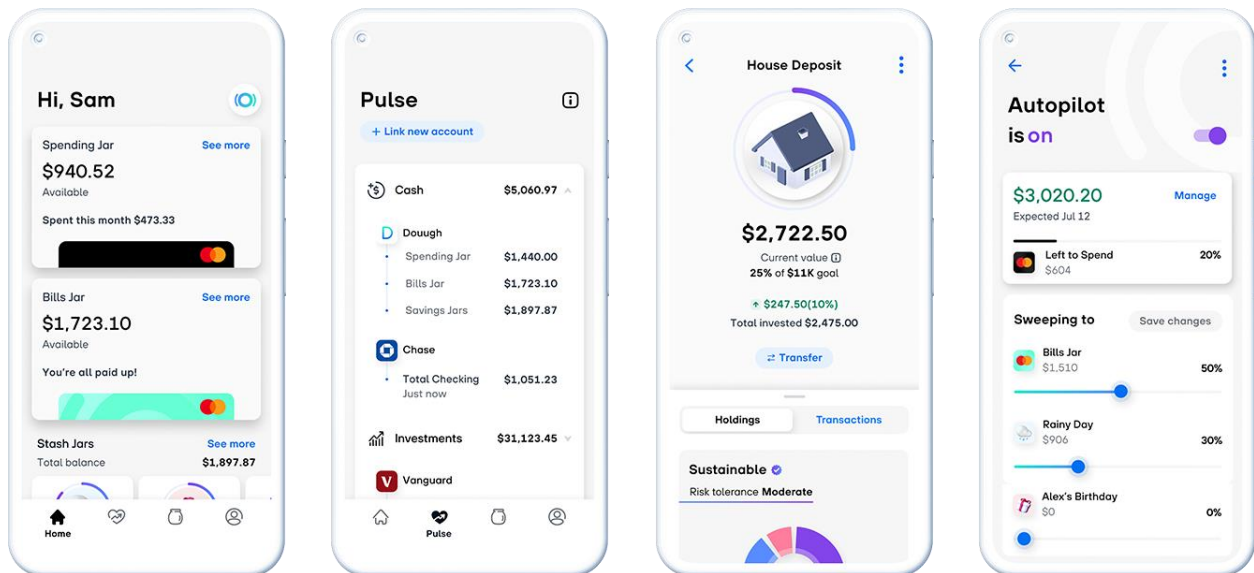


Dough launches integrated commission-free wealth management service

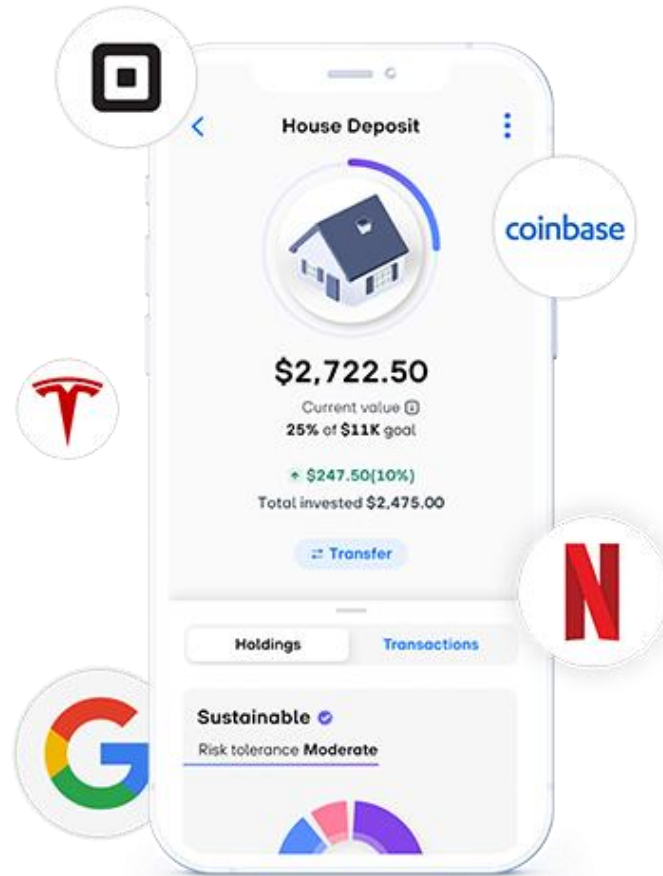
- *Dough launches integrated robo-advisory service in the US providing diversified portfolios managed by experts, tilted to disruptive technologies and sustainability.*
- *Critical milestone in our journey to building a 'responsible' financial super app - helping customers autonomously manage and grow their money to live financially healthier lives.*
- *Commission free investment advice previously reserved for the 'wealthy 1%', monetised via a monthly membership fee on top of interchange revenue from card spend.*
- *Customers can now spend, save and invest on Autopilot in the one app. Many more features and enhancements are in the works to accelerate our mission.*
- *Customer acquisition to now be scaled up following the launch of the Android app, previously ranked number 1 in Google Play's top new free finance apps category.*

SYDNEY|NEW YORK, AUGUST 25, 2021 -- Dough, (ASX: DOU) the purpose-led fintech company on a mission to help Americans autonomously manage and grow their money to live financially healthier lives, today announced the launch of Dough Wealth, which democratizes access to investment solutions by combining human expertise and state of the art technology integrated into its smart bank account.



Dough Wealth **Portfolio Jars** offer investment solutions for personal investing goals so customers – whether first-time or seasoned investors – can live financially healthier lives and grow their long-term wealth in an appropriate, low-cost, diversified portfolio based on their risk appetite for each of their long-term savings goals.

Dough Wealth's unique combination of human expertise and technology puts customers' financial goals at the centre of the investment strategy to help get them through good times and bad by seeking to minimize market risks and maximize returns, all with no brokerage or management fees.



"The launch of the Dough Wealth proposition is a critical milestone on our journey to becoming a truly 'responsible' financial super app – helping customers autonomously manage and grow their money to live financially healthier lives." said Dough Founder and CEO Andy Taylor.

"For too long, sophisticated wealth management has been a privilege reserved for the top 1%. Dough Wealth democratizes the path toward financial health for everyone regardless of where they start their wealth journey. As a fiduciary platform that puts customer goals at its centre, our customers can be confident Dough has their best interests in mind regardless of the size of their portfolio."

In a [recent DriveWealth report](#), 33% of Americans said they would increase investing post-pandemic, but 45% said the pandemic had set back their long-term financial security. And with interest rates at an all-time low, Dough Wealth has launched at the perfect time to build customer wealth autonomously, while helping each individual reach their goals.

"At Douugh, we know that investing can be hard, time consuming, expensive and even sometimes scary so we want to give our customers the best opportunity to grow their money, achieve their goals and improve their overall financial health" said Douugh Head of Wealth Tom Culver. "Since we're all more likely to do something if we're engaged, we've also designed Douugh Wealth to be personalized, goals based, engaging and to ensure customers get the most out of learning how to invest in their future."

Douugh Wealth's Portfolio Jars, offers investors a choice between Core or Sustainable portfolios with Conservative, Moderate, or Aggressive options, curated by Douugh's investment team.

"Douugh Wealth's core investment philosophy is straightforward and based on the understanding that the generation we belong to will be forever influenced by a rapidly changing path adapting to technological innovation and sustainability factors on an almost daily basis," said Culver. "We believe that a well diversified, balanced portfolio tilted to emphasize exposure to innovative and highly defensible technology and sustainably focused themes may lead to superior long term investment returns."

As part of its core mission, Douugh wants to help educate customers on how to manage and grow their money in a responsible way by committing to long-term investing goals. Douugh's unique approach to financial management provides a holistic and consolidated dashboard for everything from budgeting to investing in one app, putting customers' finances on autopilot so they can enjoy financial freedom.

To reinforce good money habits and financial literacy, Douugh will provide regular updates and alerts that help educate customers about principles like compounding, diversification, asset allocation and risk management, while gamifying the investment process.

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About Douugh

[Douugh](#) is the purpose-led fintech company on a mission to help customers autonomously manage and grow their money to live financially healthier lives. Douugh was founded in 2016 by Andy Taylor, co-founder of SocietyOne, Australia's first and leading P2P Lending platform.

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