Louise win the inaugural points comp from the corresponding 2019 period, and Elle took away honours in the first half of 2020.





A HAPPY WORKPLACE

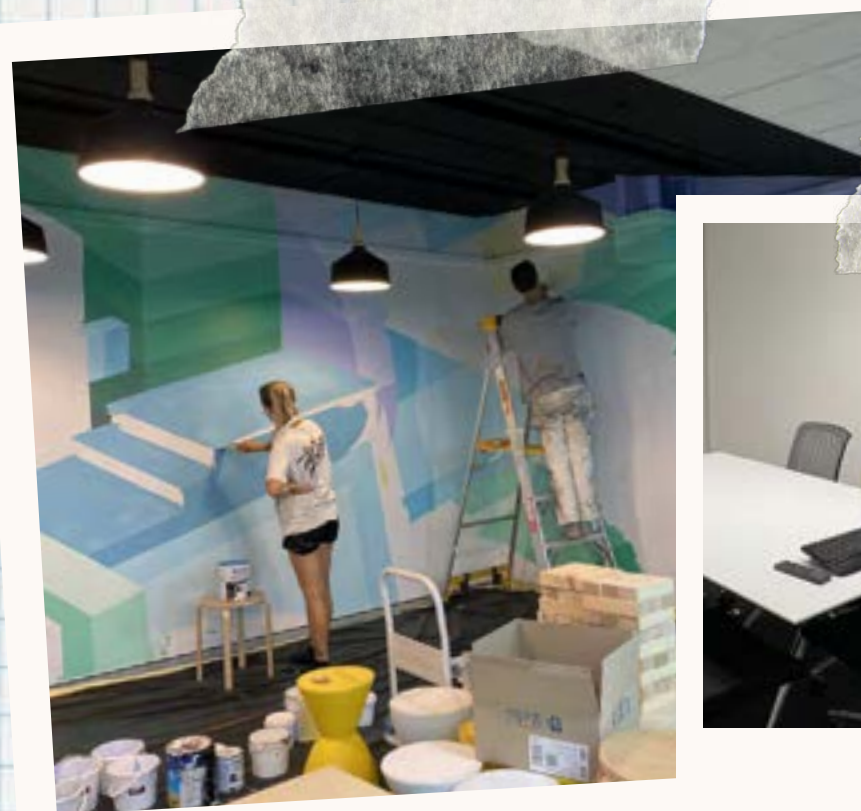
One of the things that makes Link different is the feedback you give. We love that you're involved, engaged, and want to make Link an even better place to work.

Here are some things we've changed and improved directly off the back of your feedback:

- Health bar
- Get Shit Done Day
- Personal Awesomeness Day
- Flex start times

LEANS

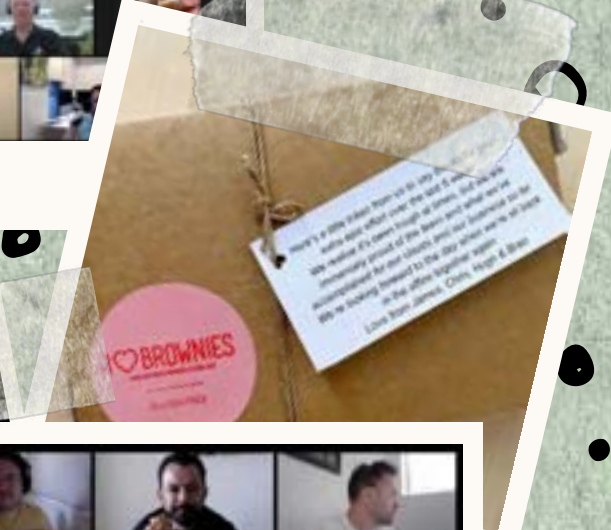
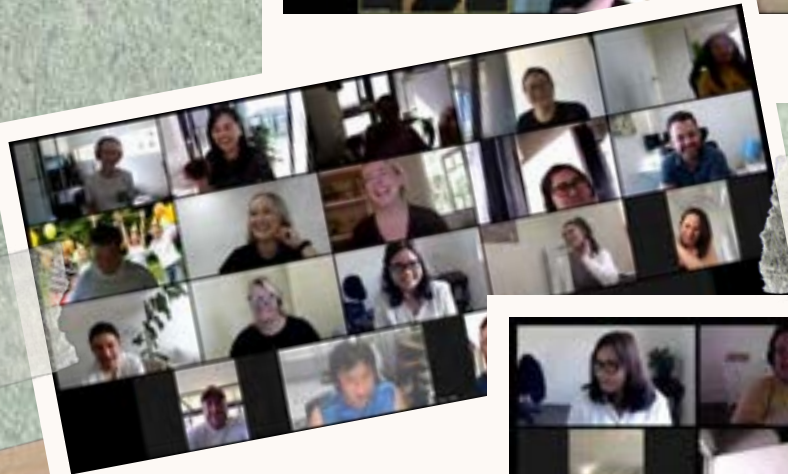
Leans, through his funky paints, helped to transform our previously monochrome grass area and meeting rooms into vibrant spaces more becoming of our Link creativity.



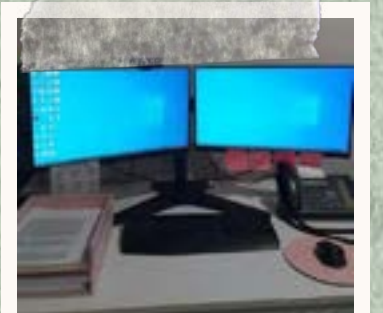
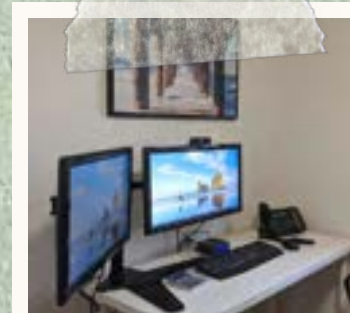
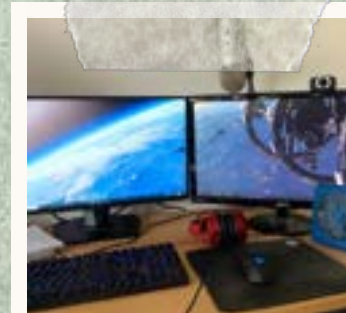
 @ONTHELEANS

COVID-19

This was a scary time for us, but we navigated the crisis, and even managed to grow despite most of the economy going backwards. Even though we prepared for the worst, we managed to absorb any losses without having to reduce pay for anyone and avoid any redundancies or terminations. All told, we were out of the office from the 23rd of March until the 11th of July. This took its toll in its own way, but we grew, adapted, and came out the other side stronger. Plus we learned how to Zoom.



A YEAR
WE'LL
NEVER
FORGET!





ALE H

STEPS

728,760



RHONDA_LINK

602,307



CAM-MANDO

382,473



FIERIEST GUMP

310,493



THE PEBBLE

294,140

STEP COMPETITION

The step comp at the start of the year saw some fierce competition between Ale and Rhonda. Both women did their best version of Forrest Gump and just kept on runnin'. Across the group, we had a total of 4,923,207 steps. Ale was the eventual victor, with 728,760 steps!



HAPPY BIRTHDAY!
A selection of our finest birthday posters.





NEXT LEVEL

Through James' work with NXT LVL, we uncovered our vision, mission and purpose. This fed through to our rebrand, and is now the cornerstone of all things Link. This one step has been huge, and something we grappled with for a long long time.

Thanks Tim & Ross!



TIM



ROSS



PHILIPPINES

The Link Philippine team exploded in 2020. We went from 2 people to a team of 8 spread out all over the country. We've got more new faces lined up to start in January 2021 and are excited to grow our Link Philippine family.



MIKHAEL
LIVES IN BAGUIO CITY

BENG
LIVES IN ISABELLA



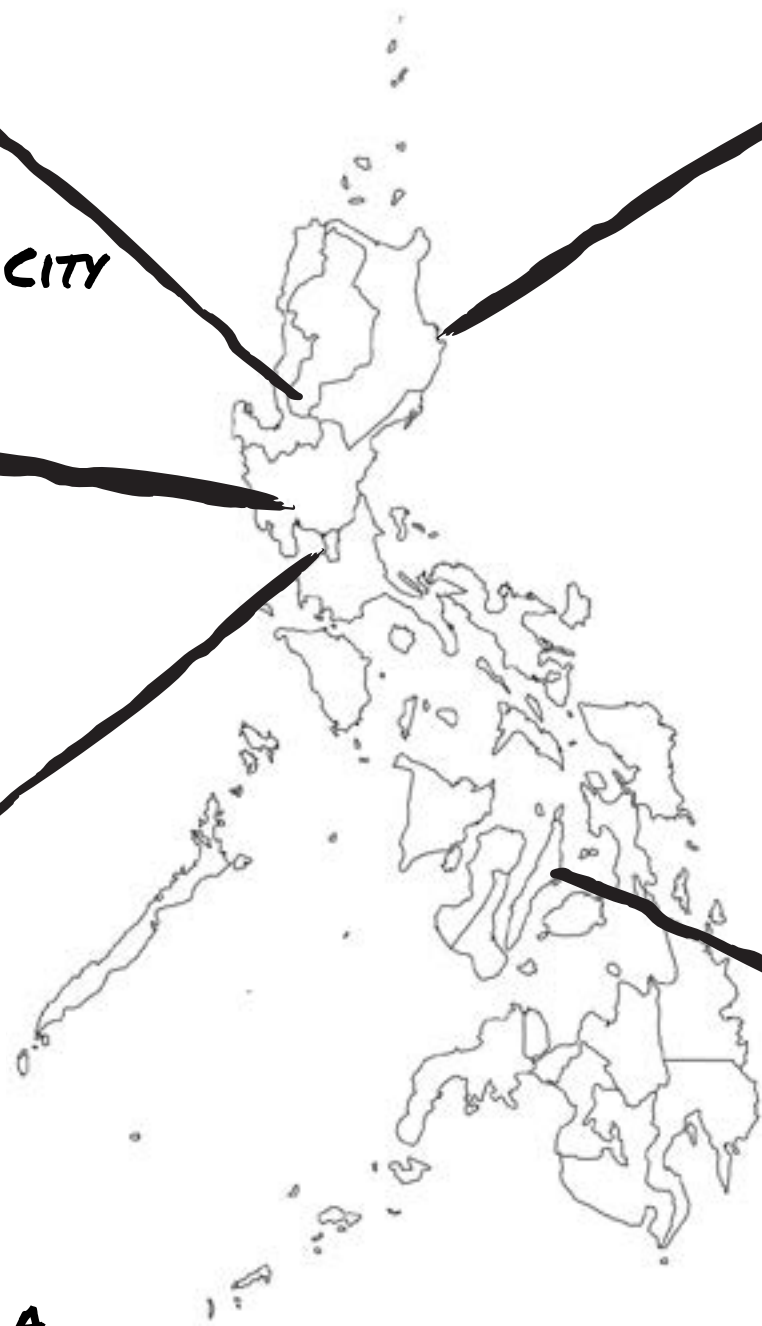
BERNA, YSMAEL
AND ARIANNE
LIVE IN PAMPANGA



MACKY
LIVES IN MANILA



FRANKLIN
LIVES IN CEBU



LINKTM
Advisors. 205 5.0 ★

LINKTM
Advance. 98 5.0 ★

LINKTM
Pixel. 74 5.0 ★

LINKTM
Living. 66 4.9 ★

LINKTM
Strategies. 59 4.9 ★

LINKTM
Bookkeeping. 38 4.8 ★

LINKTM
Coworking. 32 5.0 ★

TOTAL 572 5.0 ★

GOOGLE REVIEWS

As of right now, we have 572
Google reviews across the group!
That's a lot of happy clients!



New LA Google Review APR 12:03 PM

A 5 star review was just left by Andrew Pretorius

Comment: I chose Link Advisors because they had the best Google reviews, and it turns out that this was a wise decision. There's a reason that their average is 5 stars. Ale, who did my tax return, always replied promptly to my emails and was warm, friendly, and knowledgeable. Chris, who I dealt with initially, was also flawless in the way he communicated with me. My whole experience was hassle-free. And it was great that I could do it all over email and the phone, without having to travel anywhere.

It's such a relief to work with people who really care about customer service. There are so many people in other businesses who get defensive easily, or are not always nice to customers, or are clearly focused on what they can get from you instead of how they can make you happy. The amazing service provided by Link Advisors is very rare, and I highly recommend them!

👍 12 🙌 4 😊 2 🌟

1 reply Today at 1:33 PM



Chris 12:37 PM

This is an amazing review 🙌🙌🙌

CA/CPA STARS



- Simon 1 to go
- Juan 1 down 4 to go

- Elle admitted as a CA in October 2019. Congrats Elle. A tremendous achievement.



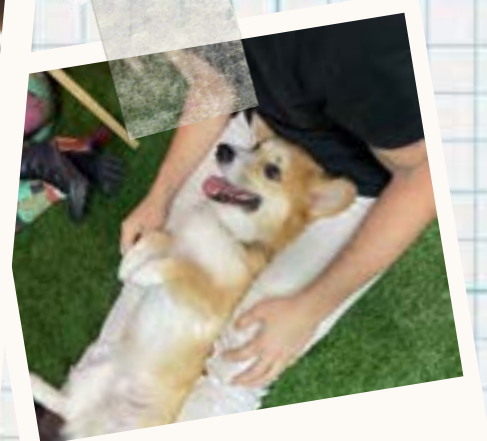
**WE MADE IT TO XERO
PLATINUM PARTNER
STATUS!**

Cool



ON THE GRASS...

Mondays and Fridays have evolved. We introduced the Monday card game and changed up our Monday and Friday grass meetings.

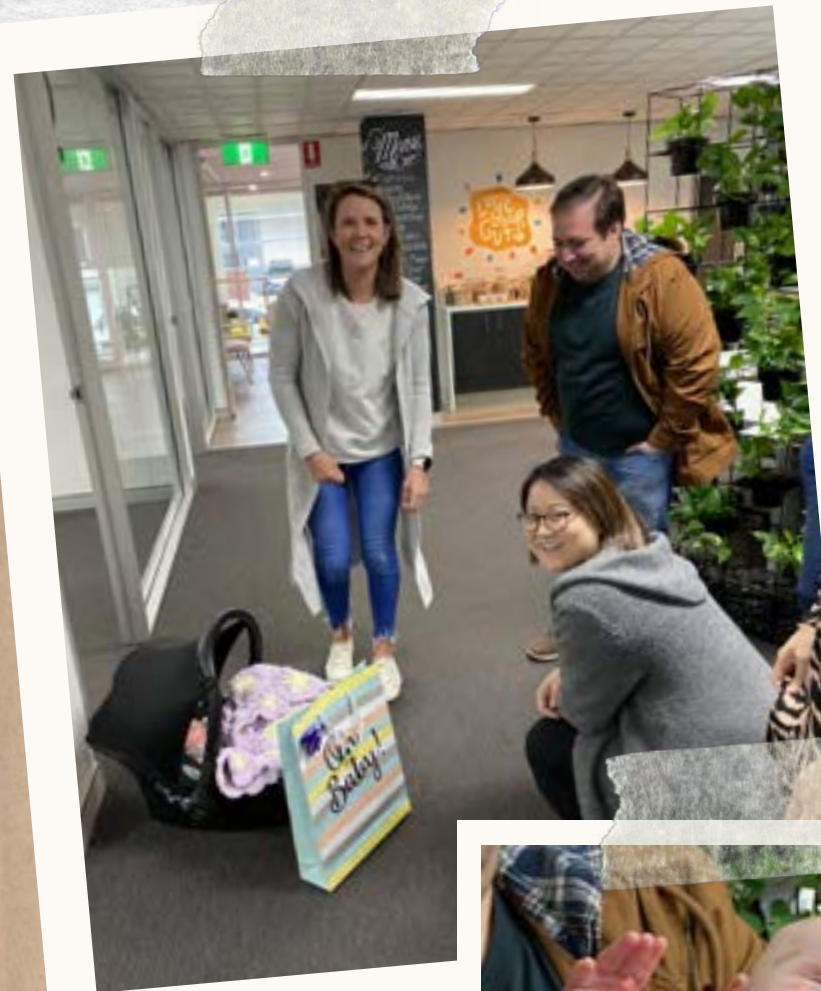


CLIENT LOVE



SO SWEET!

LINK BABIES



**THANK
YOU!**

Have a fantastic
holiday and see
you next year.

