

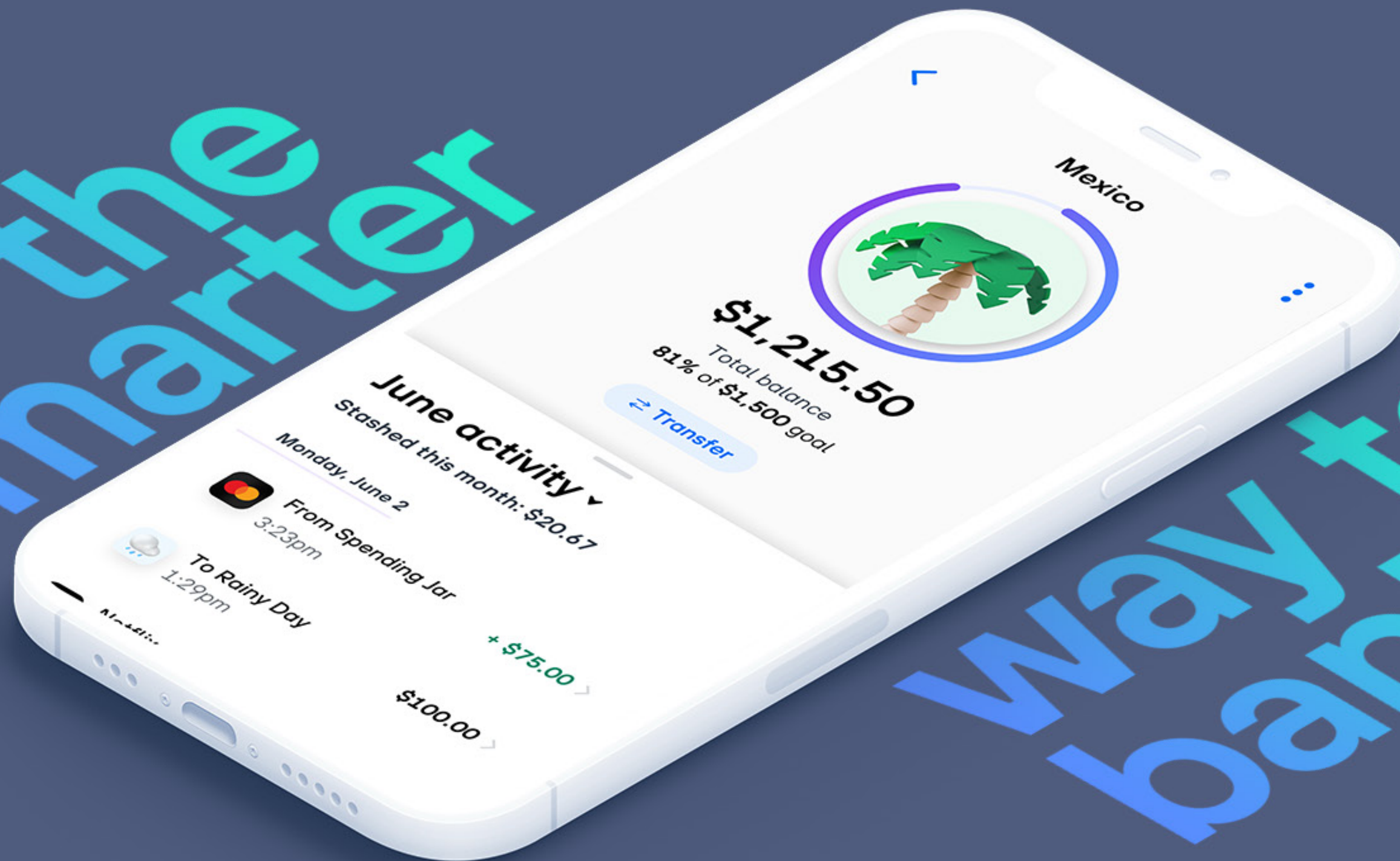
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It's the

Smarter

Way to

bank.



Dough

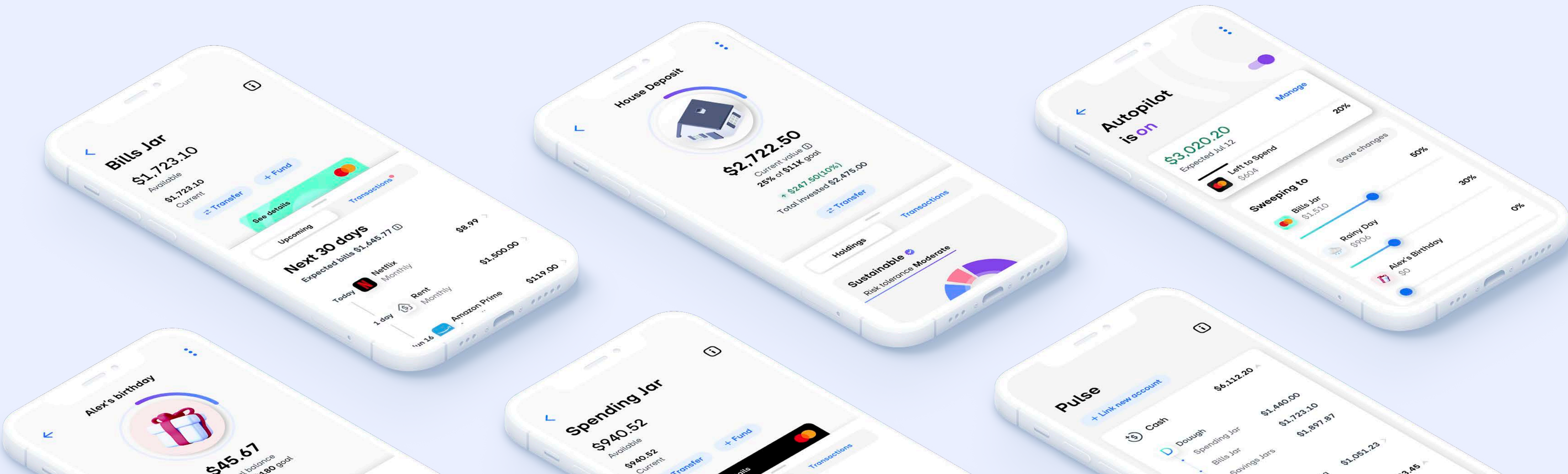
Smarter Banking



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# Who are we?

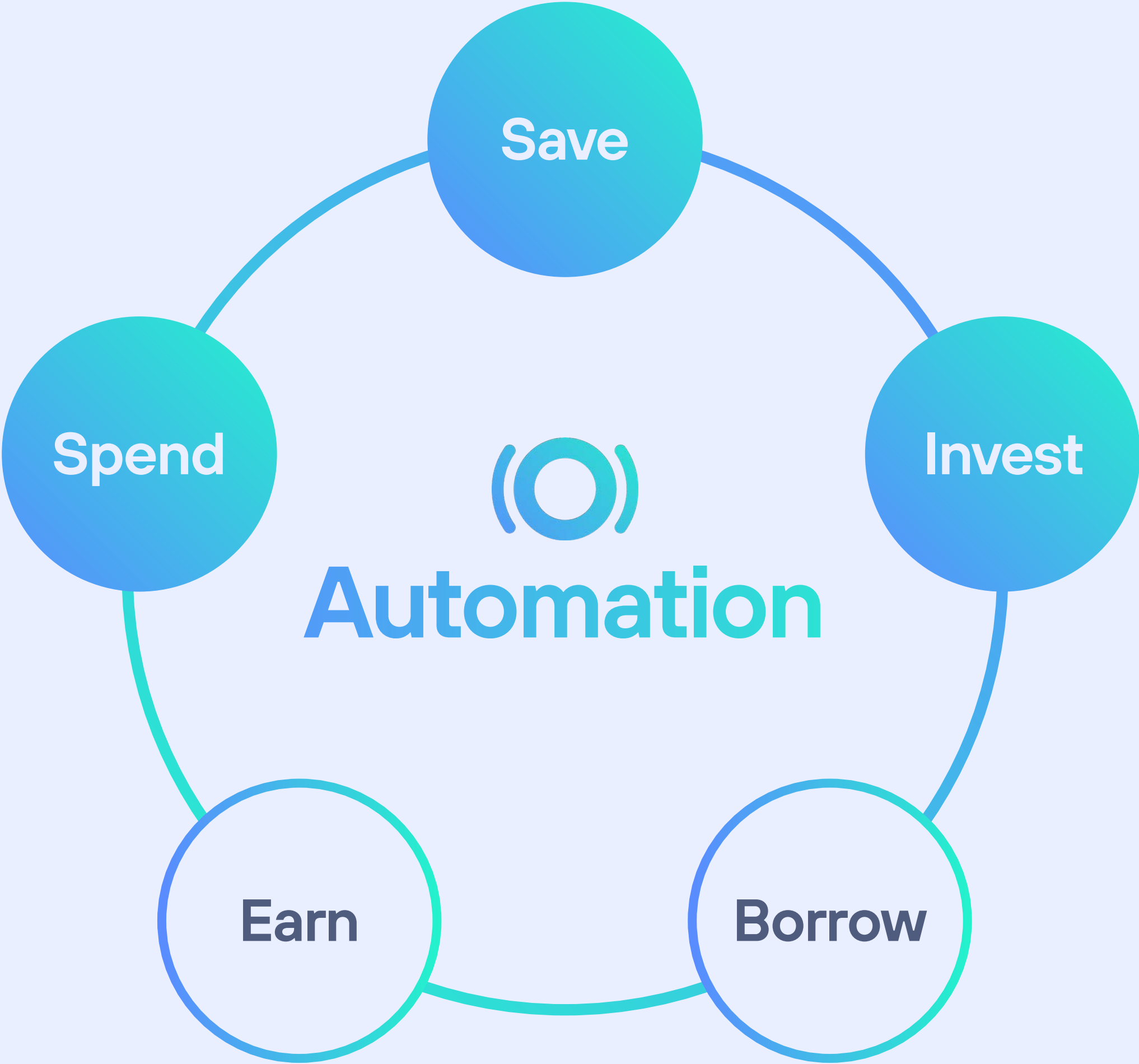
Dough is helping everyday people autonomously manage and grow their money to live financially healthier lives.  
The 'responsible' financial super app.





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# Key product pillars

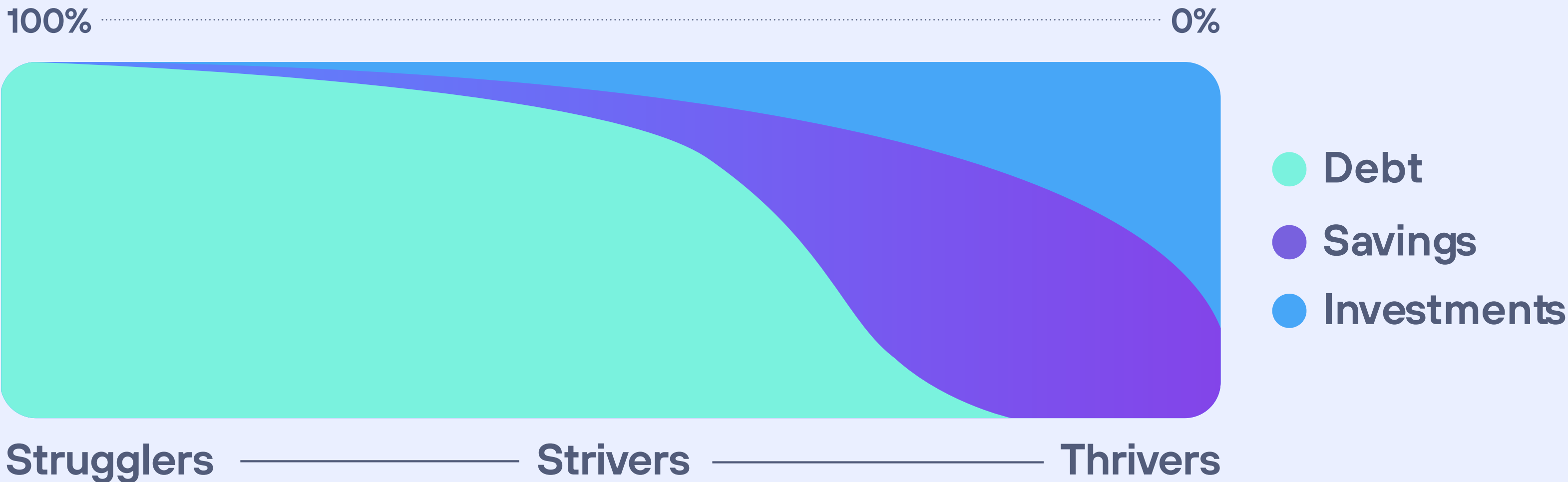


# Investor highlights



- **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.





# 57%

of Americans are considered financially unhealthy – that's 138M!<sup>1</sup>

# 175M

are not highly satisfied with their present financial situation.<sup>4</sup>

# 43%

say that finances cause them significant stress.<sup>7</sup>

# 45%

spend up to half of their income servicing their debt.<sup>3</sup>

# 47%

can't cover a \$400 medical expense.<sup>5</sup>



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# Our U.S. revenue opportunity.

\$200B

Spend<sup>1</sup>

+

\$10B

Advice<sup>2</sup>

+

\$42B

Save<sup>3,4</sup>

=

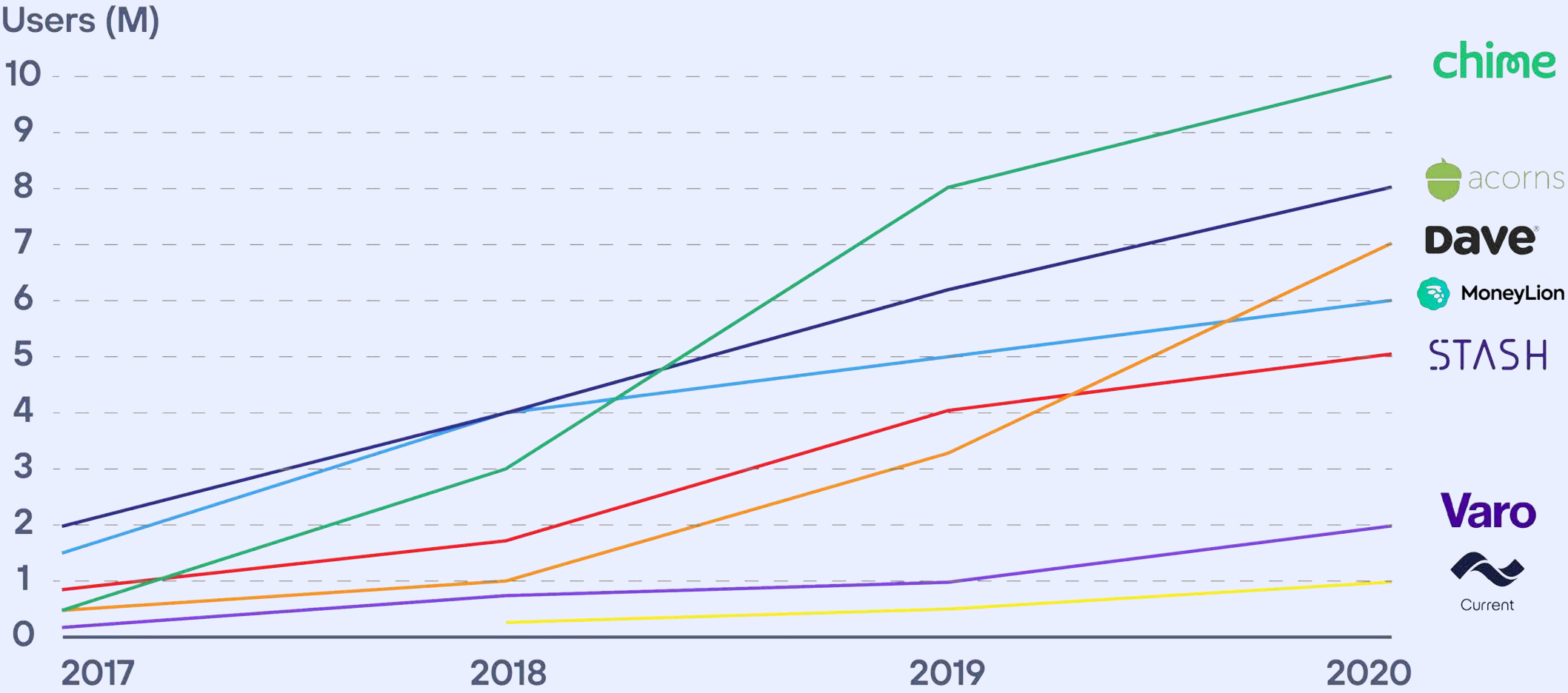
\$250+  
Billion dollar revenue pool



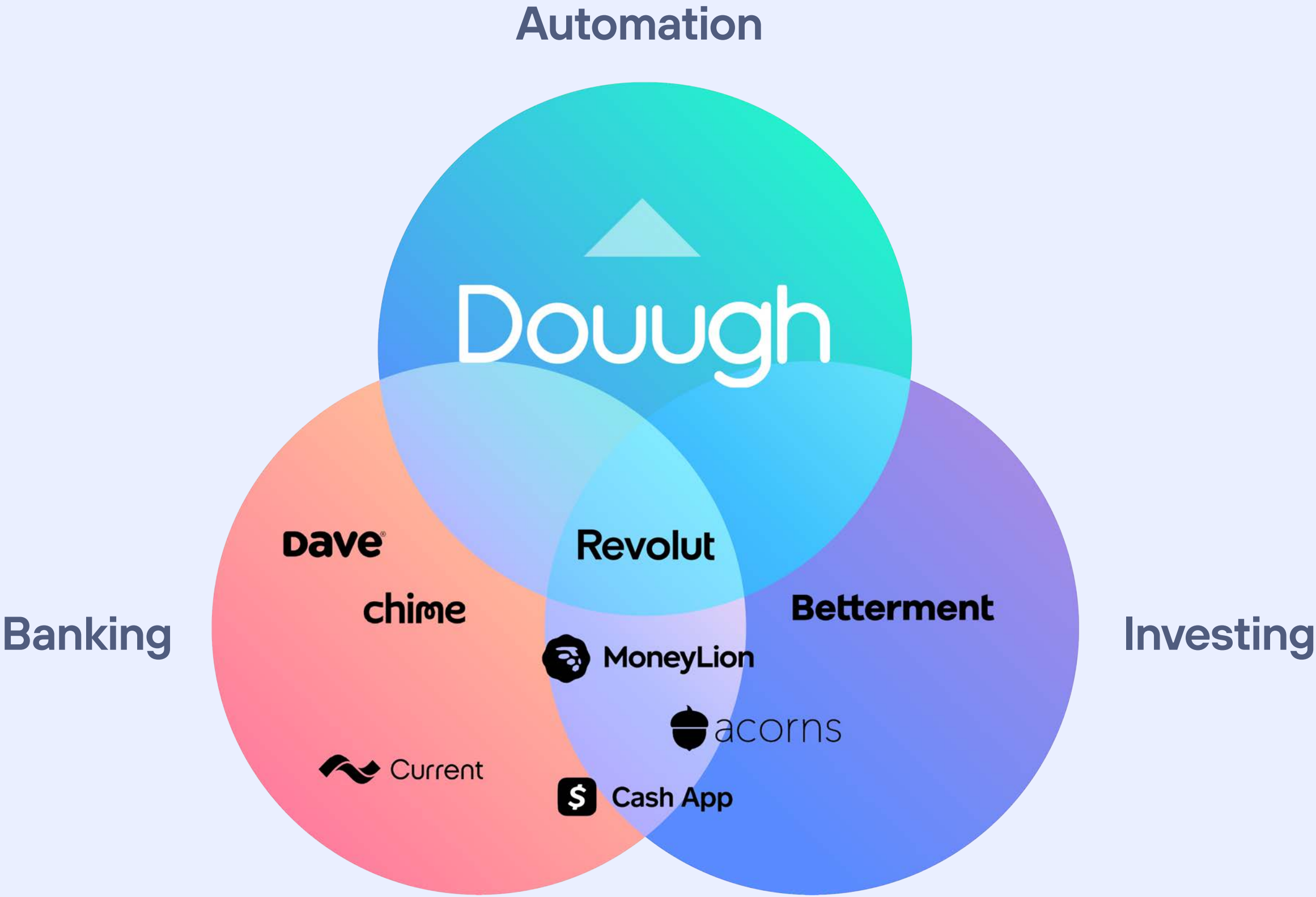
1: Nilson, Federal Reserve, U.S. Census Bureau, ValuePenguin; estimated 2019 debit and credit card interchange fees plus estimated revenue opportunity for point-of-sale financing using Q3 2020 LTM e-commerce sales. 2: SNL; Q3 2020 LTM service charges on deposit accounts for U.S. regulated depositories 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.

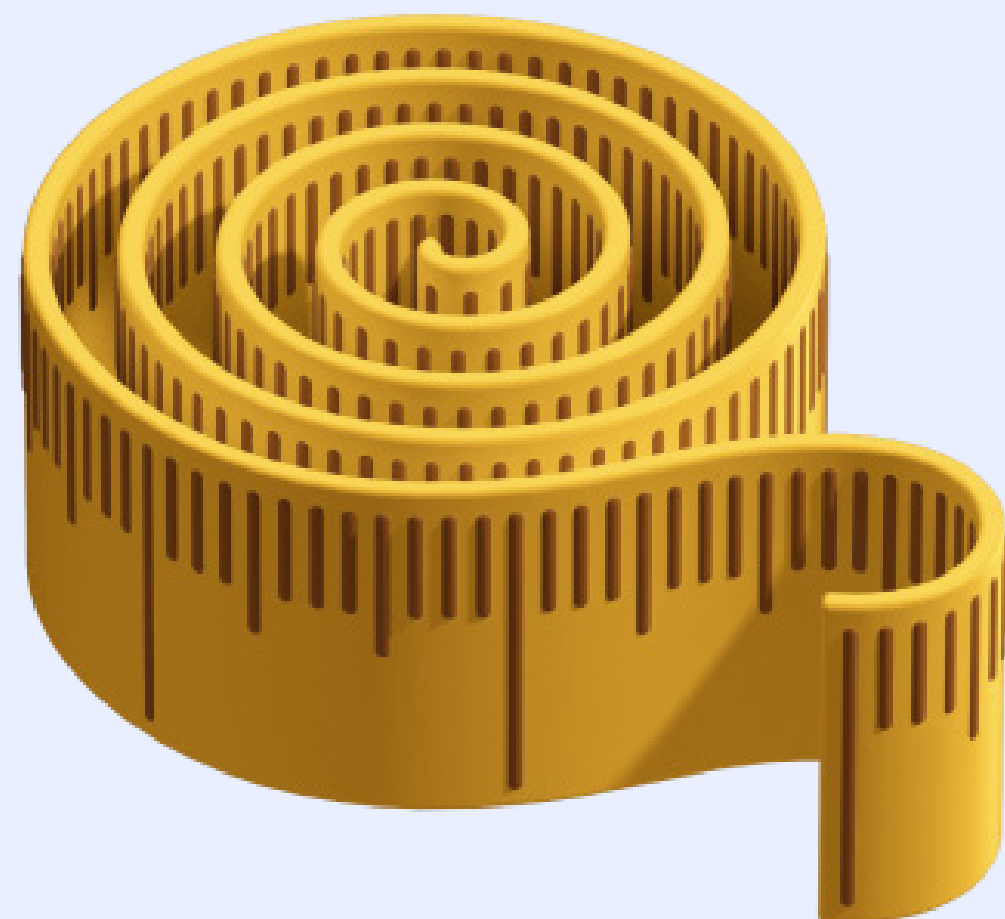


Source: Company filings, press releases  
Note: Users updated as of 9/3/20





# Our timeline.



## FY21 - laying the foundations

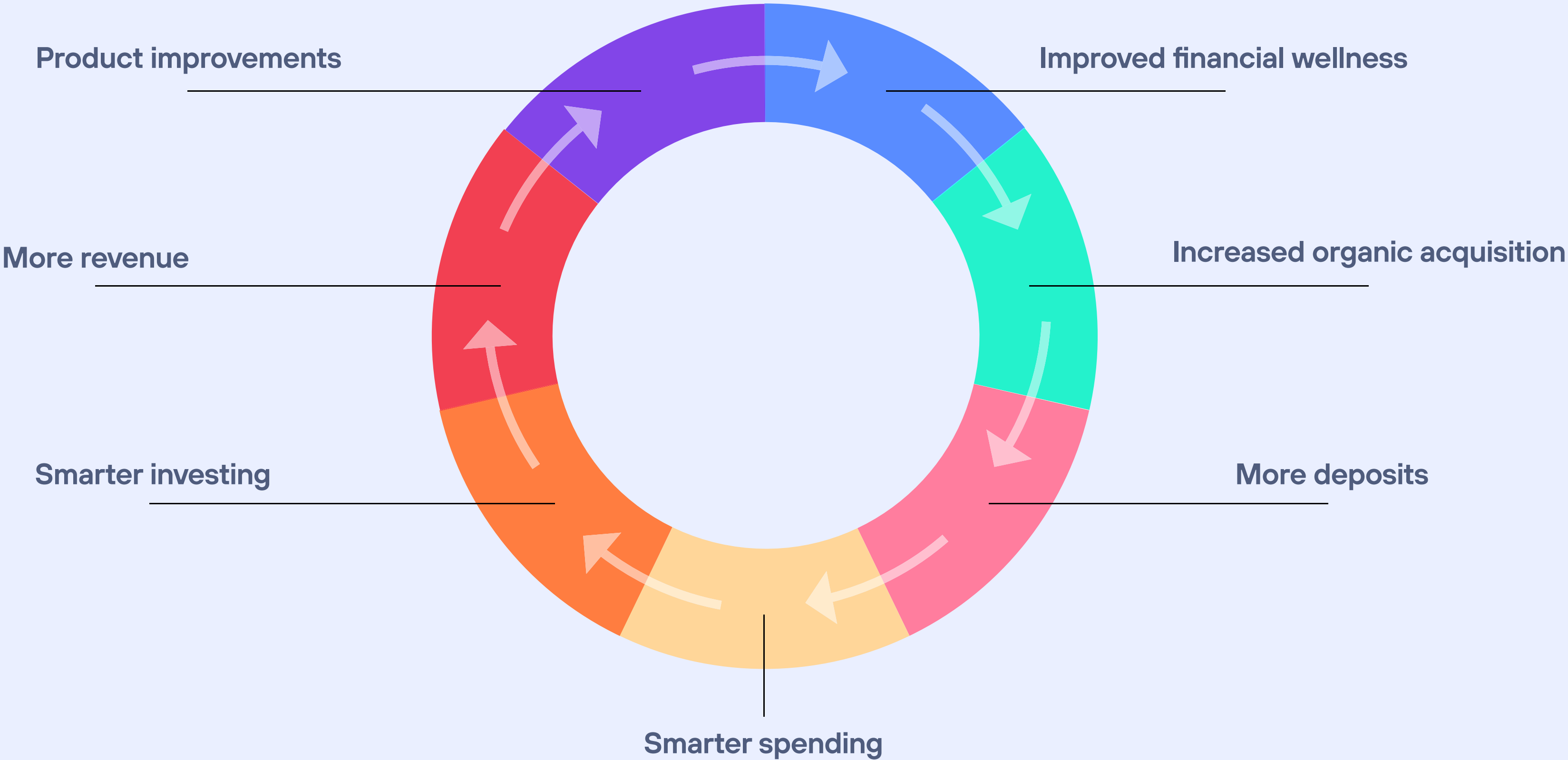
- ASX listing in October
- Hiring of expanded engineering and operational team
- Launching of MVP in November
- Test, Learn, Optimisation
- Expansion of key features

## 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.



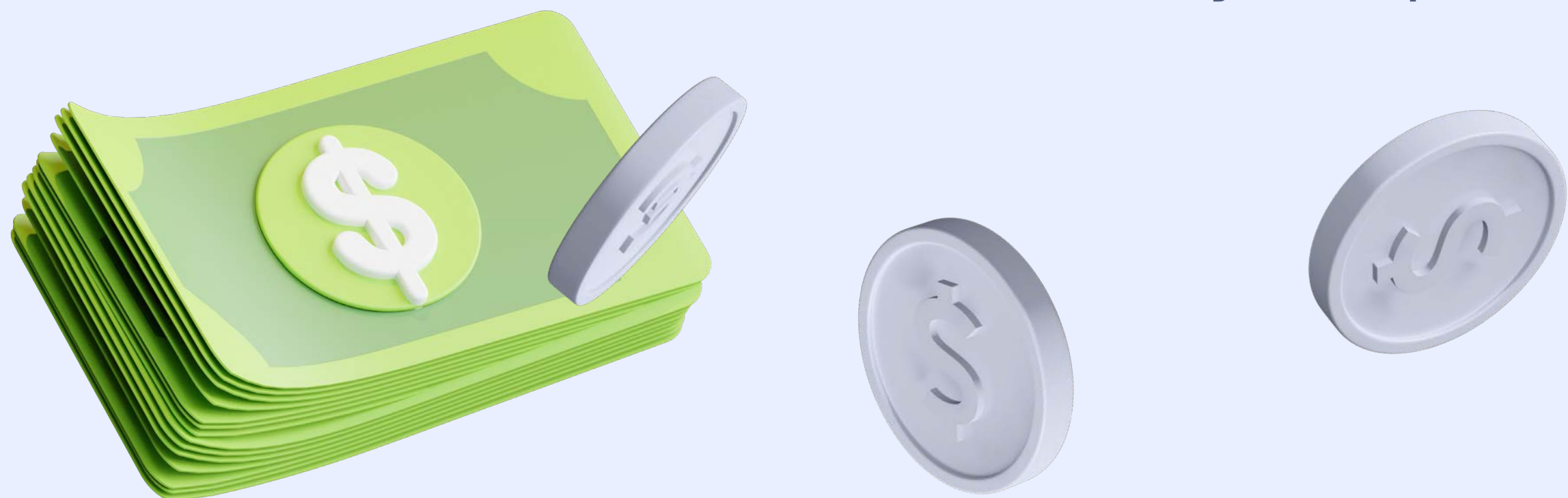
**Dough has the opportunity to diversify into multiple different revenue sources over time by becoming a platform business and financial control centre for customers - consumers and SME's**

**Now**

- Interchange
- Banking fees
- FX
- Monthly subscription

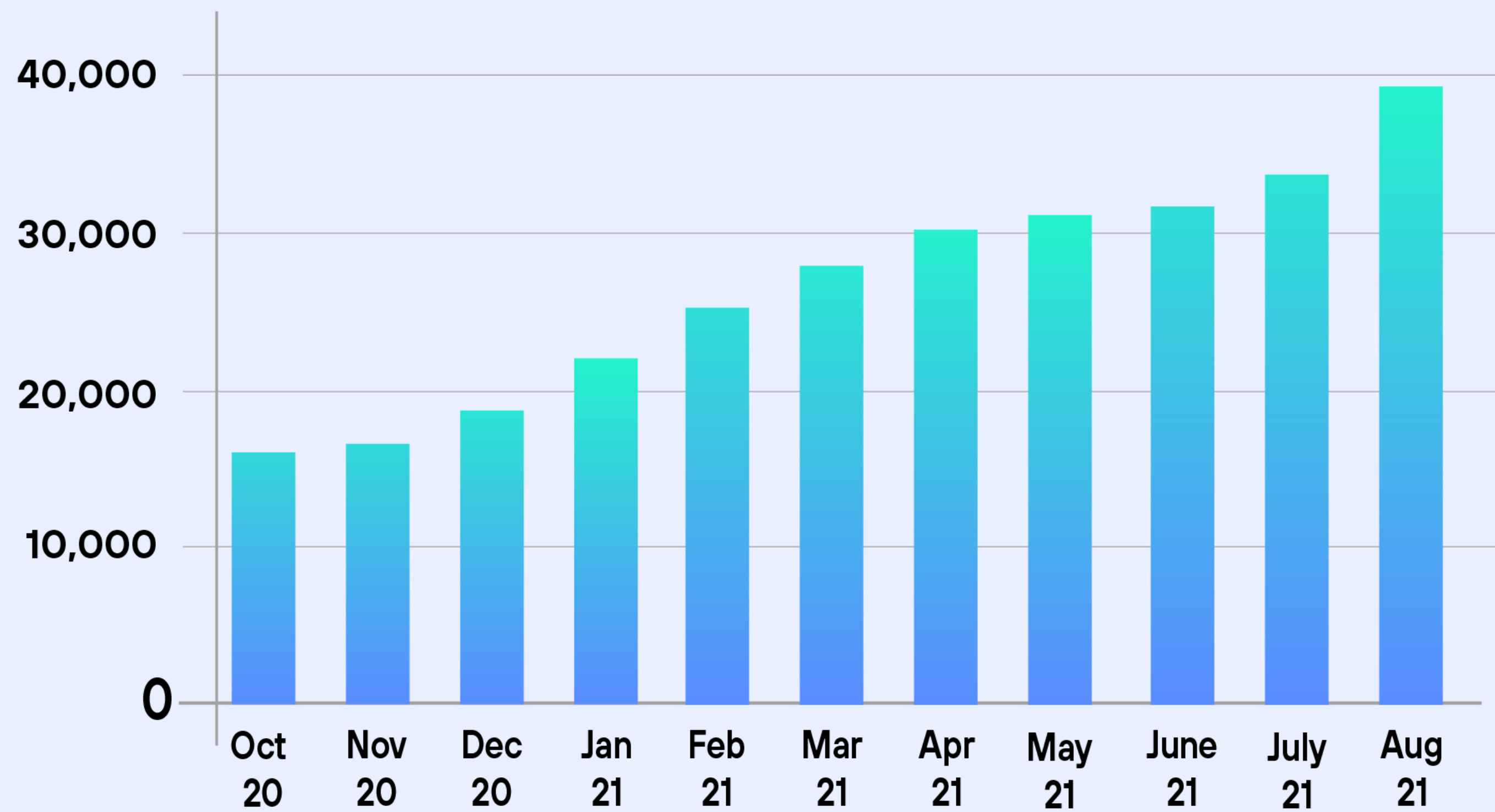
**Future**

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





# Growth in members.



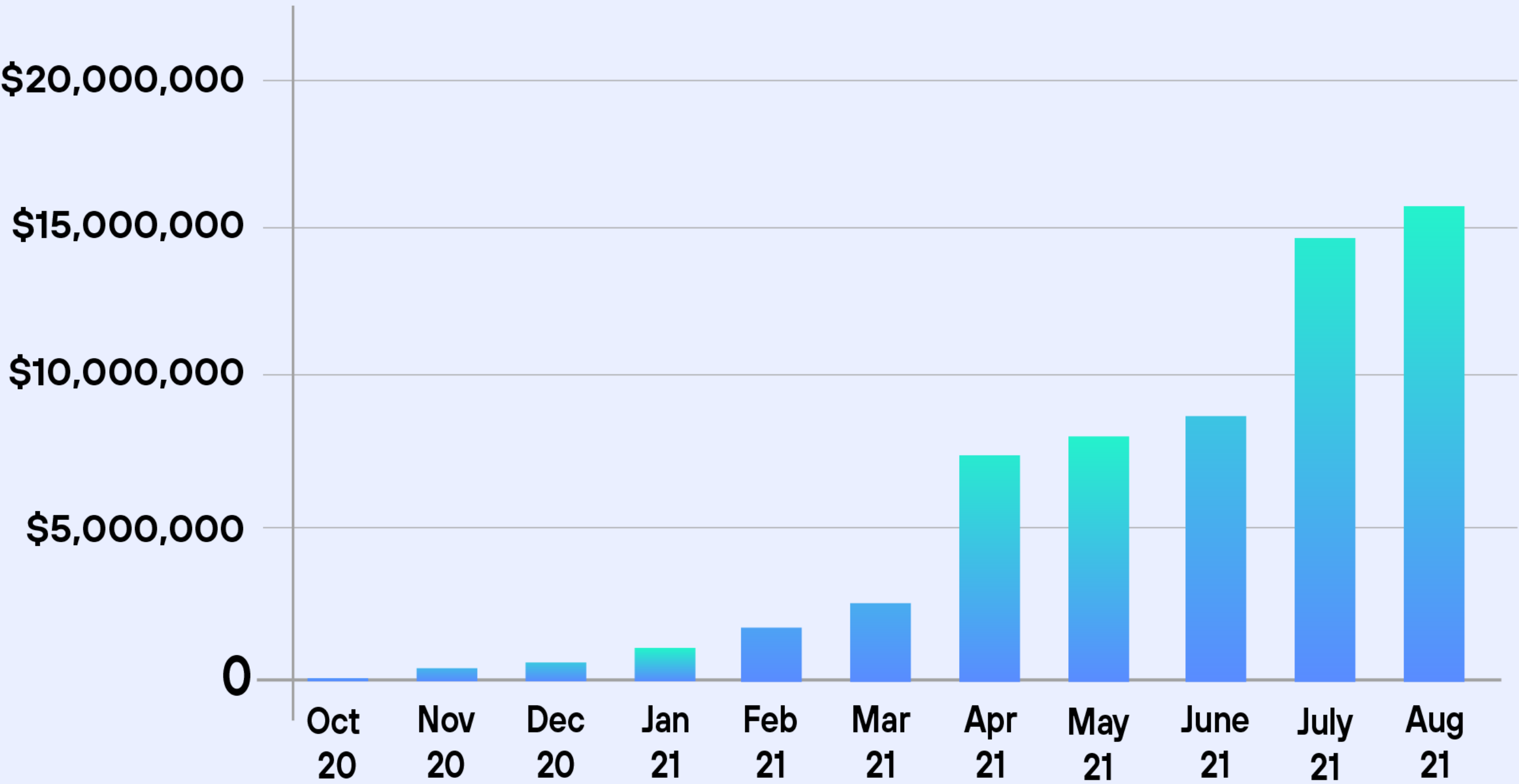
Consolidated registered customer growth across US & AU since the Dough USA launch. Acquisition paused in Q4 in the US.



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# Growth in deposits.

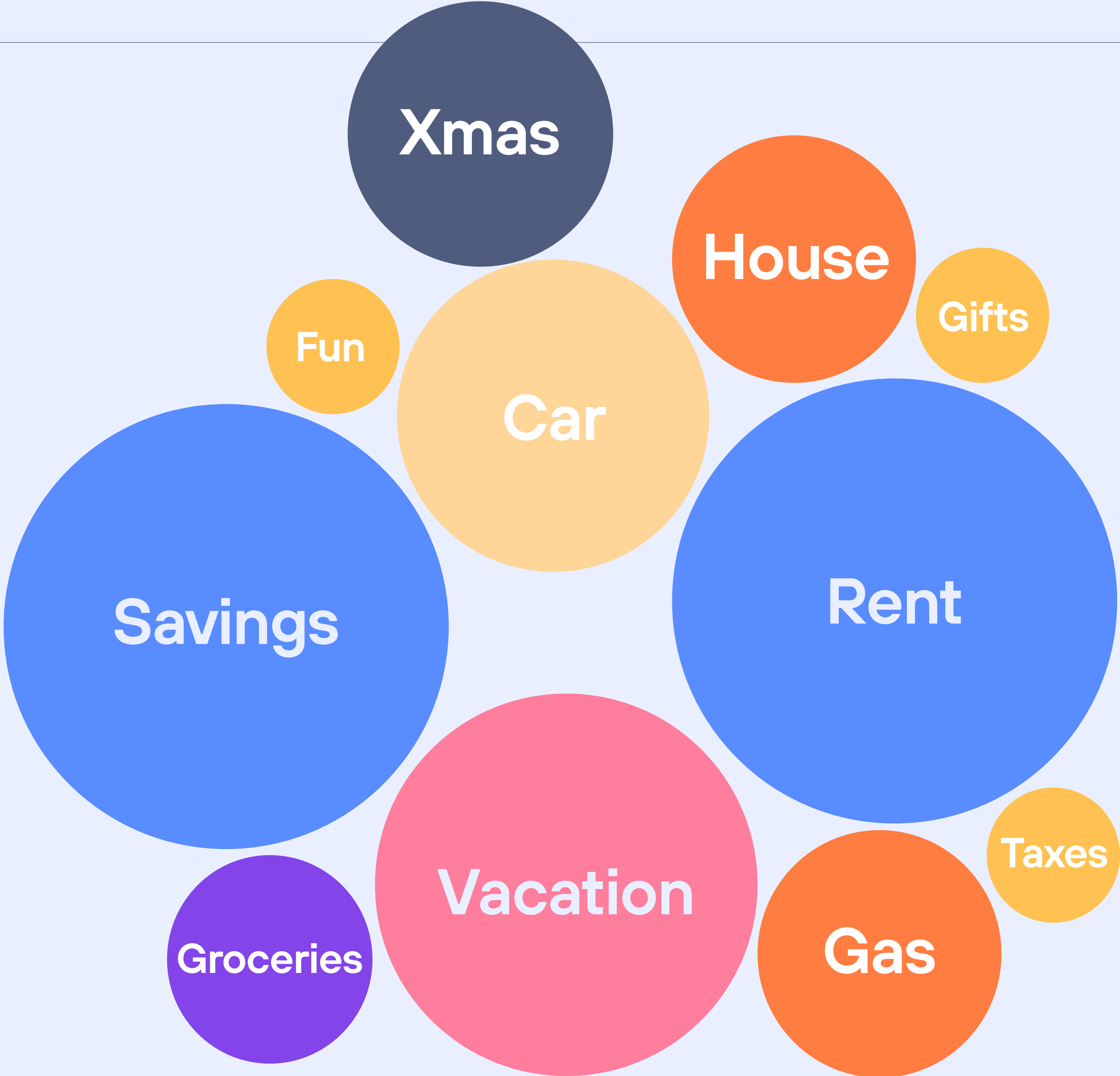


Consolidated accumulated cash deposits in the US & AU. This is a reflection of customer engagement, AU revenue is driven off deposits converted into USD to trade US securities.



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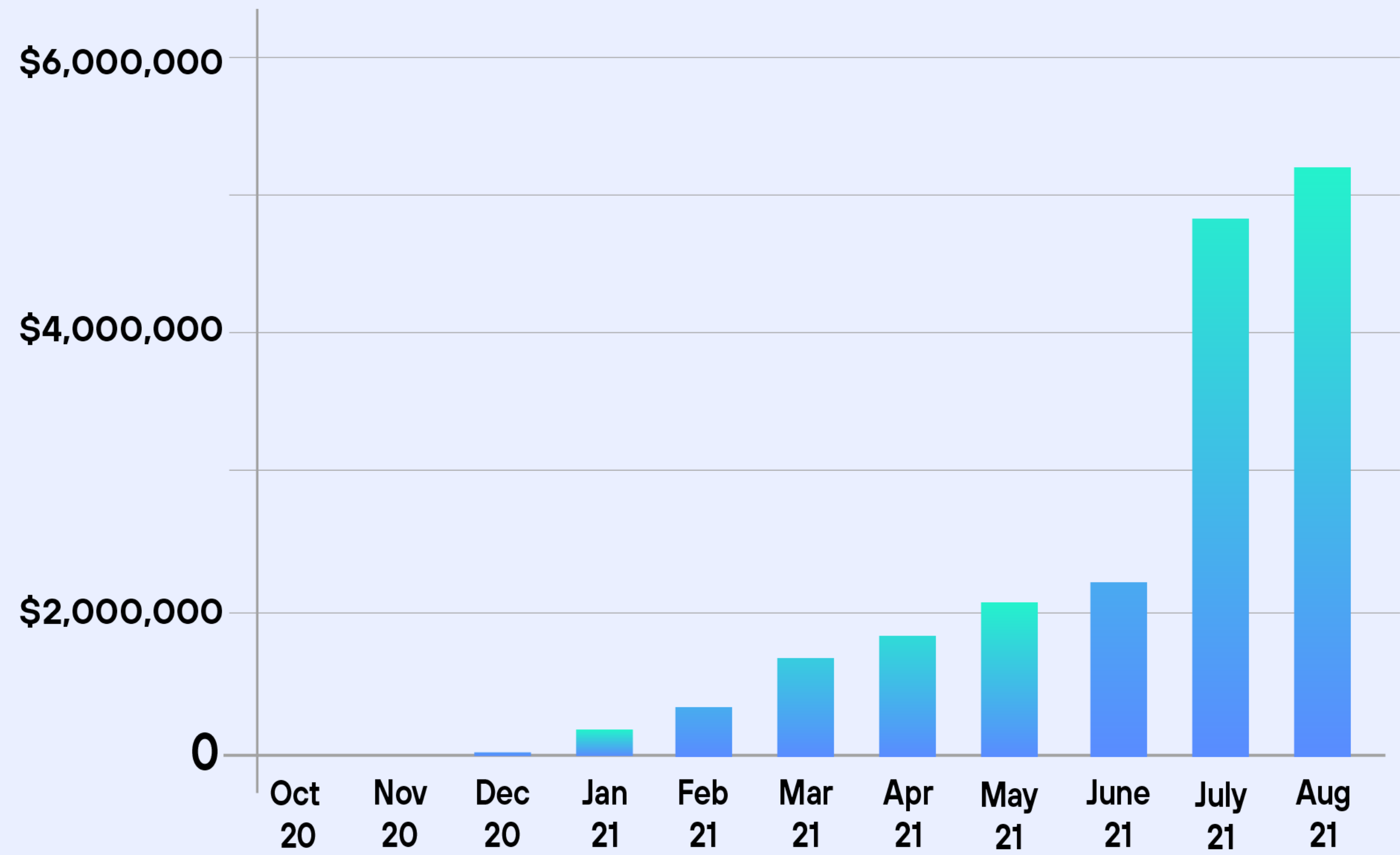
# Saving trends.





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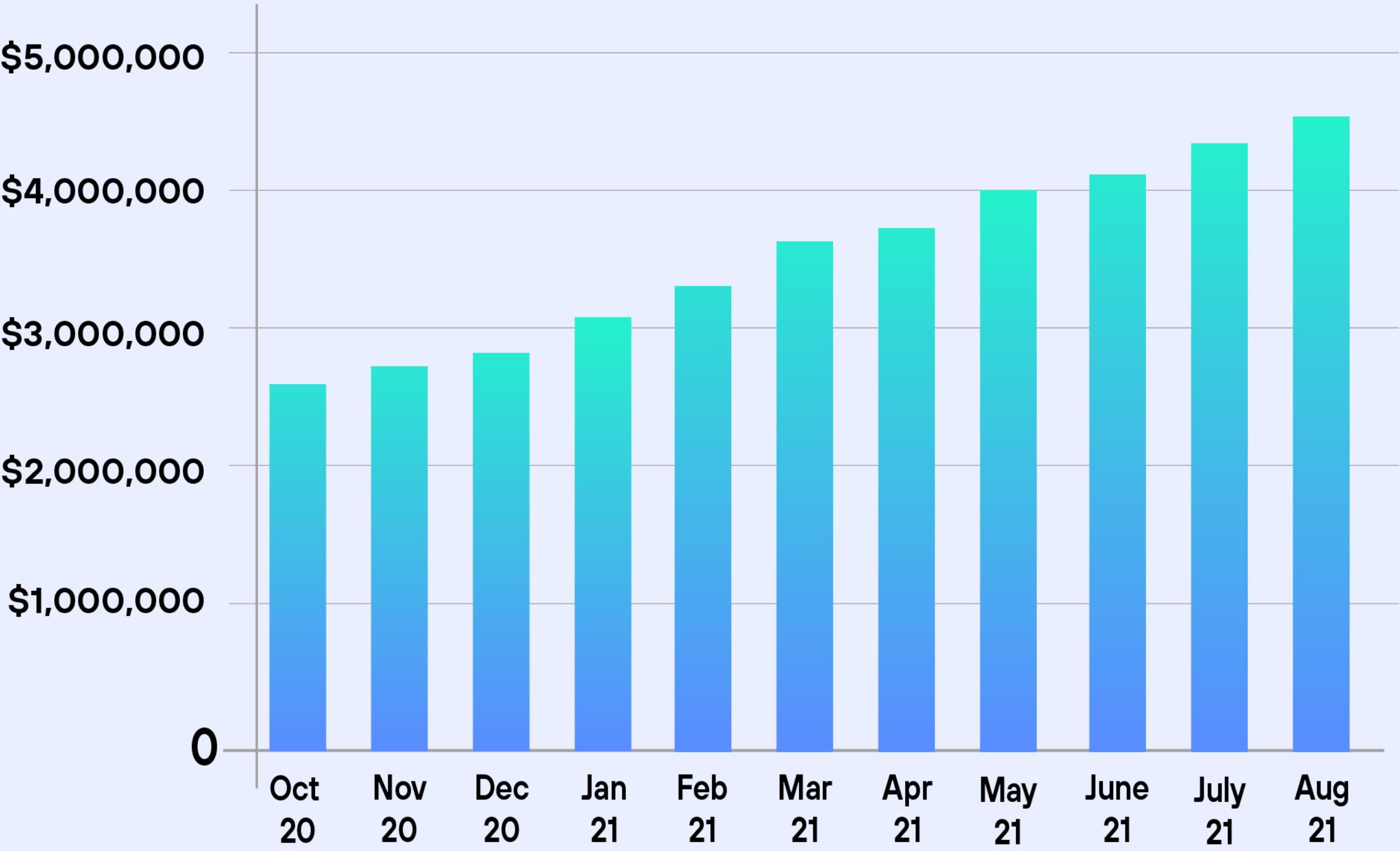
# Growth in card spend.



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.



# 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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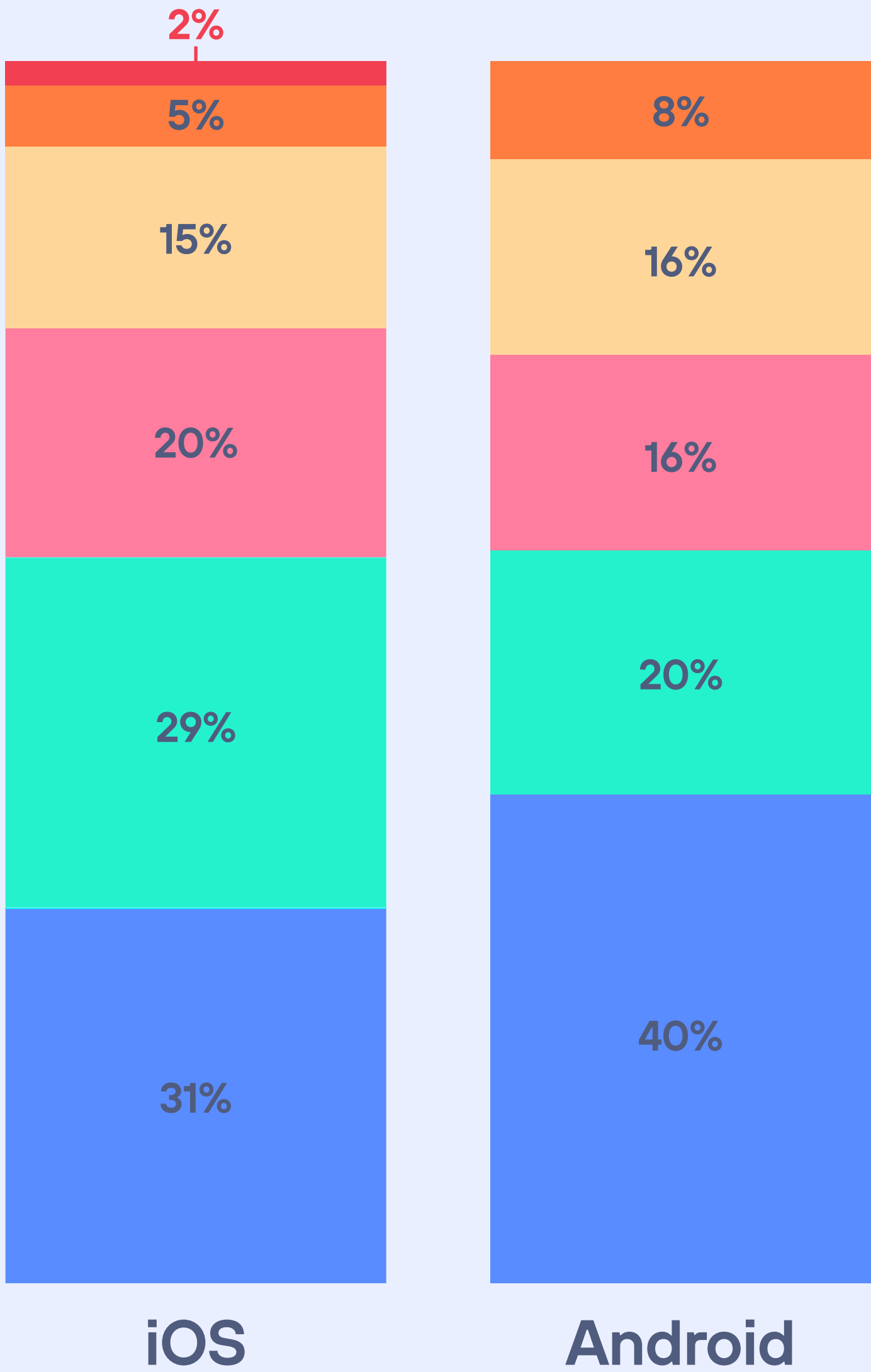
# Growth in user Investment Jars

## 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...

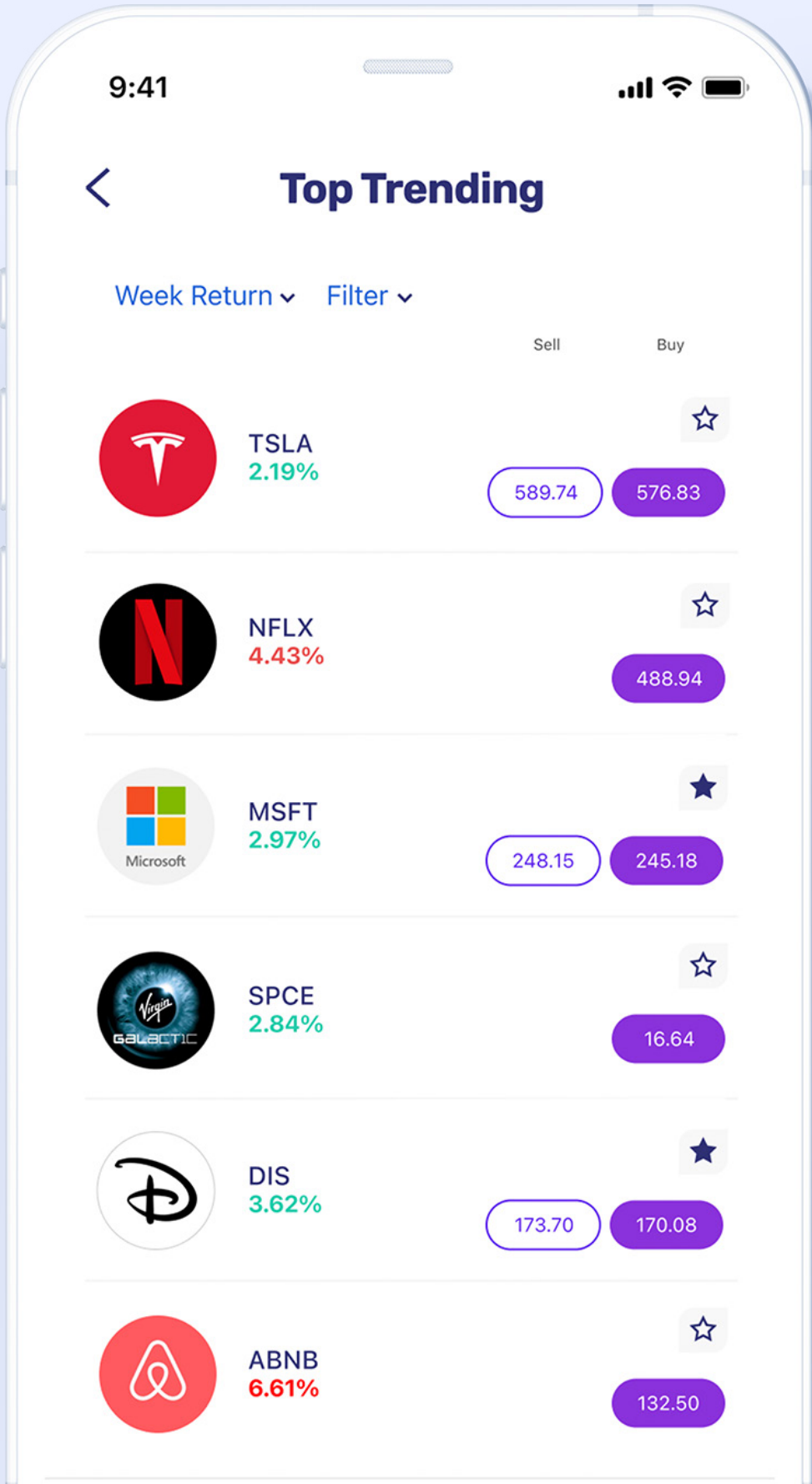
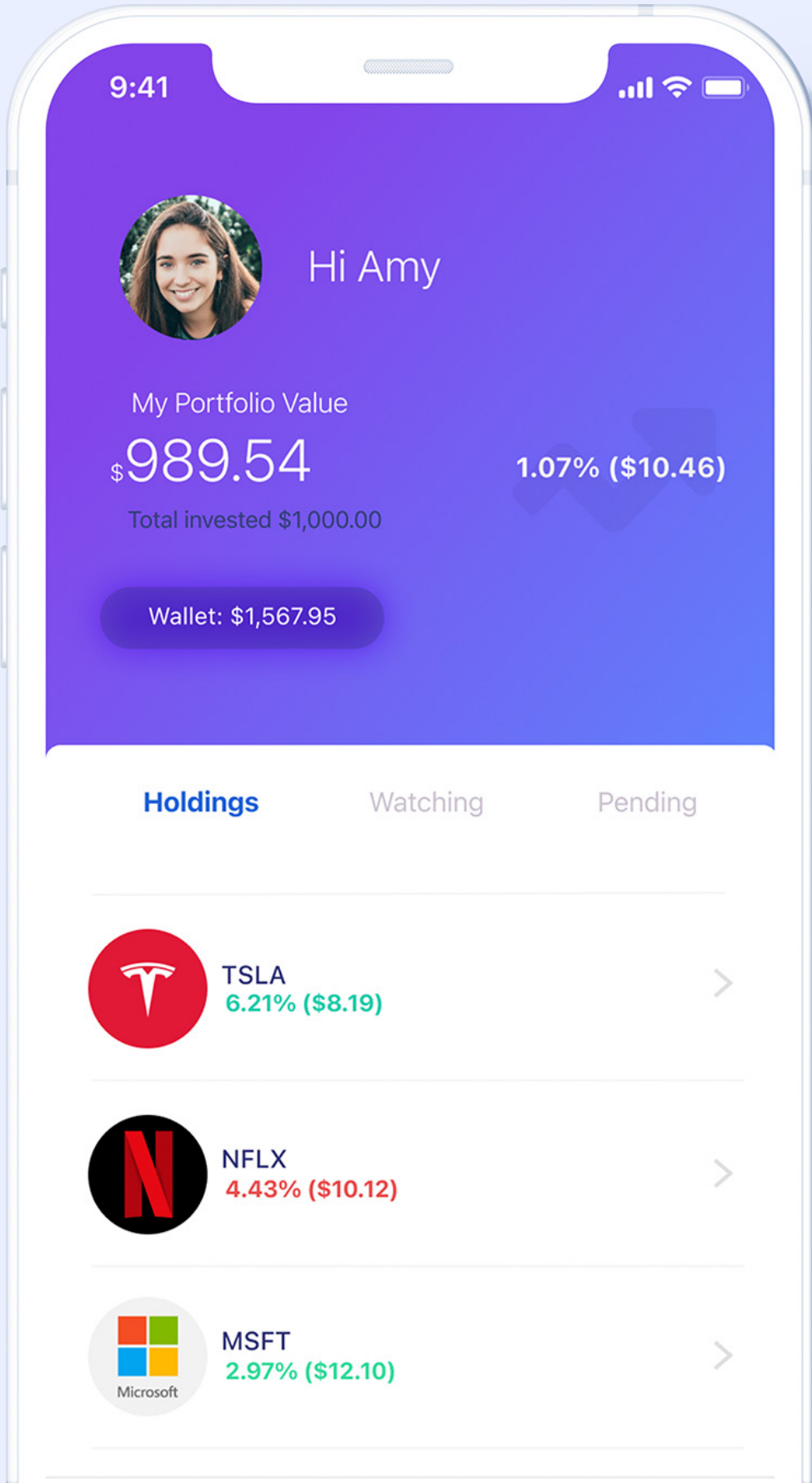
– DMC704





# goodments

by Dough

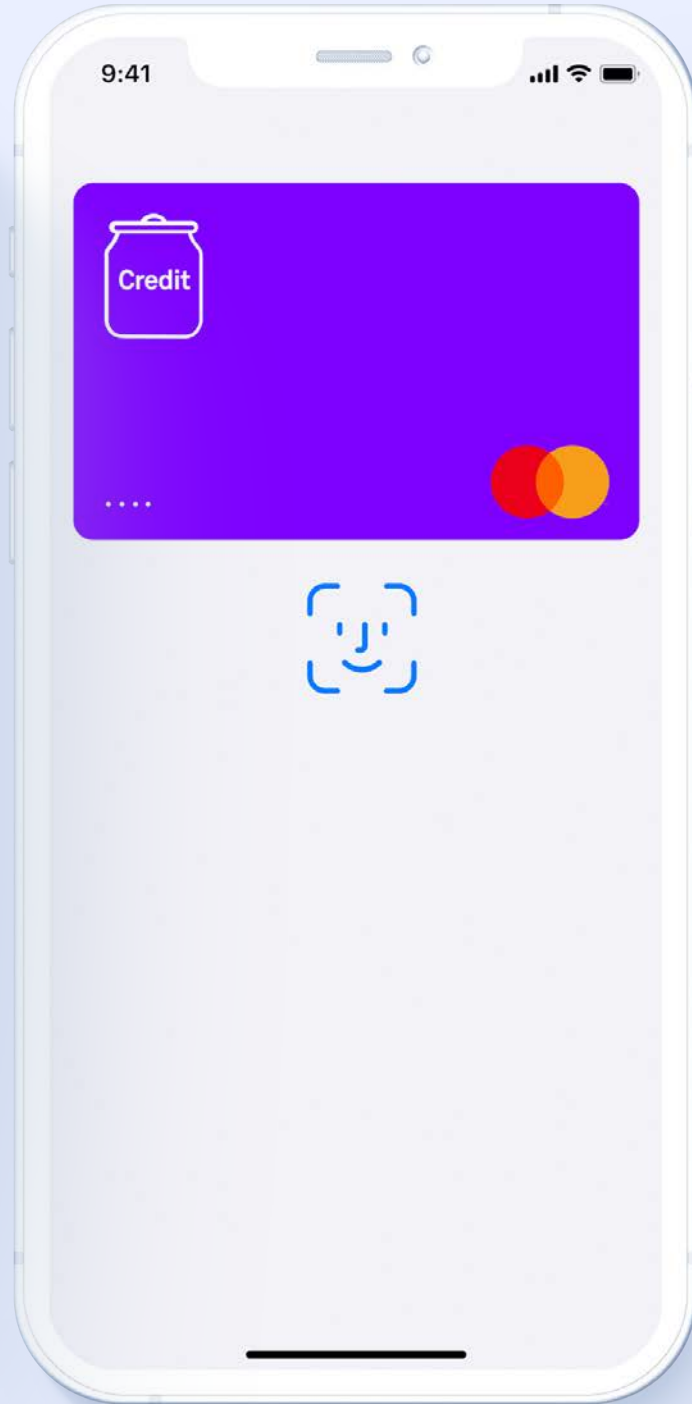
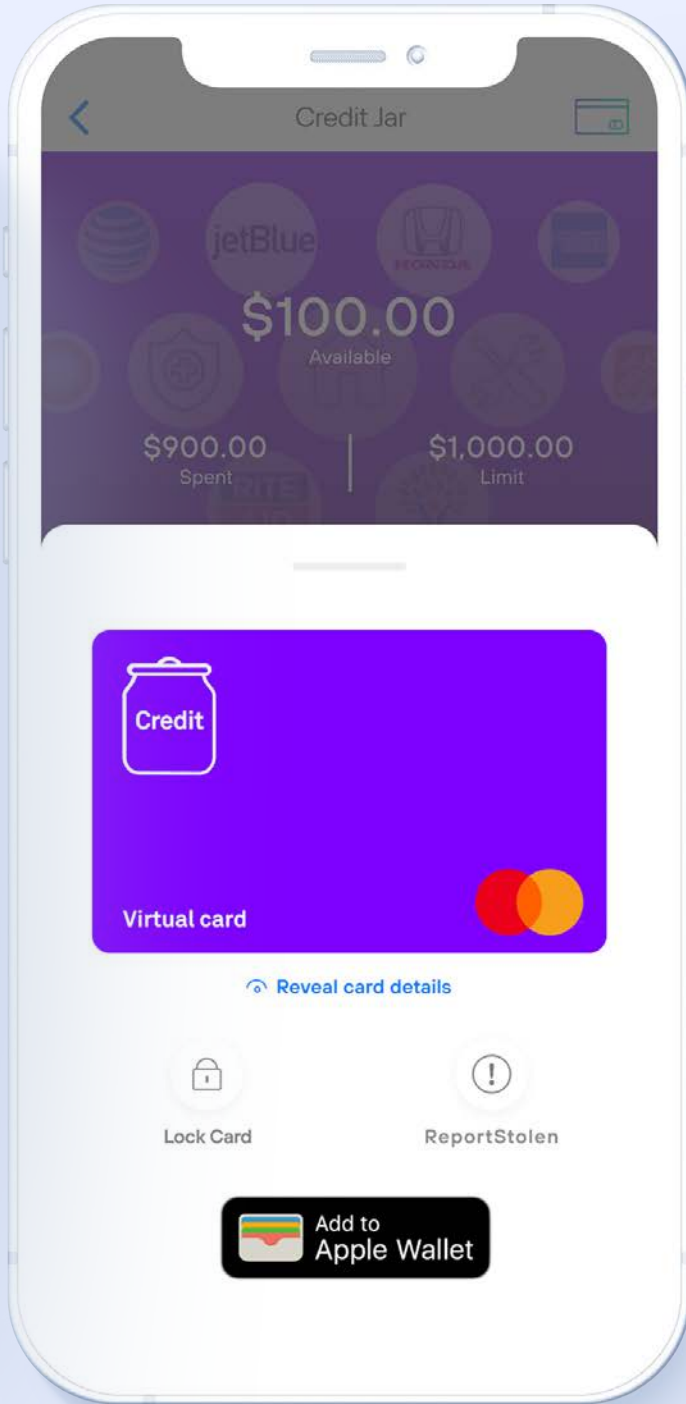
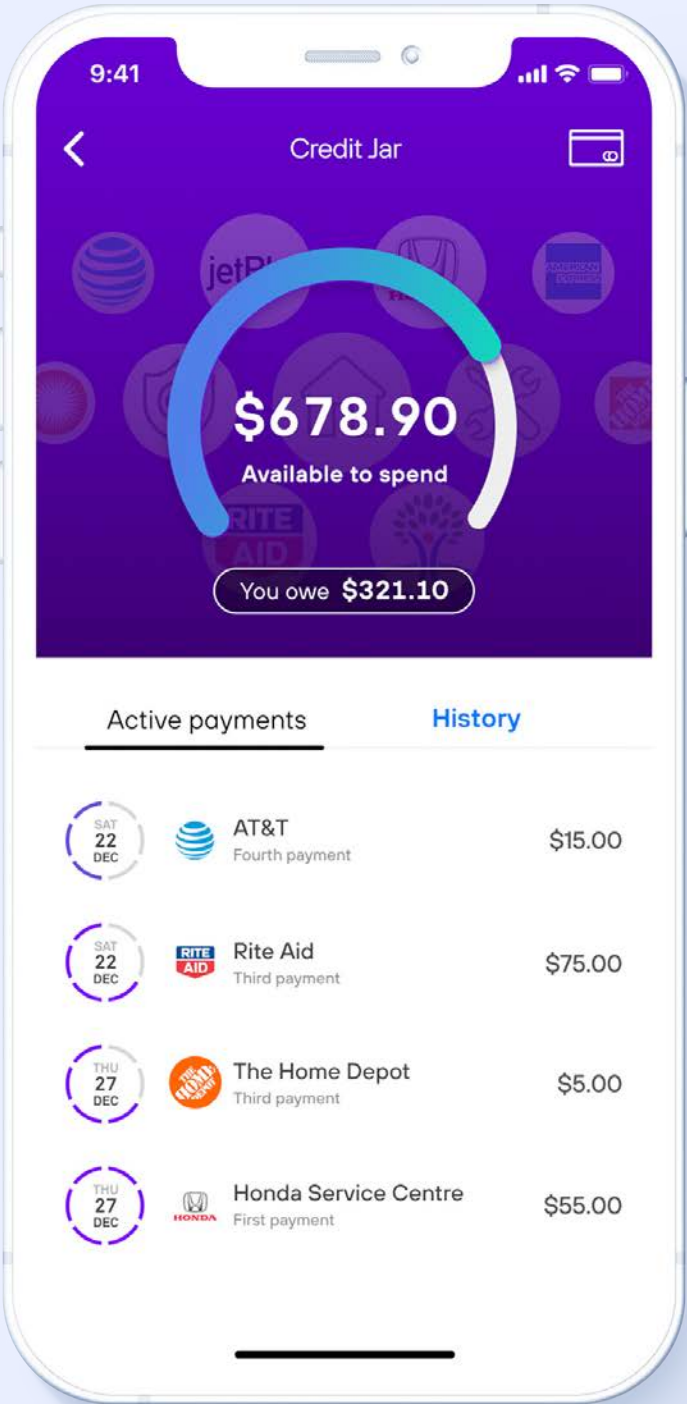


**Commission-free share investing.**  
The introduction of the Dough brand in AU market. Relaunch supported with a new FX based commercial agreement allowing to offer commission free brokerage.



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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

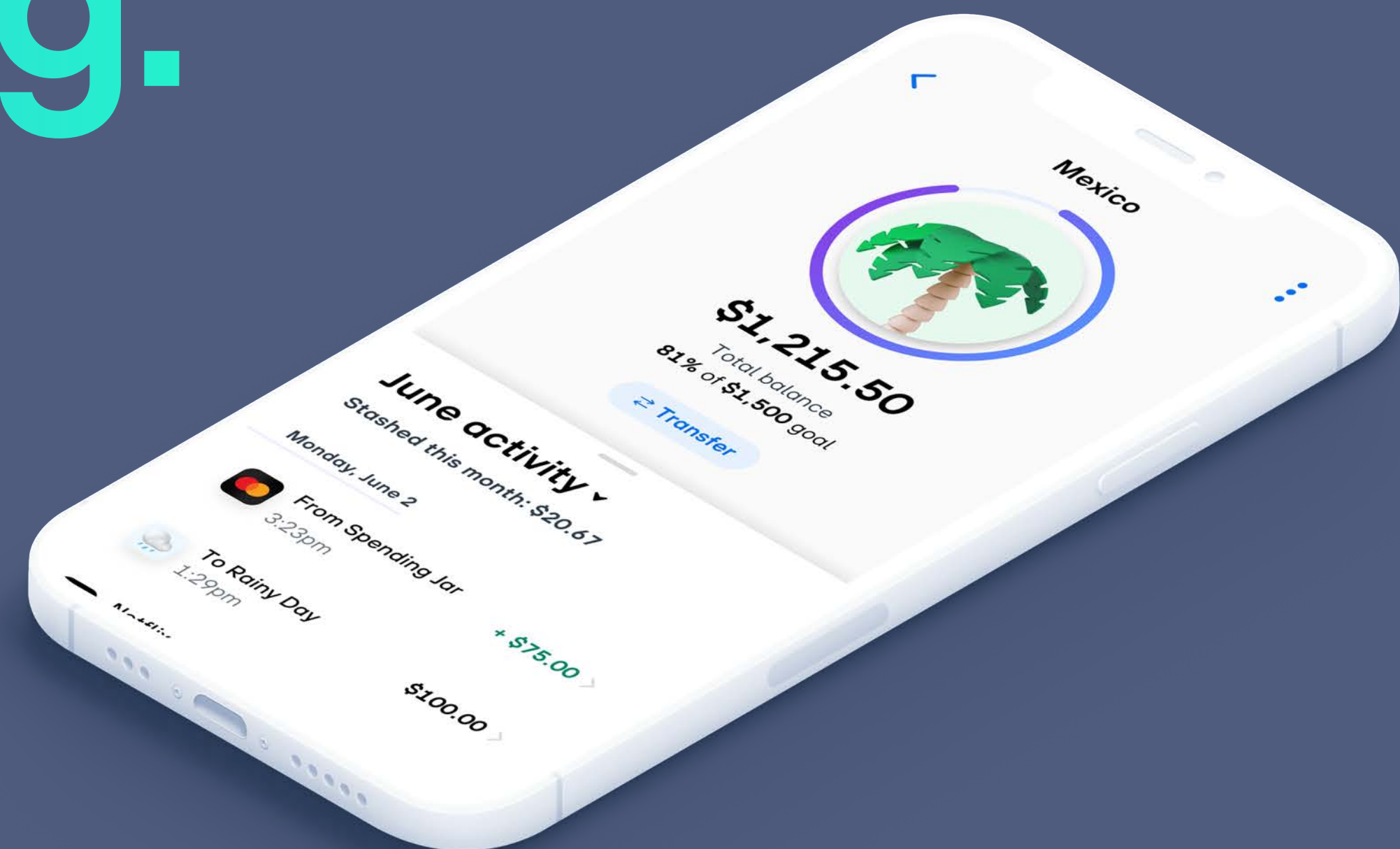
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# Help us reinvent banking.

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](mailto:info@dough.com)



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

Dough