

## Dough partners with Beem It to fast-track its growth plan in Australia

- *Dough has partnered with leading consumer P2P mobile payment app Beem It, to fast track the growth of its Goodments by Dough app.*
- *Beem It currently has over 1.5m registered customers in Australia and is the leading mobile payments app for gen-z and millennials.*
- *Beem It will initially promote the Goodments by Dough app to its customer base.*
- *Both companies are exploring a more integrated partnership, which will extend to the Dough app once it launches in Australia next year.*

**Sydney | New York, 6 September 2021** -- Dough Ltd (ASX: DOU) (Company or Dough) the responsible financial super banking app that is helping Americans autonomously manage and grow their money, is pleased to announce a partnership with Beem It and its investing app Goodments by Dough in Australia.

The partnership will initially see Beem It promote Goodments to its over 1.5m registered customer base before looking to build a more integrated solution to foster deeper cross-platform engagement. Better serving Australians by making it seamless to move between some of their favourite fintech apps.

Commenting on the Company's partnership, Dough's Founder and CEO **Andy Taylor** said:

*"Dough's purpose is to help customers live financially healthier lives, ultimately becoming a financial control centre. This is the first of many branded partnerships that we are looking to undertake as we look to build a marketplace of curated and tightly integrated solutions that can help our customers better manage their financial needs and provide greater convenience. Beem It has shown they have become the go to payments app for our target market and we are excited to explore how we can join these two platforms to further enhance the value for both sets of customers."*

Commenting on the Company's partnership, Beem It's CEO **Mark Britt** said:

*"We are excited to partner with Dough who share the same view as Beem It that we can better serve Australians through deeper collaboration in the fintech sector. Beem It wants to be the digital wallet for all Australians and in doing so make their lives more rewarding. We see partnerships like this one as a critical element to delivering on this ambition. Not only does it make the shared experience simpler, it also has the potential to create a much richer experience for customers."*

Under the agreement, Beem It customers using a unique offer code will receive a sign-on credit for registering for a new Goodments by Dough account, loading funds and making an investment. Based on these new customers, Beem It will receive a referral fee. The agreement will commence immediately and will be ongoing unless terminated by either party providing 30 days' notice.

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Although the financial impact of the agreement is not yet determinable, it is deemed material due to the size of the Beem It user base, with the bulk of these in Douugh's targeted gen-z and millennial market cohort. Beem It also has a strong reputation with alignment between the platforms offering great synergies.

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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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*ASX Release approved by the CEO on behalf of the Board. All numbers presented in this announcement are unaudited.*

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