

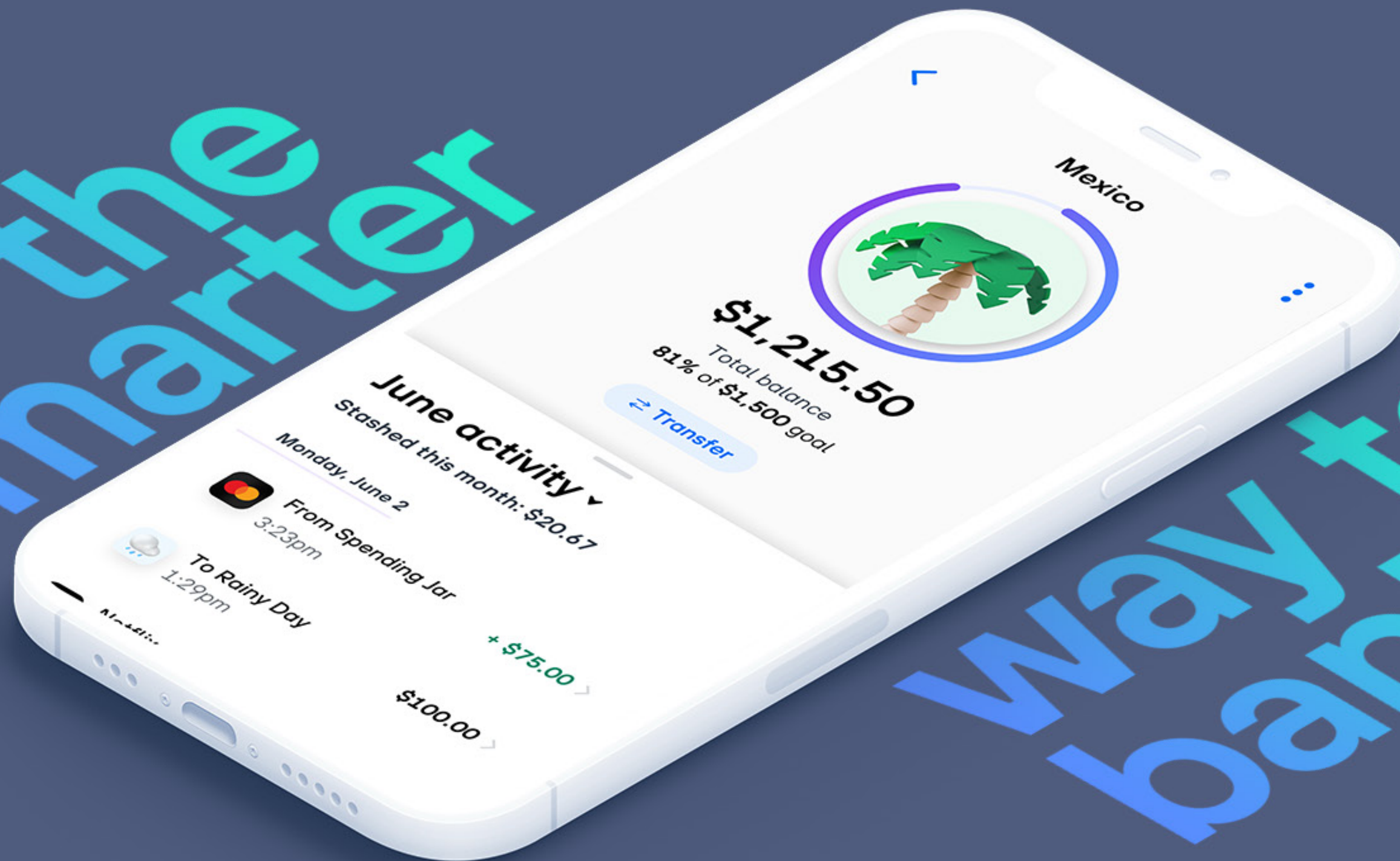
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It's the

Smarter

Way to

bank.



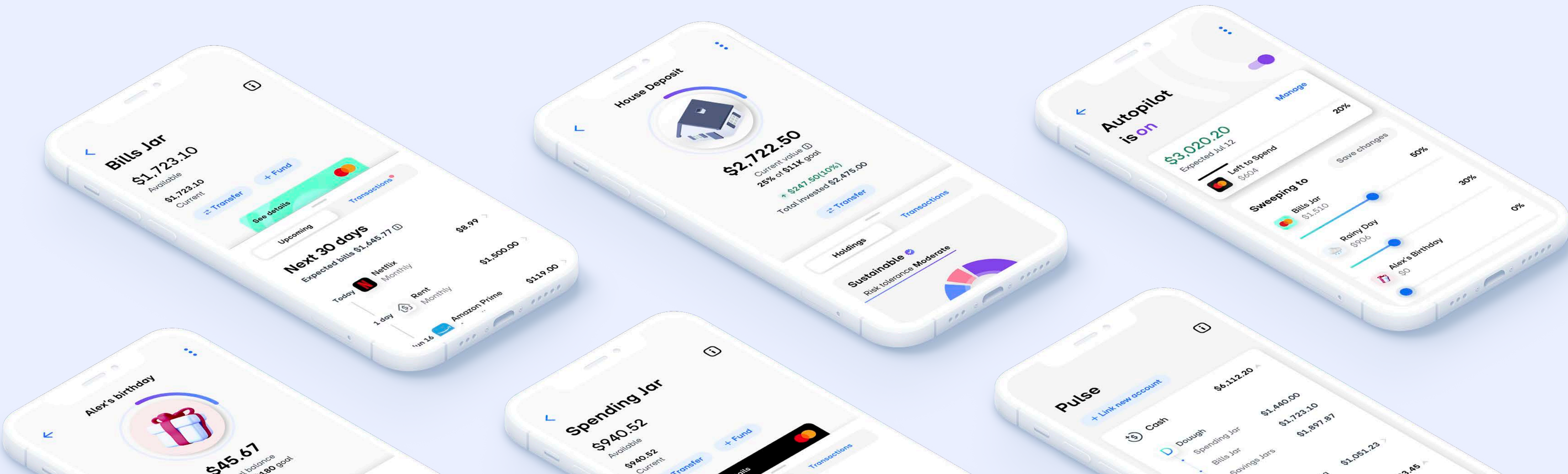
Dough

Smarter Banking

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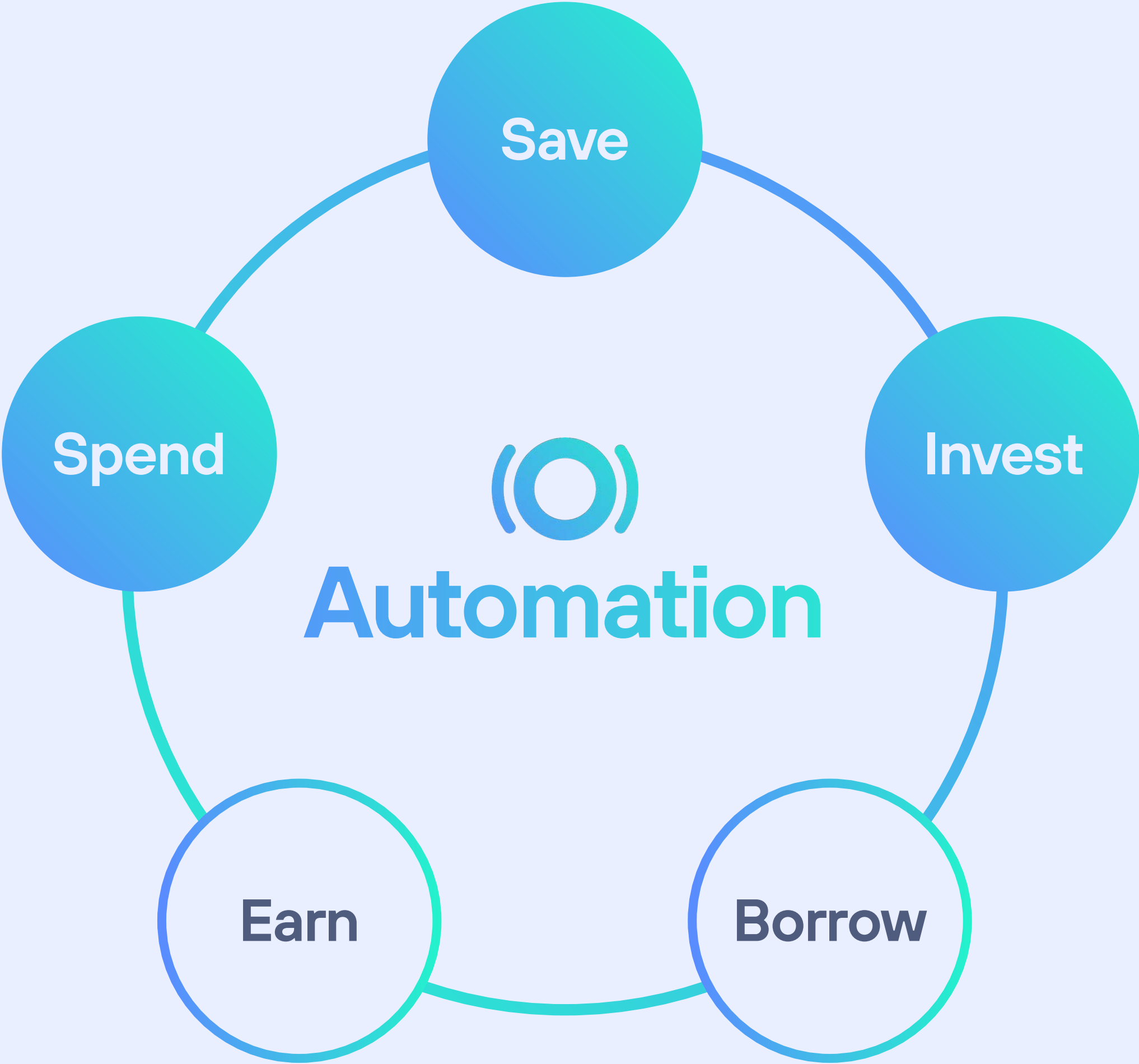
Who are we?

Dough is helping everyday people autonomously manage and grow their money to live financially healthier lives.
The 'responsible' financial super app.



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Key product pillars

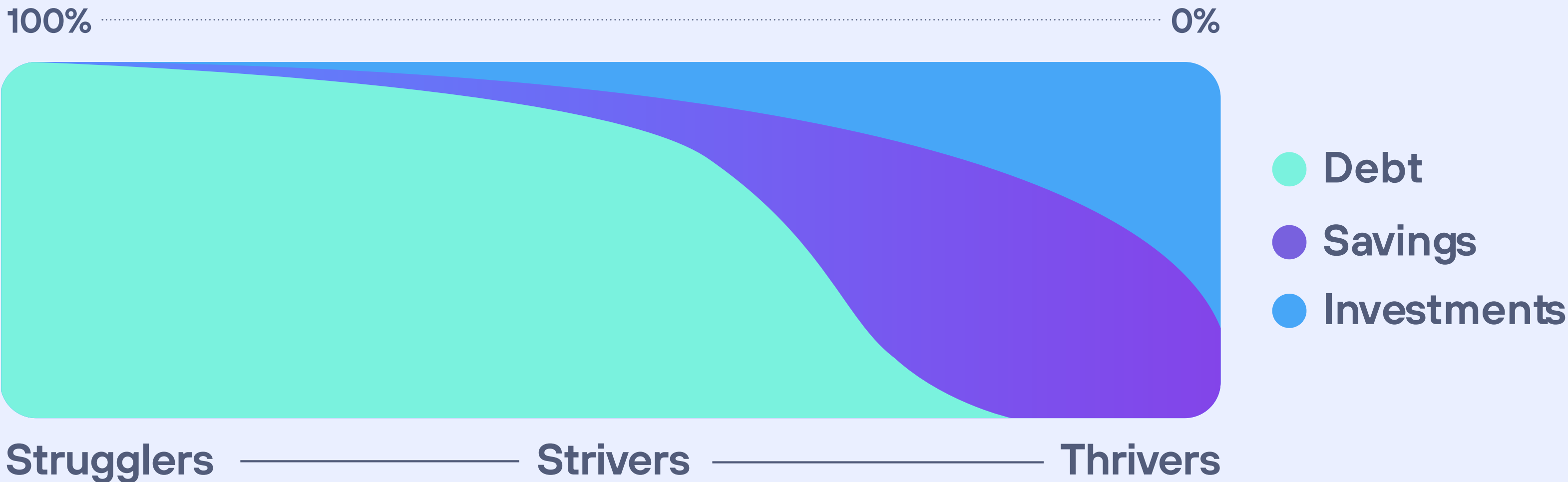


Investor highlights

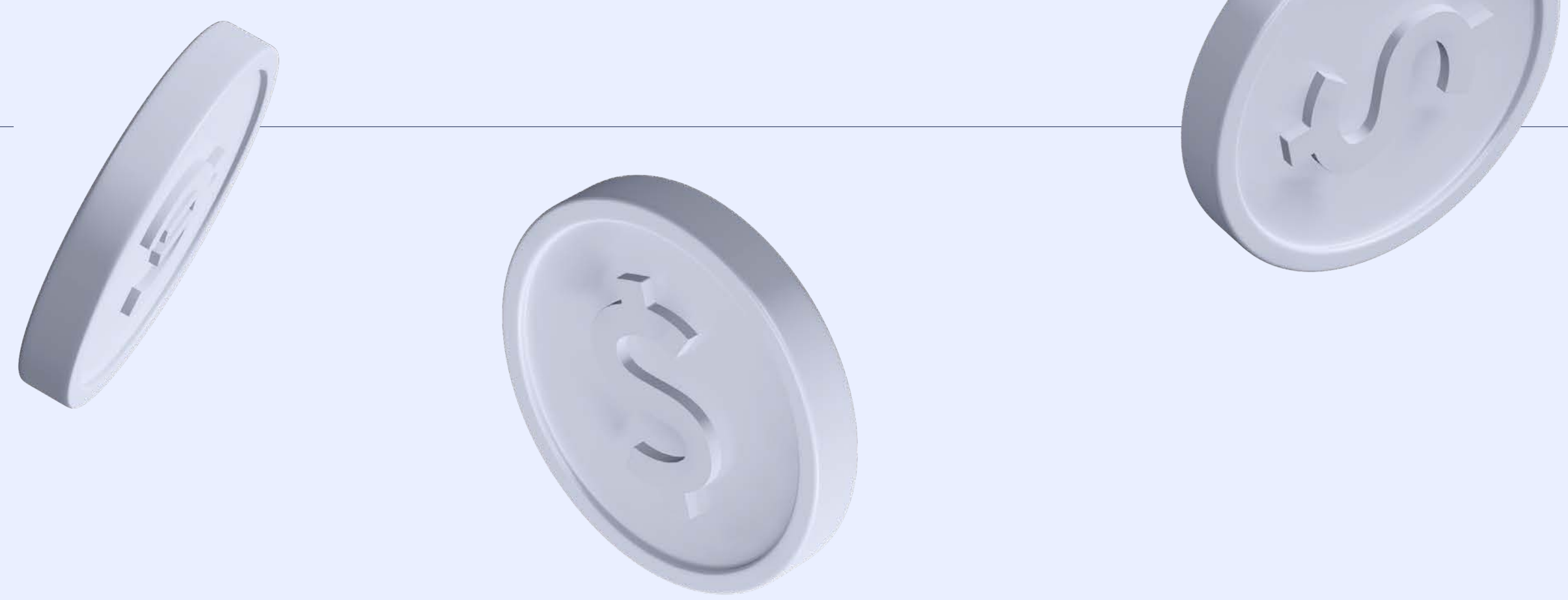


- **Capital lite**, purpose-led fintech company.
- **Disrupting the actual business model of banking**
 - SaaS based, harnessing Open Banking.
- **AI-powered banking** and wealth mgmt app.
- **Fostering financial wellness** - helping customers spend wisely, save more and build wealth.
- **Leveraging a wholesale BaaS model**, compared to becoming its own licenced ADI.
- Currently live in U.S. market with **plans underway to launch in AU & UK/Europe**.
- Also actively assessing **branded and white-label licencing** partnerships.
- **Highly experienced** board and management team.
- **Global Mastercard innovation**, marketing and issuing partnership.

Most people in the world are financially unhealthy, particularly the U.S.



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57%

of Americans are considered financially unhealthy - that's 138M!¹

175M

are not highly satisfied with their present financial situation.⁴

43%

say that finances cause them significant stress.⁷

45%

spend up to half of their income servicing their debt.³

47%

can't cover a \$400 medical expense.⁵

¹: 2016 Financially Underserved Market Size Study, Center for Financial Services Innovation ³: Federal Reserve Bank of New York. ⁴: CFSI, "Understanding and Improving Financial Health in America," 2014. ⁵: www.federalreserve.gov/2015-report-economic-well-being-us-households-201605.pdf ⁶: http://www3.weforum.org/docs/WEF_White_Paper_We_Will_Live_to_100.pdf ⁷: Lending. Club customer poll. 2) 2017 Employee Financial Wellness Survey, PWC.
Data sourced from: www.slidetodoc.com/americas-financial-health-crisis-and-what-we-can/



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Our U.S. revenue opportunity.

\$200B

Spend¹

+

\$10B

Advice²

+

\$42B

Save^{3,4}

=

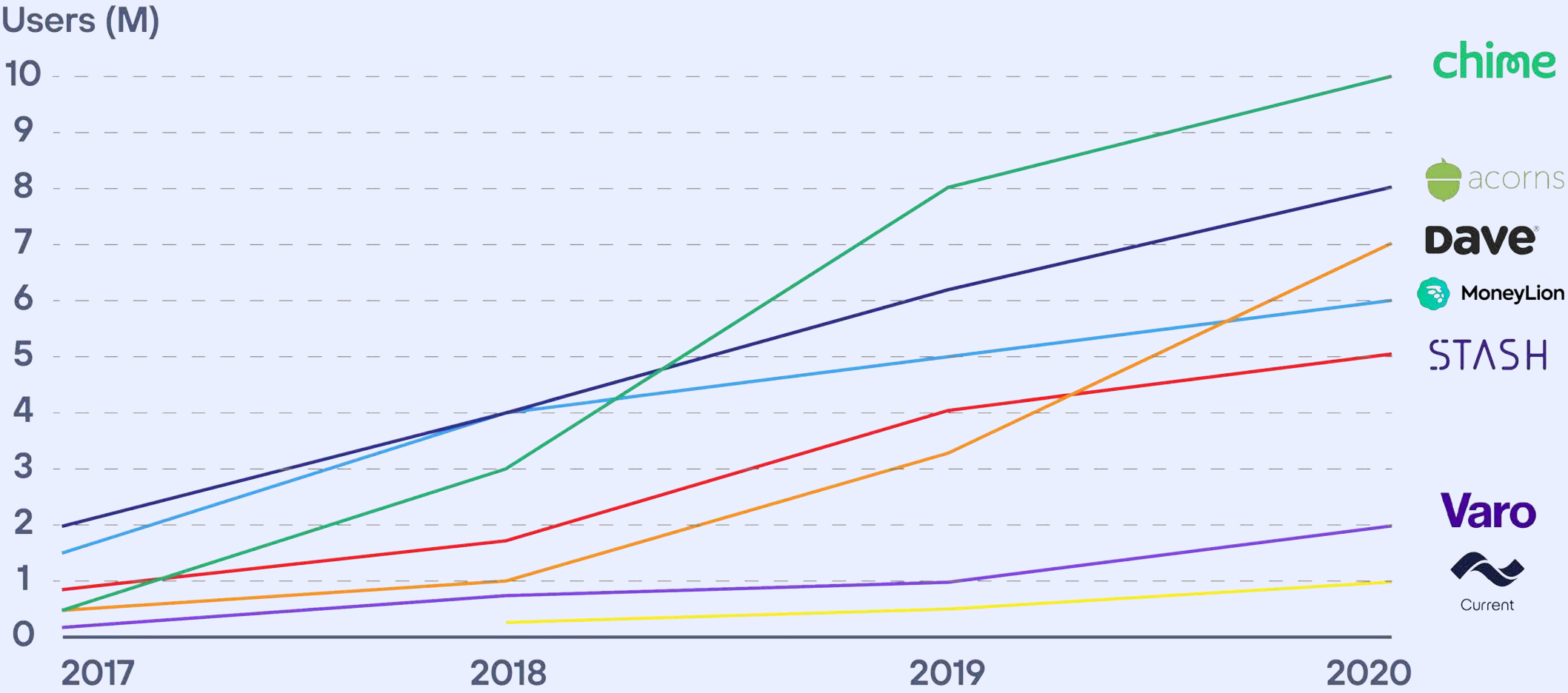
\$250+
Billion dollar revenue pool



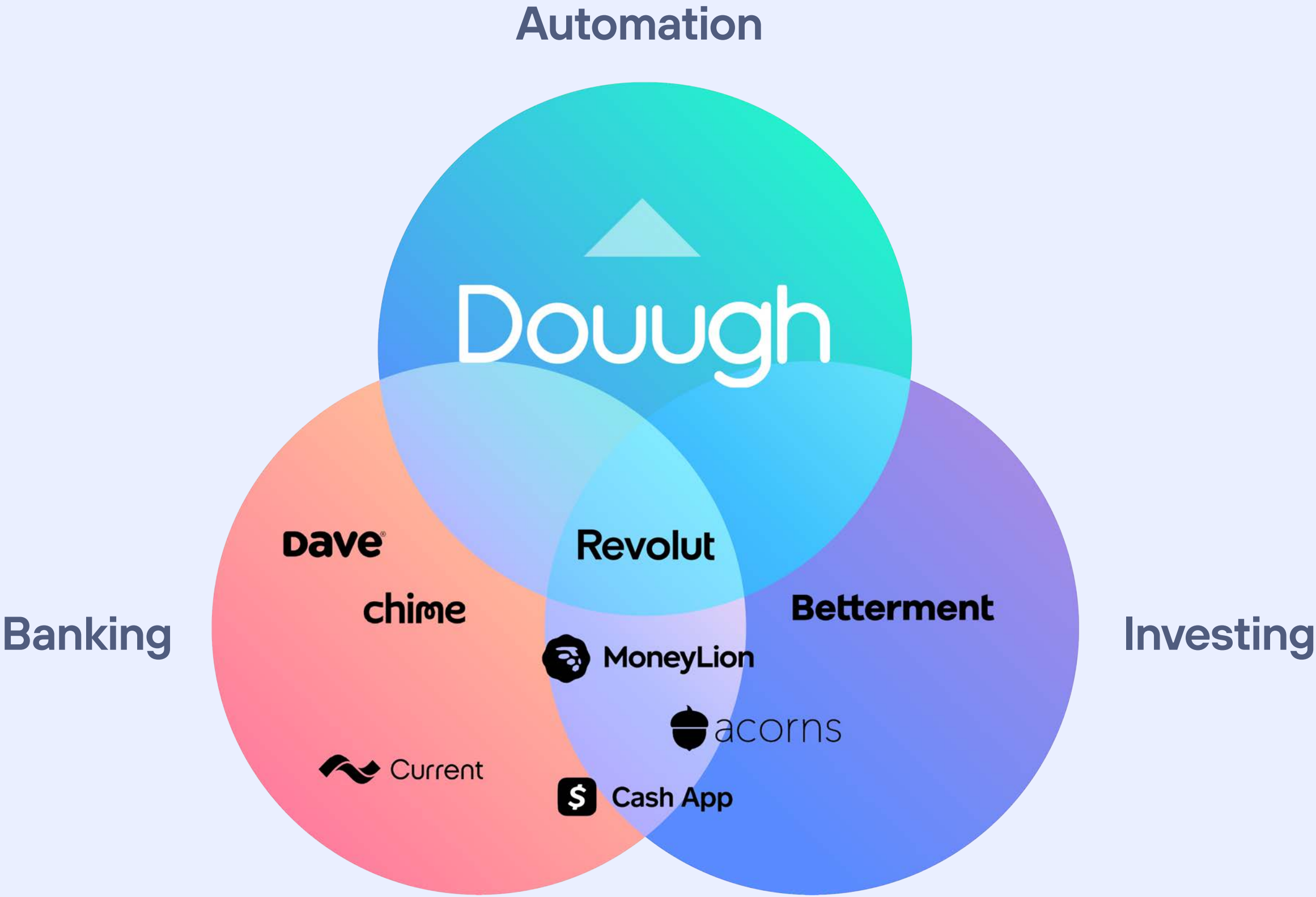
1: Nilson, Federal Reserve, U.S. Census Bureau, ValuePenguin; estimated 2019 debit and credit card interchange fees plus estimated revenue opportunity for point-of-sale financing using Q3 2020 LTM e-commerce sales. 2: SNL; Q3 2020 LTM service charges on deposit accounts for U.S. regulated depositories and credit unions; excludes depositories with assets under \$1bn. 3: Statista; Assumes 25bps fee on ~\$3tn on forecasted digital asset manager AUM. 4: PMA Statista; Assumes financial services account for ~35% of \$8.2bn of affiliate derived revenue.

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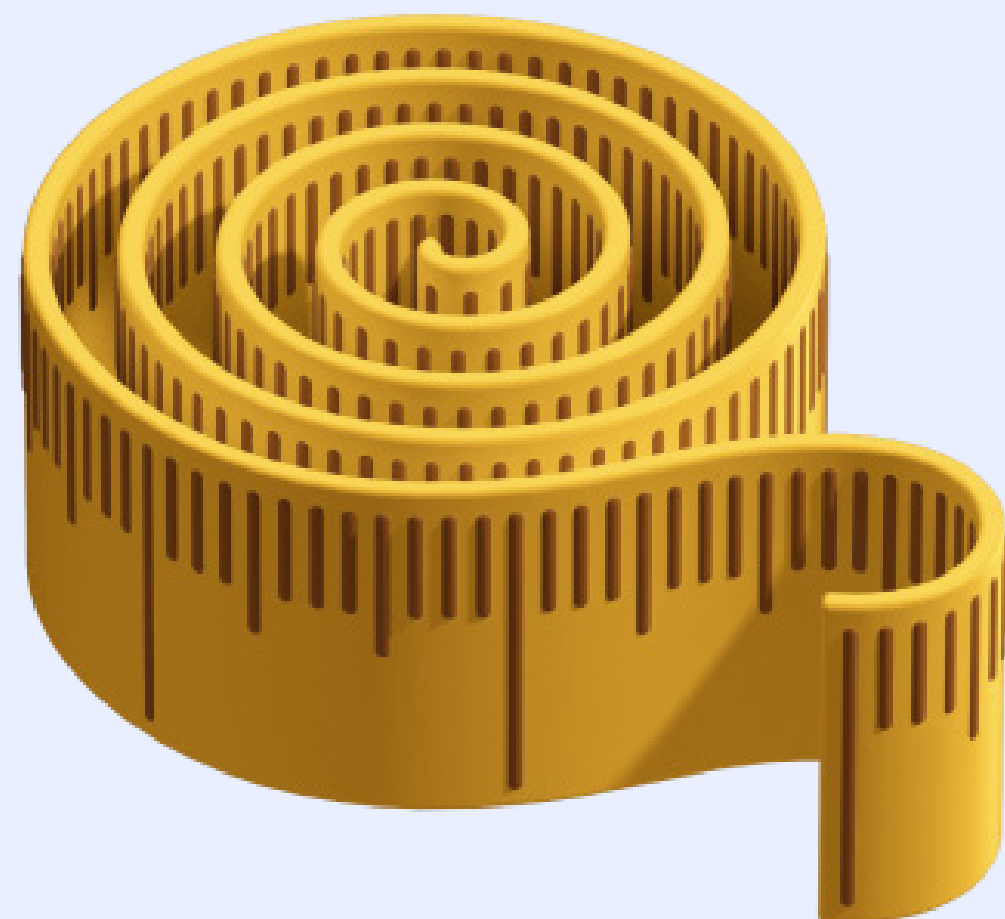
We're building the future of banking.



Source: Company filings, press releases
Note: Users updated as of 9/3/20



Our timeline.



FY21 - laying the foundations

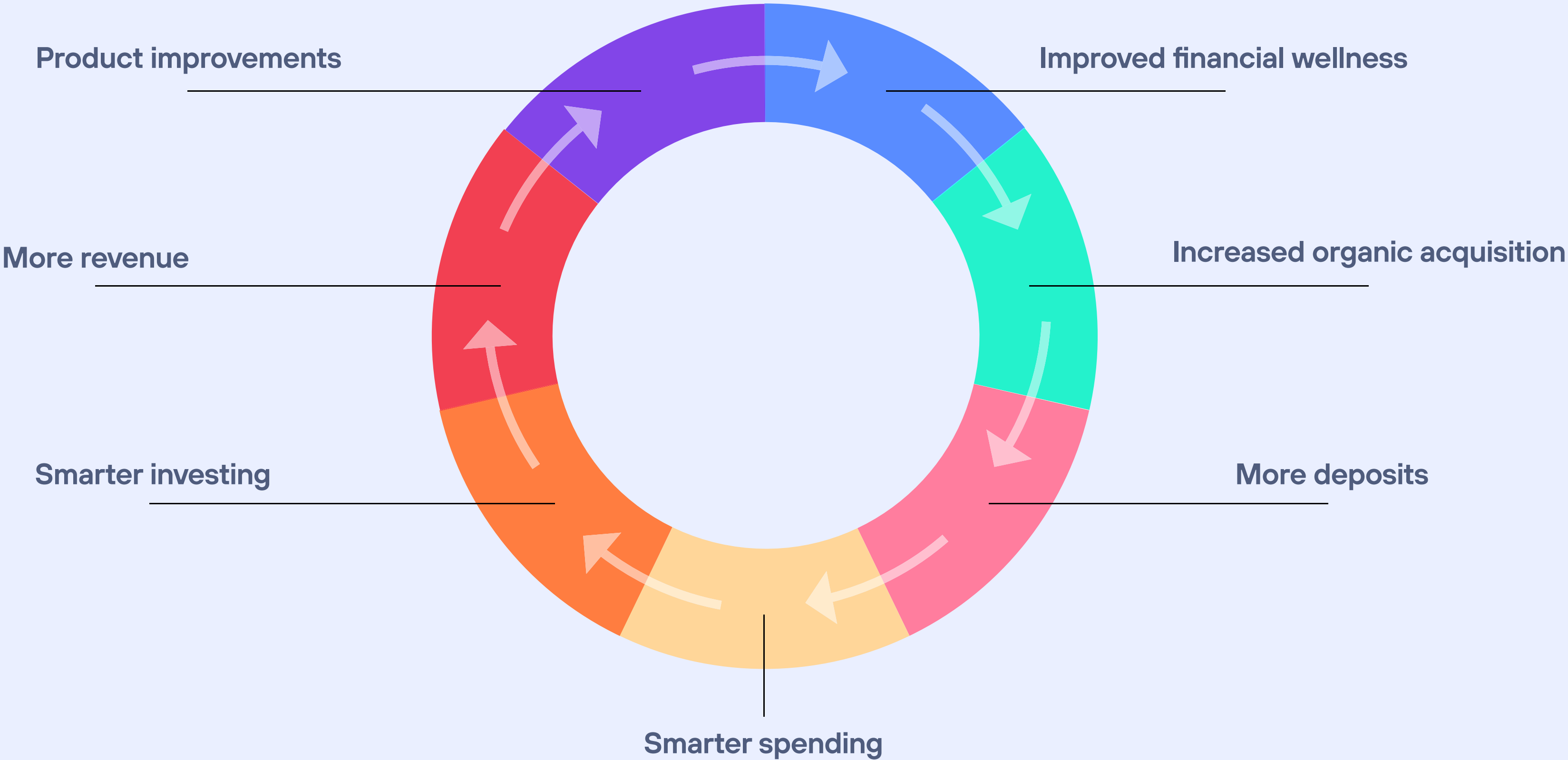
- ASX listing in October
- Hiring of expanded engineering and operational team
- Launching of MVP in November
- Test, Learn, Optimisation
- Expansion of key features

FY22 - the year of growth

- Razor focus on acquisition of customers and revenue
- New product initiatives to boost engagement
 - + Autopilot enhancements
 - + Get paid 2 days early feature
 - + Crypto wallet + investing
 - + Buy now pay later - everywhere
 - + Cashback rewards
 - + Credit Score monitoring
- International expansion, starting in Australia

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Helping customers spend smarter, save more, and build wealth.



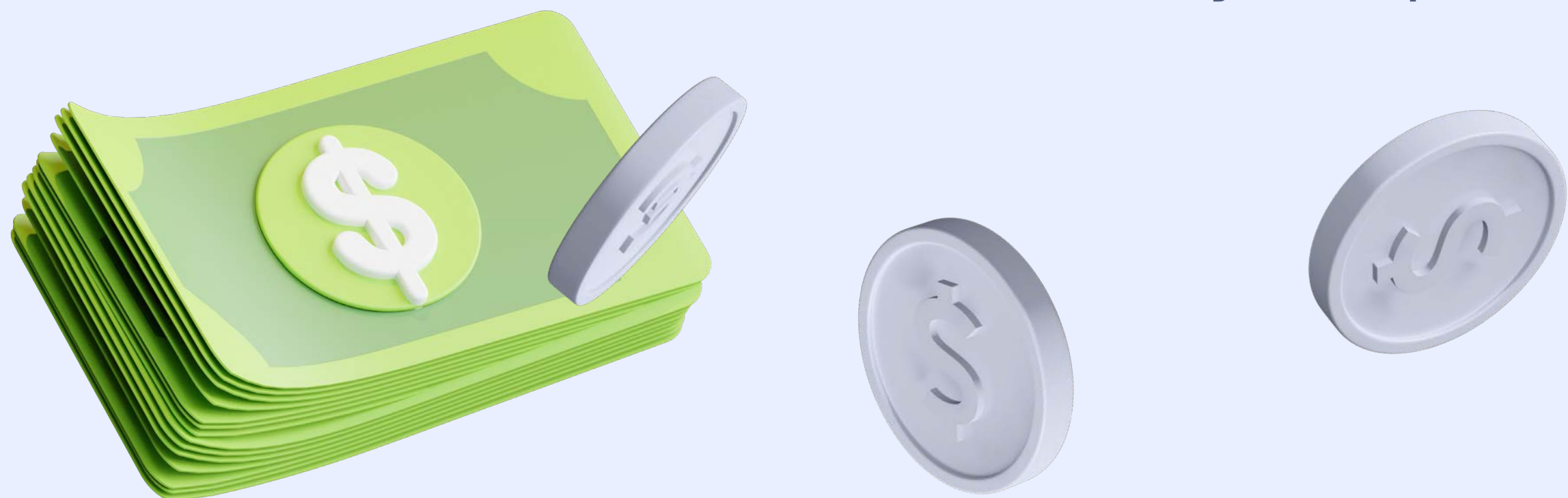
Dough has the opportunity to diversify into multiple different revenue sources over time by becoming a platform business and financial control centre for customers - consumers and SME's

Now

- Interchange
- Banking fees
- FX
- Monthly subscription

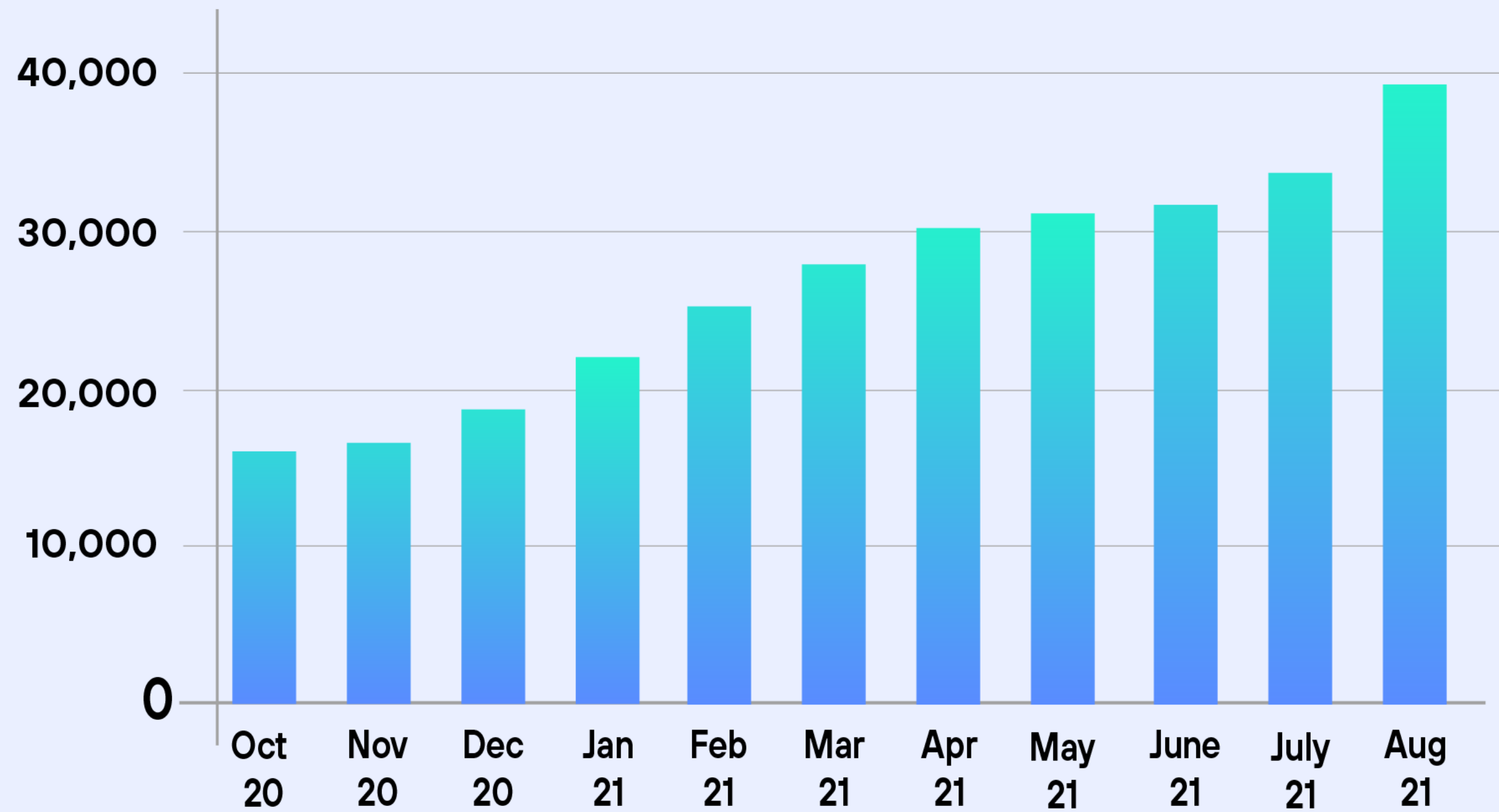
Future

- Net interest margin
- Crypto trading fees
- Affiliate commissions
- API calls



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Growth in members.

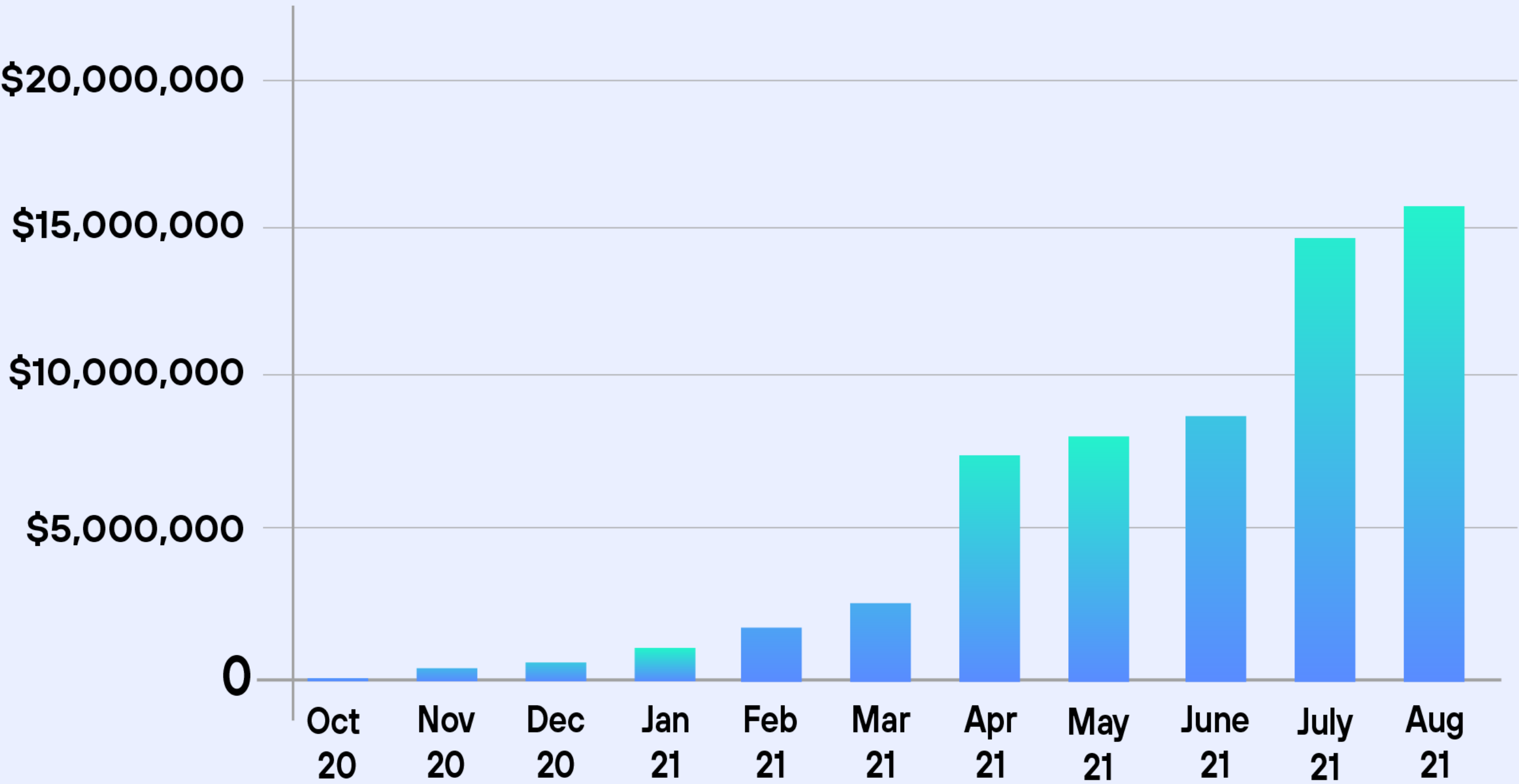


Consolidated registered customer growth across US & AU since the Dough USA launch. Acquisition paused in Q4 in the US.



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Growth in deposits.

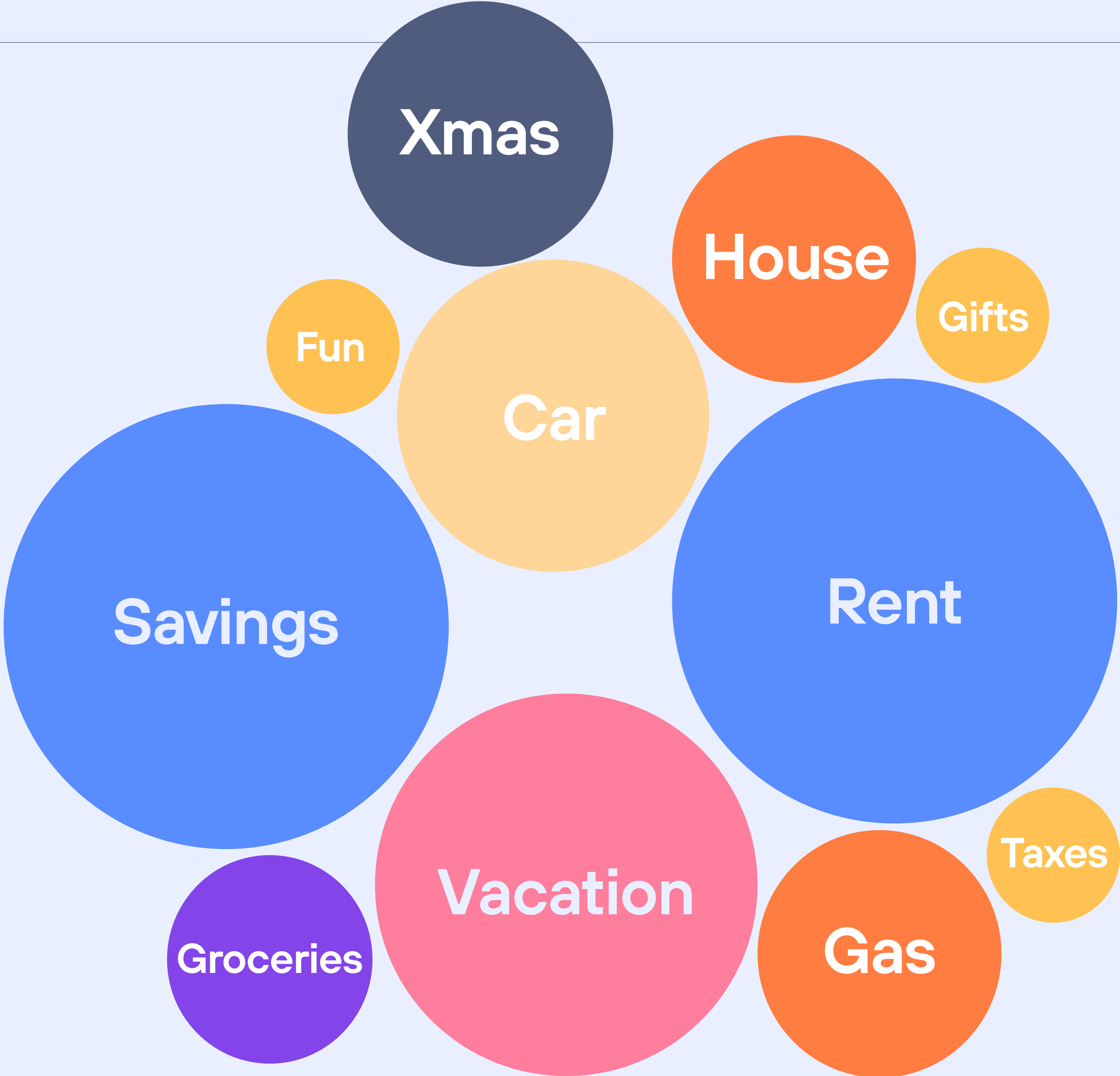


Consolidated accumulated cash deposits in the US & AU. This is a reflection of customer engagement, AU revenue is driven off deposits converted into USD to trade US securities.

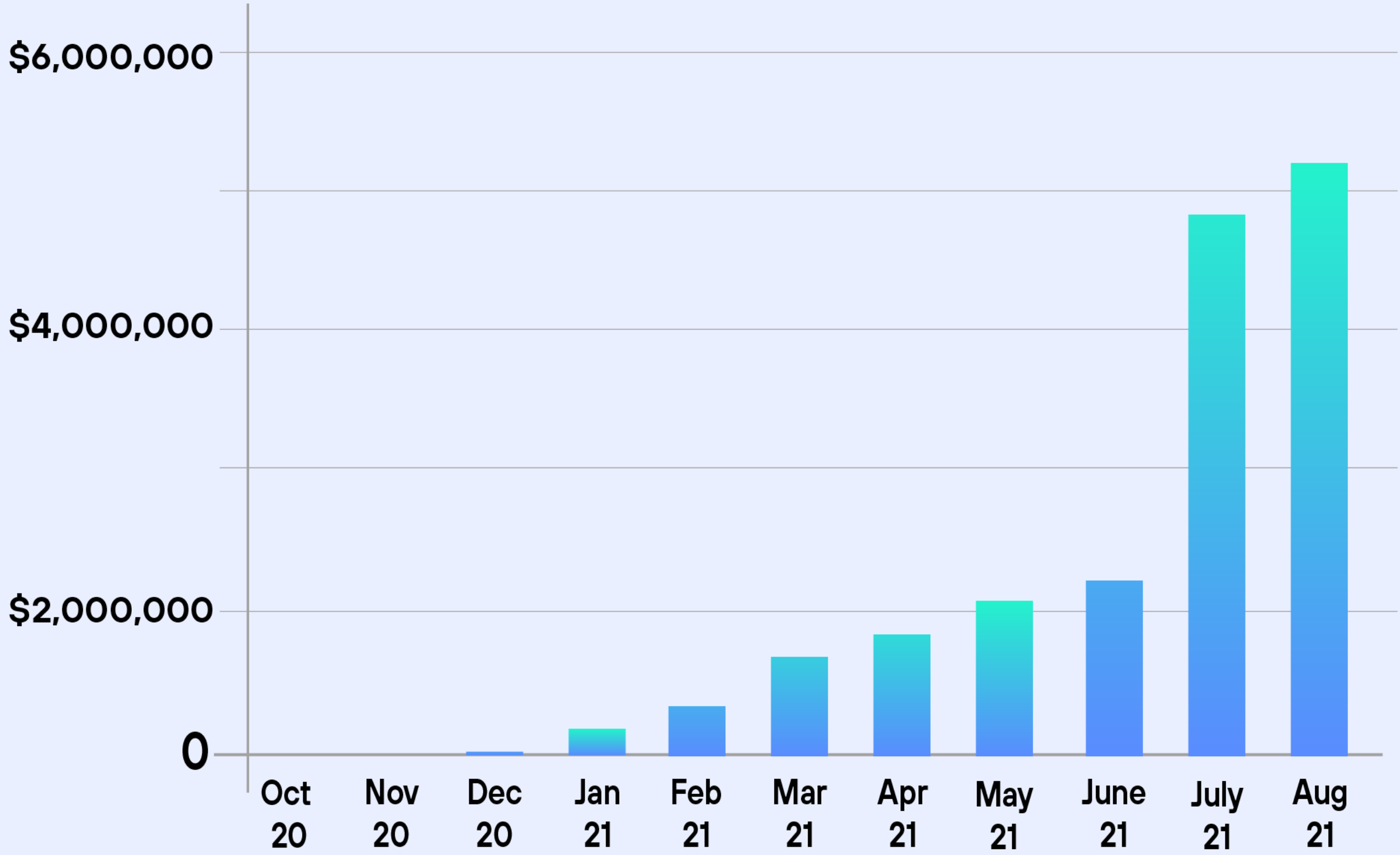


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Saving trends.



Growth in card spend.

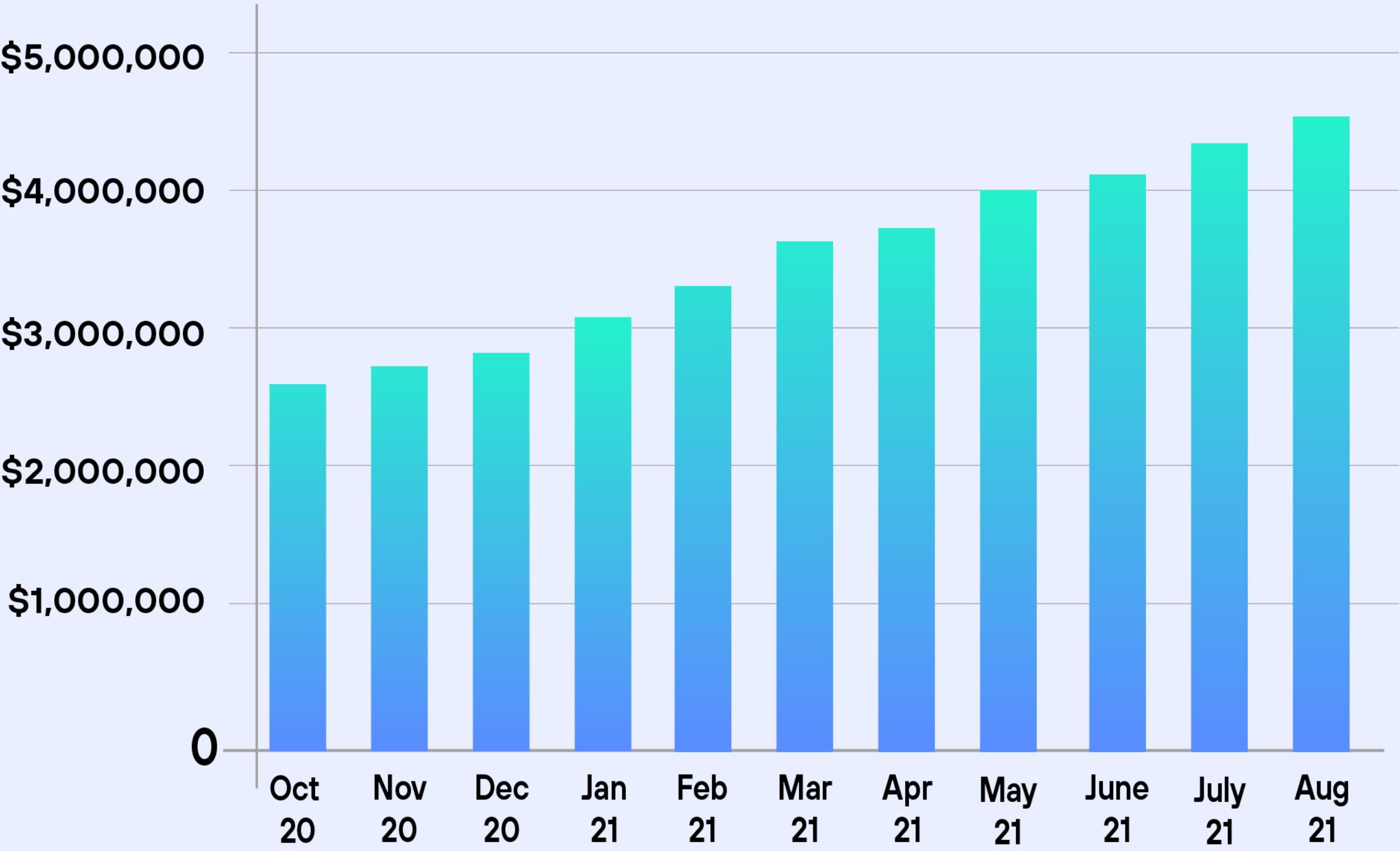


Accumulated card spend, an indicator of US customer engagement and the driver of interchange revenue, which currently makes up 75% of Dough's income in the US prior to the introduction of the monthly membership fee.



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Growth in FUM.



Funds under management is the total amount of \$ invested on the Dough platform. A key indicator of customer engagement.



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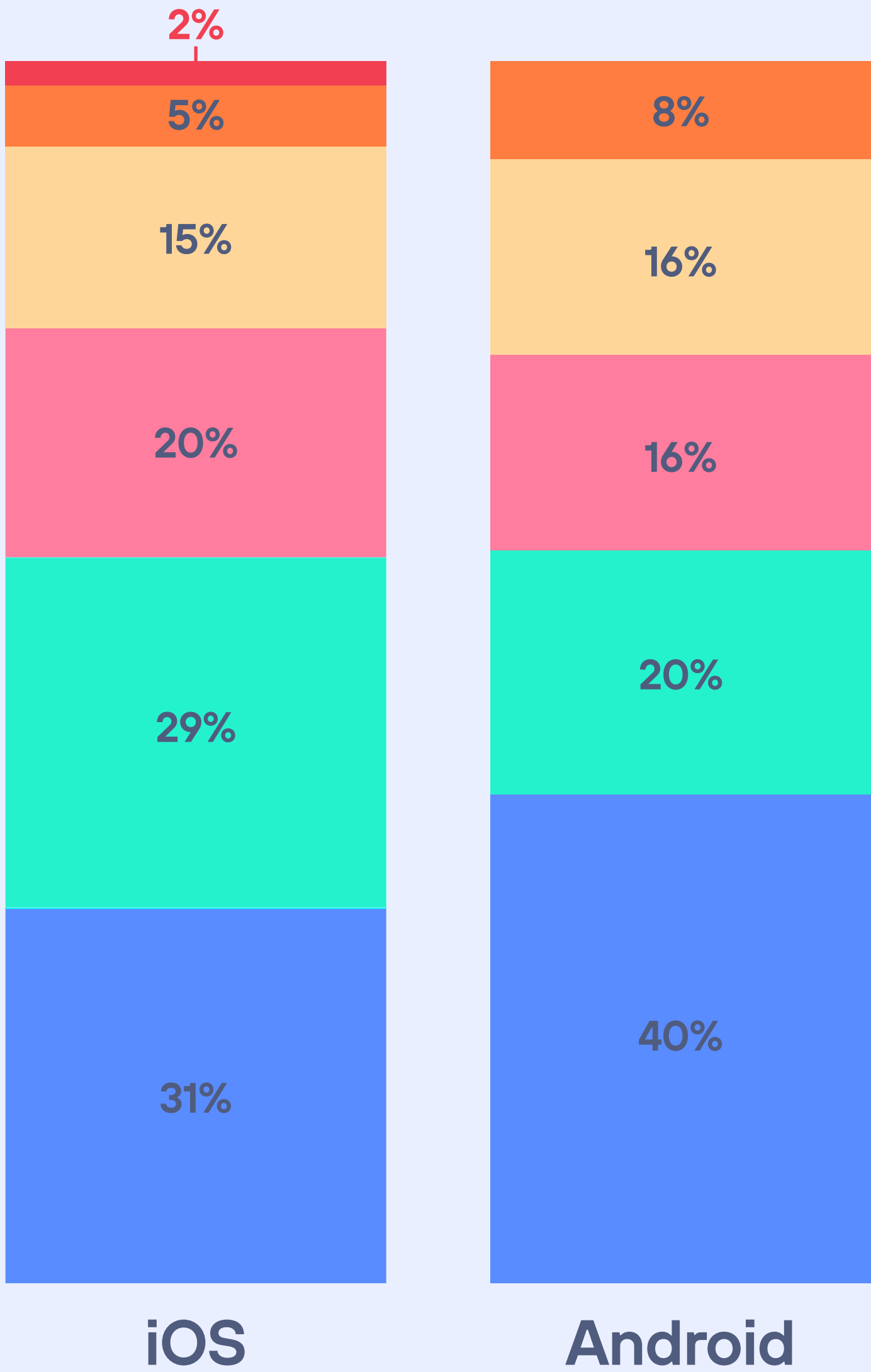
Growth in user Investment Jars

Sustainable

- Conservative
- Moderate
- Aggressive

Core/Traditional

- Conservative
- Moderate
- Aggressive



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Enhancing with feedback.



"A great way to save and separate!"

I love the jar features! The ability to separate money in "jars" helps with more strategic saving goals. Having a jar specifically meant to track monthly bills and subscriptions is incredibly helpful! I also love the fact that the bills jar has its own account number and credit card for easier separation.

– Christopher F



"Very useful app!"

The app is really user friendly, I love moving my money into different categories so I can save for upcoming expenses throughout the year! Highly recommend!

– lisk28



"Amazing!"

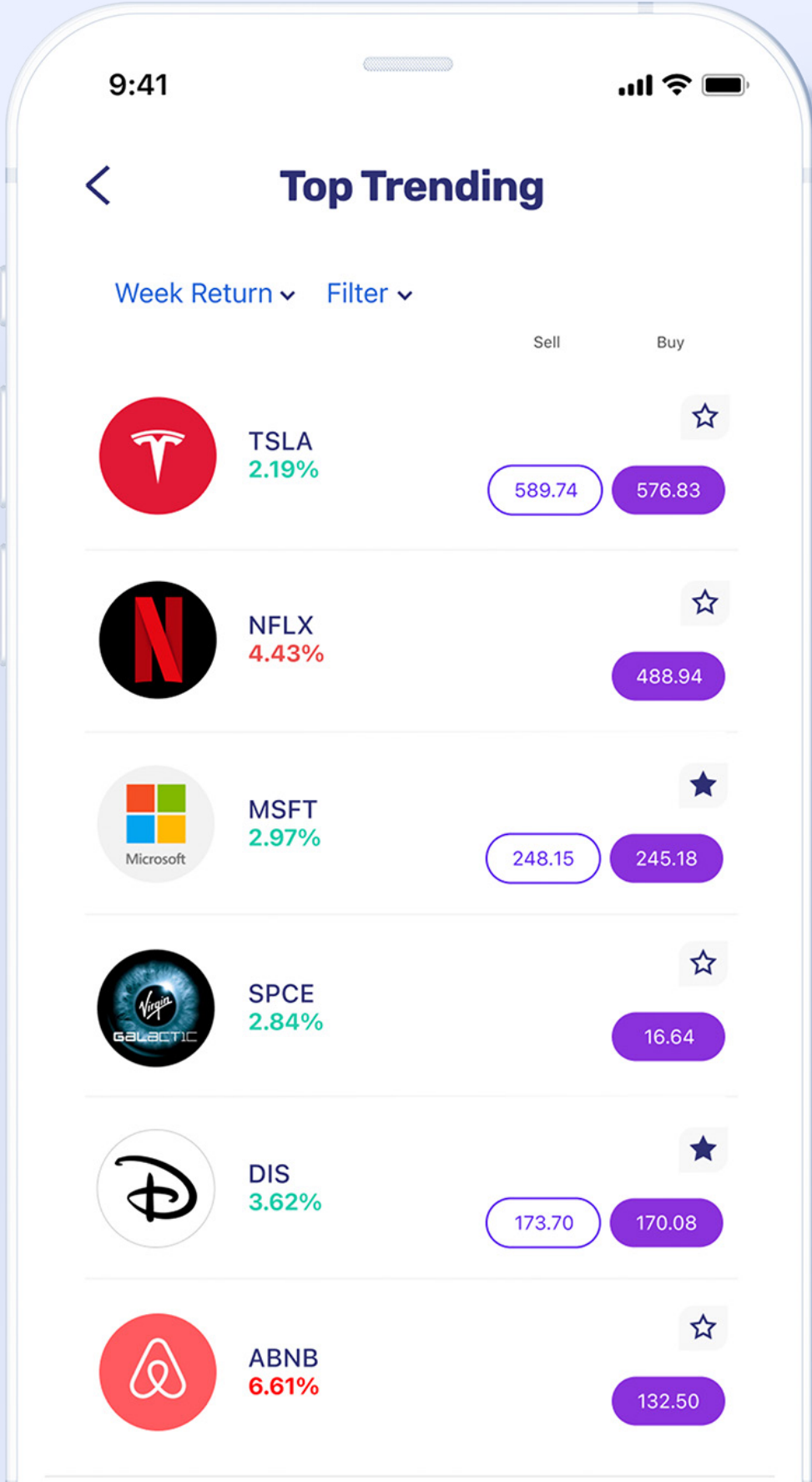
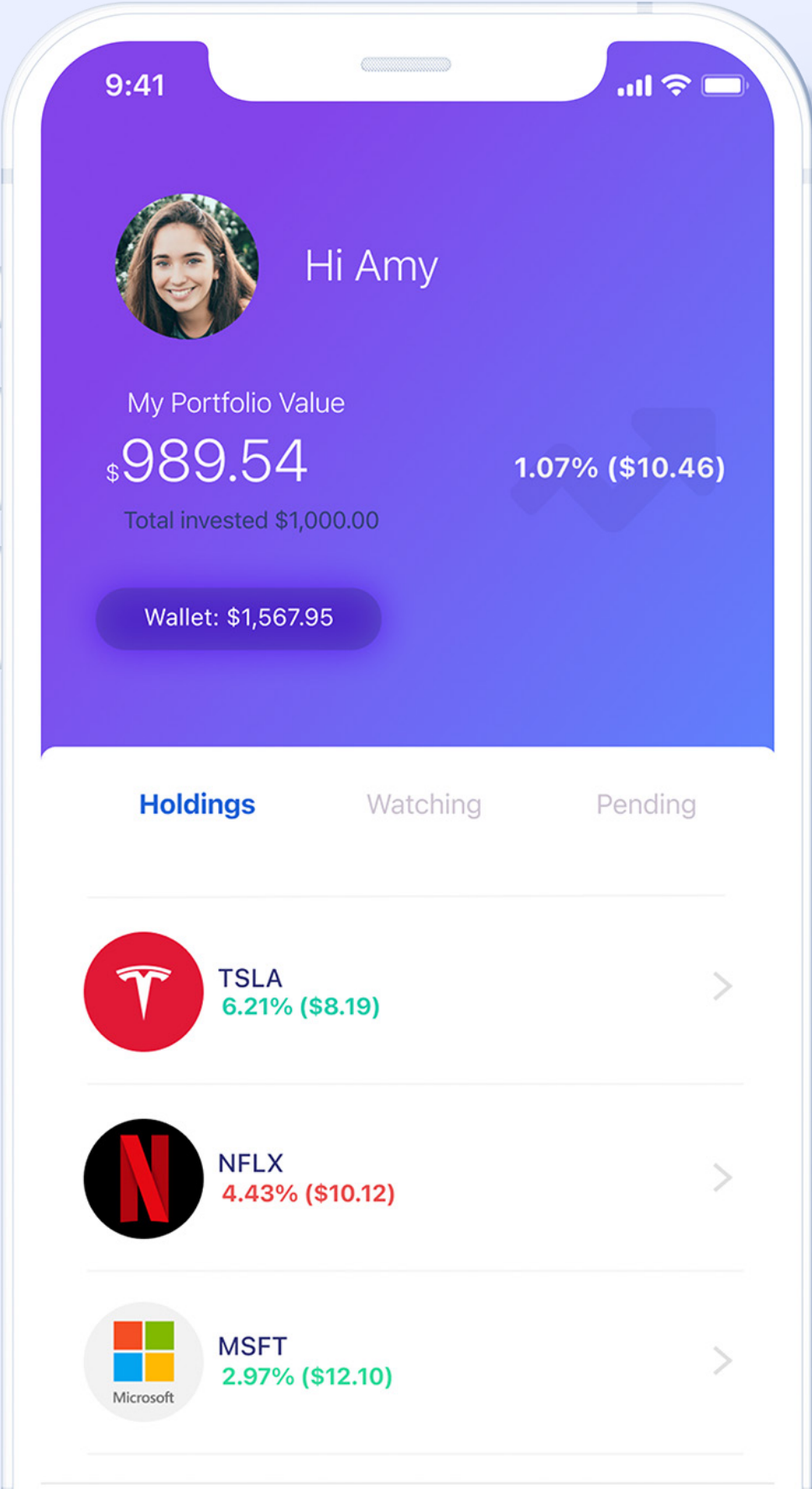
Dough has helped me so much with budgeting and saving for my goals. The Bills Jar has made it so clear on what leftover money I have available to spend for the month...

– DMC704



goodments

by Dough

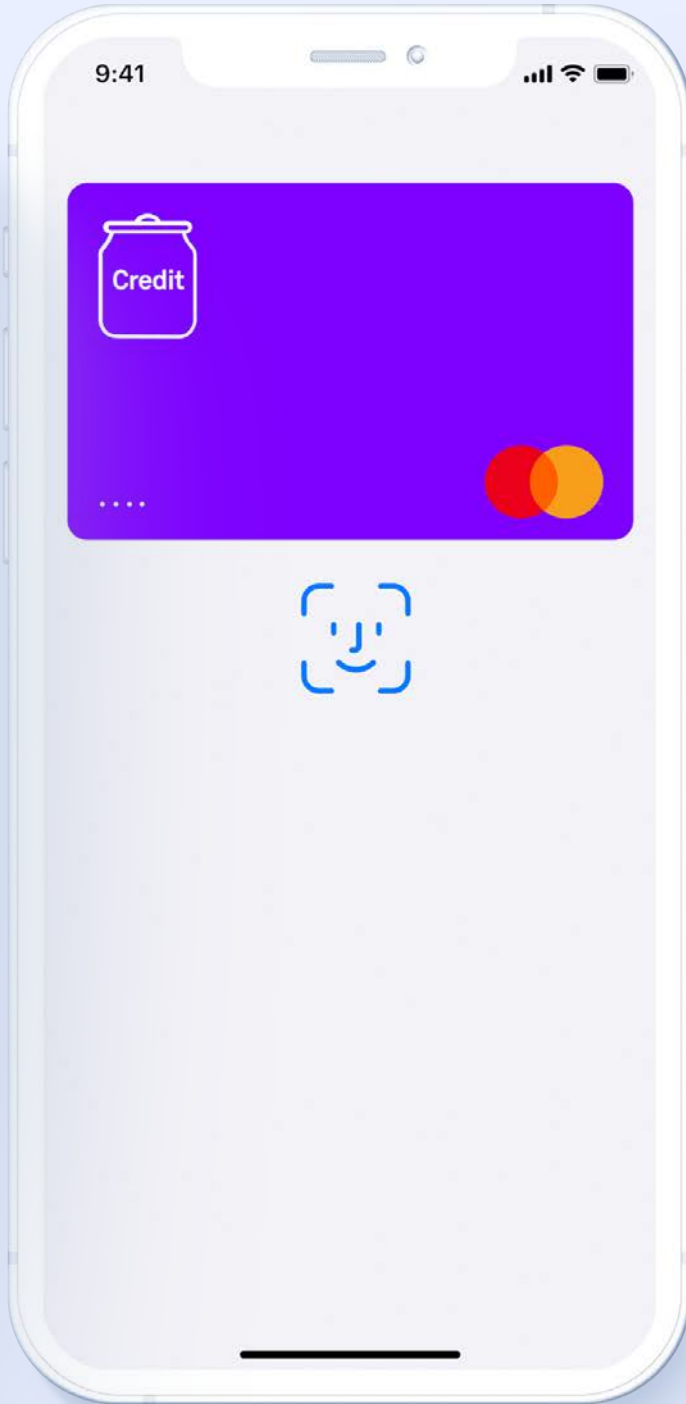
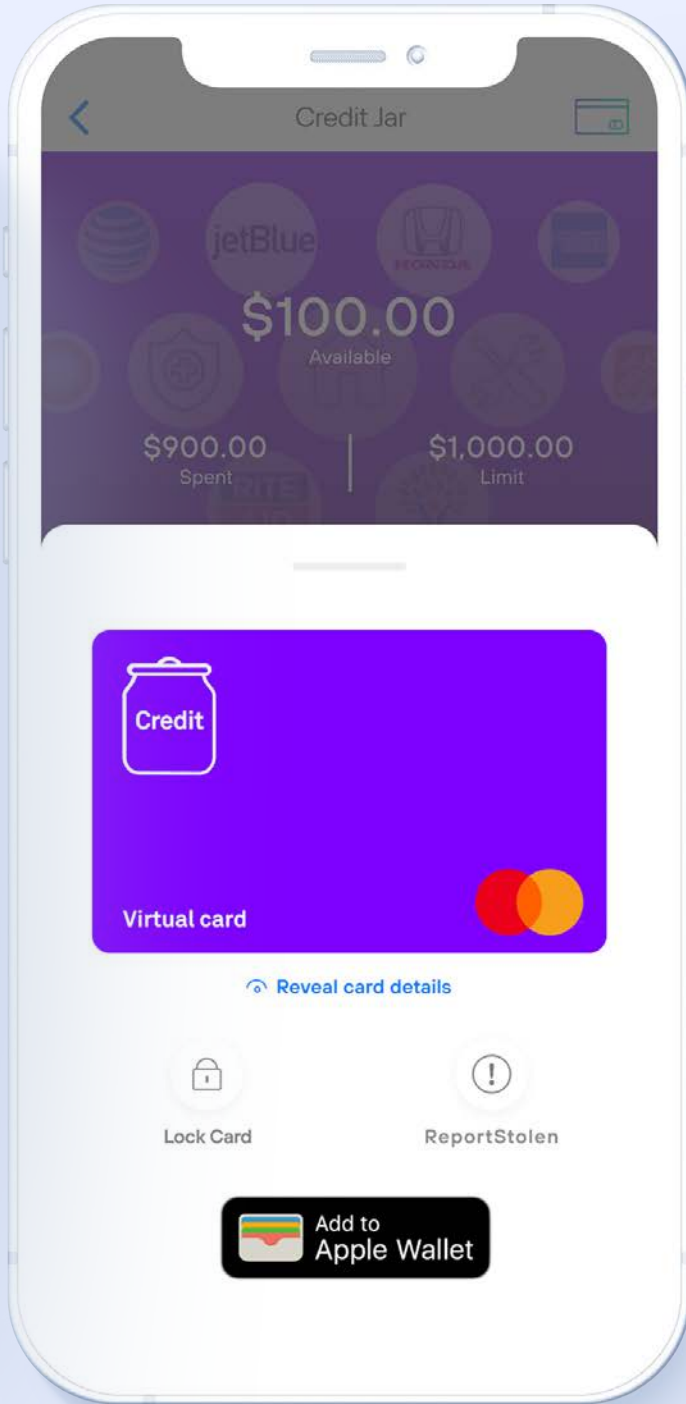
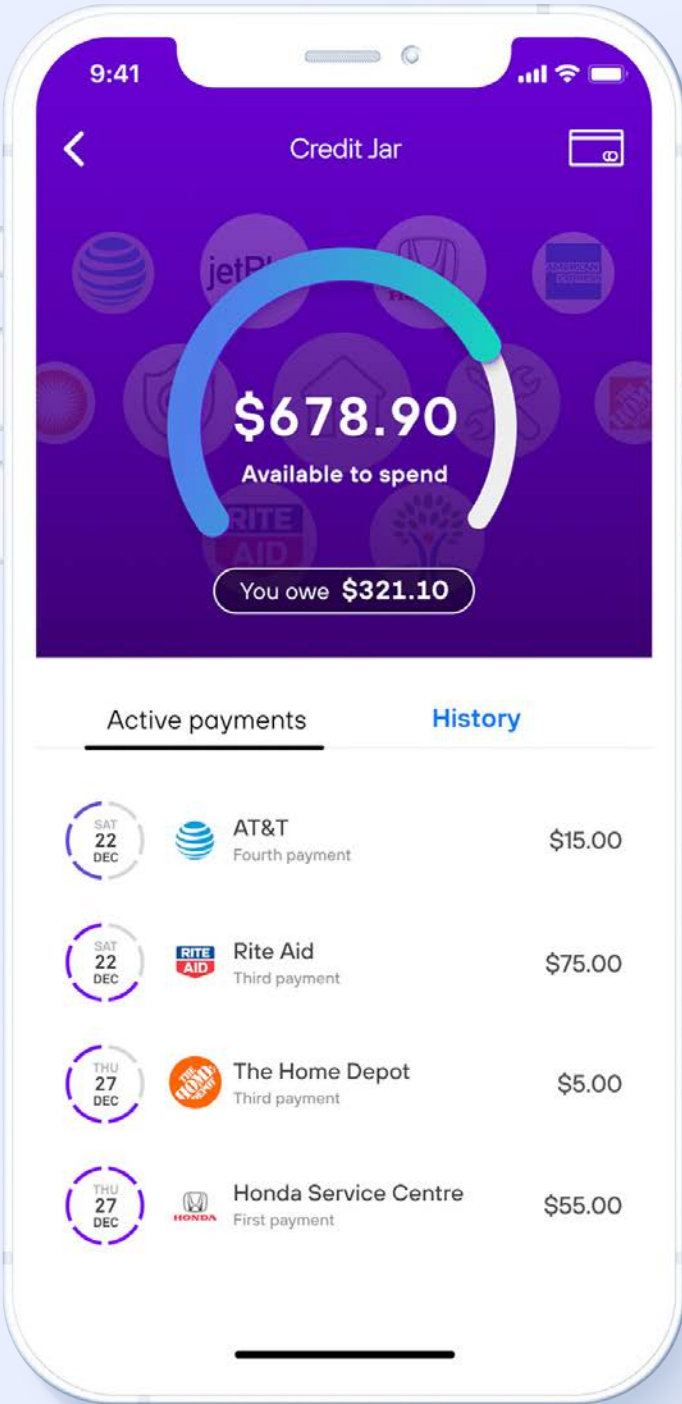


Commission-free share investing.
The introduction of the Dough brand in AU market. Relaunch supported with a new FX based commercial agreement allowing to offer commission free brokerage.



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Buy now pay later. Meet the Credit Jar



Dough and Humm are finalising the commercial framework and product spec with a U.S. originating bank to launch a card linked, credit score building BNPL everywhere feature.



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Key expansion markets.



USA



Australia



UK



Europe



Canada



New Zealand

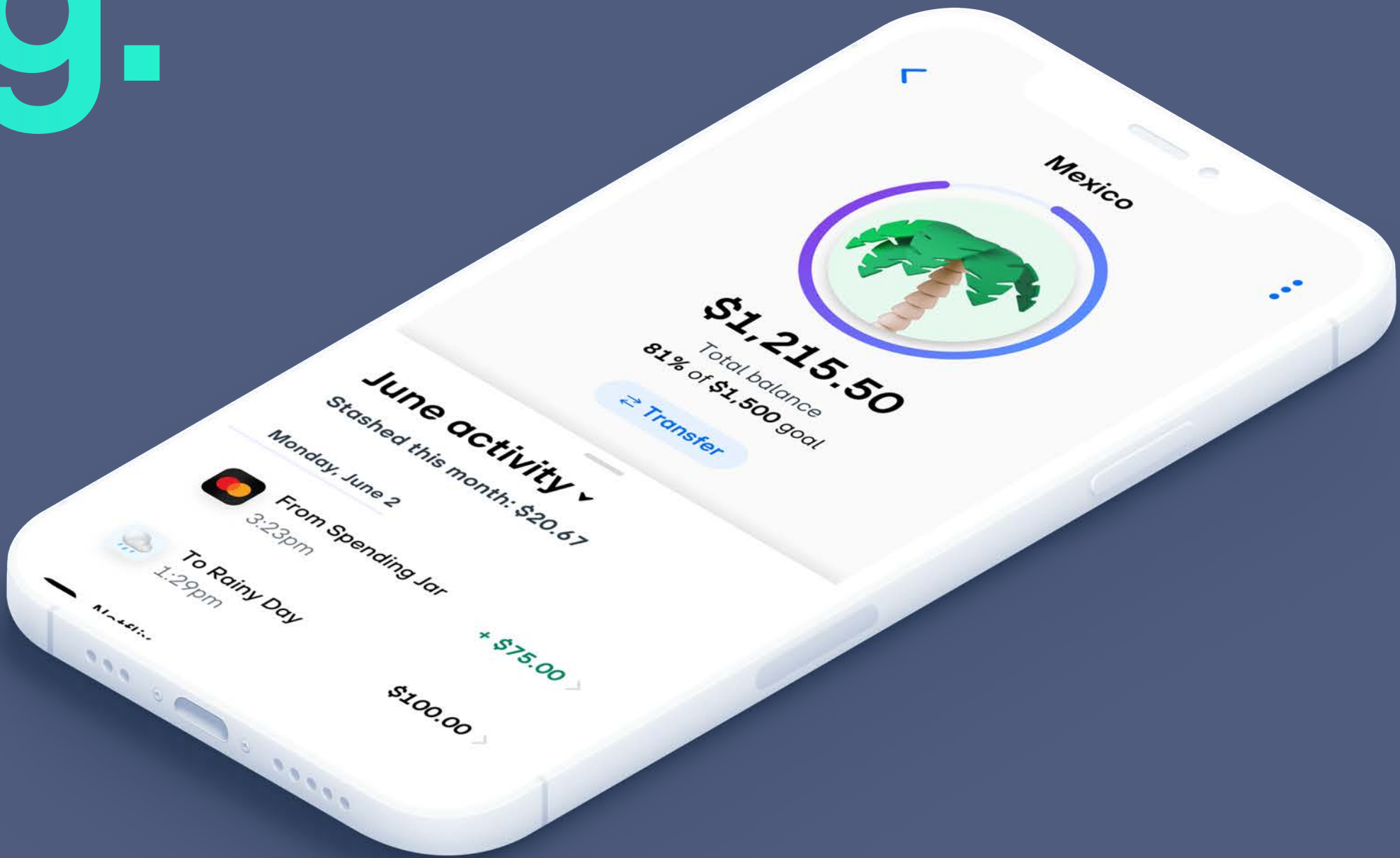
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Help us reinvent banking.

We're on a mission to change people's relationship with money for the better.

Invest and grow with us as we continue to redefine what it means to live financially healthier.

Andy Taylor
Founder & CEO
info@dough.com



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ASX Release approved by the CEO on behalf of the Board.

