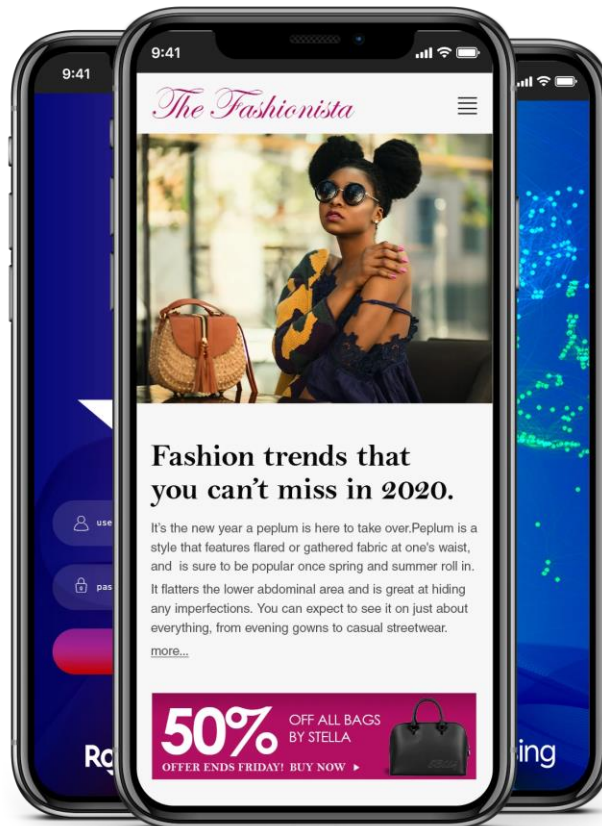


Dough partners with Rakuten to launch affiliate marketing program

- *Dough to expand its acquisition channels through a partnership with Rakuten.*
- *Rakuten Advertising is the world's leading affiliate network, with a dedicated fintech division and over 150,000 publishers worldwide.*
- *15% of the total digital media advertising revenue is attributed to affiliate marketing, which generates 15%–30% of all sales for advertisers.*
- *The partnership will allow Dough to tap into a rich pool of publishers and influencers as well as merchant offers that can be passed back to customers in the form of cash back rewards on their debit card spend.*

8 March 2021 (Sydney|New York) AI-driven financial wellness app provider **Dough Ltd** (ASX: DOU) (Company or Dough) is pleased to announce an affiliate marketing partnership with Rakuten. Partnering with Rakuten will give Dough a cost-effective and low-risk way to increase mobile App downloads and accelerate customer acquisition.



15% of the total digital media advertising revenue is attributed to affiliate marketing, which generates 15%–30% of all sales for advertisers.* Dough's Founder & CEO Andy Taylor said affiliate marketing is a key channel to reach and influence consumers worldwide, at every part of their purchase journey, both on and offline.

"We've seen the unparalleled expertise and distinctive marketing solutions that Rakuten offers, and how they will help us to influence and activate audiences across the many paths and platforms of their digital journeys. Rakuten Advertising creates unique opportunities to amplify our digital marketing performance, compared to other affiliate marketing companies because of its unrivaled audience scale, partner diversity, and technology innovation."

Rakuten Advertising has a strong history of driving success for finance brands, achieving year-over-year acquisition growth of 15 percent for leading retail banking clients in the US, including 10 Million credit cards, 100,000 personal loans, and 55,000 mortgages. With 60 active clients in the vertical, including five of the top 10 U.S. banks, Rakuten Advertising is highly invested in creating custom technology and products that solve problems and create opportunities for its finance customers.

The partnership with Rakuten commences immediately for an initial 12 month period. Under the partnership, selected publishers on the Rakuten Affiliate network are paid for advertising the Douugh value proposition and delivering sign ups to the Douugh platform.

"Affiliate marketing has proven to be a valuable acquisition channel that will offer a big opportunity for Douugh. Rakuten Advertising's expertise in the vertical and their strong partner relationships will help to grow Douugh's affiliate network, through cost-effective and low-risk means," Taylor says.

By leveraging affiliate marketing, Douugh hopes to raise brand recognition, expand its customer base, and increase conversions, and customer engagement. With Rakuten Advertising's leading financial compliance tools, which combine the benefits of automated real-time monitoring with hands-on auditing to ensure that more than 99 percent of links are accurately placed, financial services companies like Douugh, and others in highly regulated industries, are able to optimize their affiliate program goals while minimizing their compliance risk exposure.

"We're thrilled to partner with Douugh in its mission to help consumers live better financially healthier lives," said Jeff Wender, CRO, Rakuten Advertising. *"Douugh's fresh approach to financial wellness and user-friendly app make it a natural fit for an affiliate marketing strategy that places a compelling call-to-action alongside relevant content from our network of 150,000 publishers worldwide. It's another example of how Rakuten can build reach and consumer engagement for financial service partners who seek a compelling and low-risk digital engagement strategy for achieving ambitious growth."*

Douugh's longer-term growth strategy also includes the introduction of new services and technologies, such as cash back rewards across international markets, including Australia. Cash back rewards will be a central strategy for its affiliate program with Rakuten, and will accelerate the loyalty life cycle of Douugh customers.

Through Cash Rewards, Douugh will broaden its distribution and engage customers. On behalf of customers, Douugh will then invest cash rewards in their Jars, so they are continuously spending smarter, saving more, and building wealth.

Douugh will also soon look to introduce its own integrated Member-get-Member program with a monetary incentive to Douugh users for inviting friends to sign up to the platform.

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About Dough

Dough is a purpose-led fintech company operating in the US, taking an AI-first approach in helping customers autonomously manage AND grow their money to live financially healthier. Dough's vision is to become a subscription-based financial control centre.

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**Source: SaaS Scout*

Reference: SaaS Scout. 2020. 2020 Affiliate Marketing Statistics & Trends Globally. [ONLINE] Available at: <https://saasscout.com/statistics/affiliate-marketing-statistics/>. [Accessed 3 March 2021].