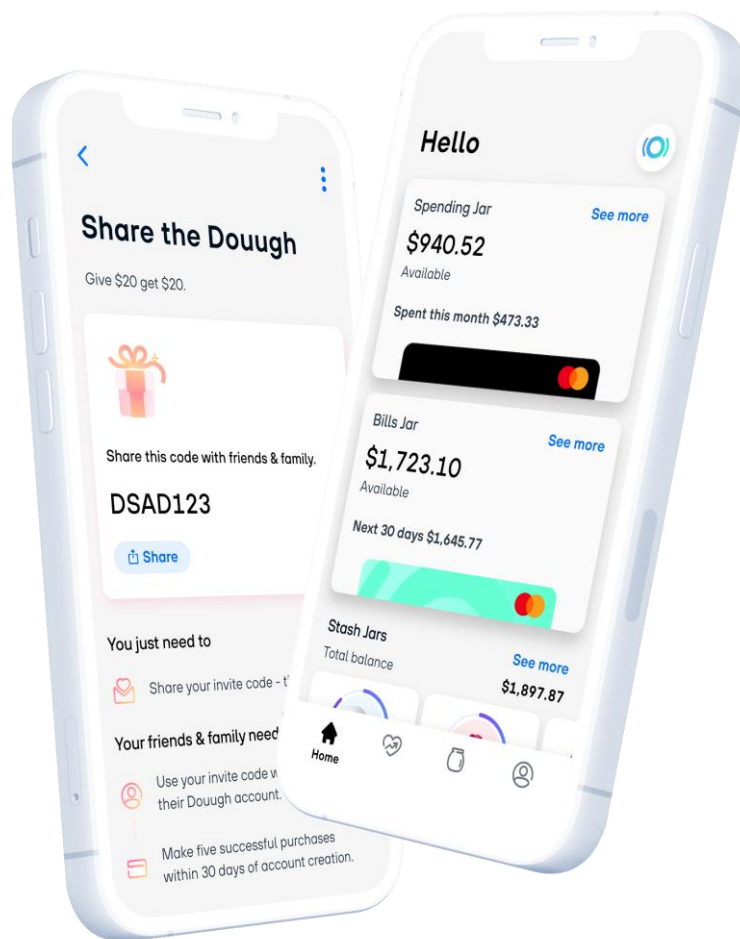


## Dough launches App based MGM feature to accelerate growth

- Dough is pleased to announce the launch of its in app member-get-member (MGM) feature to further accelerate its customer acquisition rate.
- Customers can now earn a \$20 credit for every person they refer to the Dough platform, with each new member receiving \$20 when they sign up, deposit funds and transact.
- This feature is a key initiative to further reduce the blended customer acquisition cost (CAC) across all key marketing/distribution channels.

SYDNEY|NEW YORK, 20 October 2021-- Dough Ltd (ASX: DOU), the responsible financial super app on a mission to help customers autonomously manage and grow their money to live financially healthier lives, is pleased to announce the launch of its integrated, app based member-get-member service.



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

*"To capitalise on our continued growth and to give our customers the ability to introduce the Dough platform to their friends and family, we are delighted to announce the launch of our proprietary app based referral program."*

*"As we work to build out our responsible financial super app that truly empowers those on the platform to improve their overall financial health, we have developed an end-to-end referral mechanism that our members have been waiting and asking for. We want to encourage our members to not only share the Dough experience with their social connections, but also to profit on it whilst doing so."*

*"This feature further improves our growth scalability and allows us to invest more time and effort into further improving the core value proposition of the product to help our members get financially fitter everyday."*

The MGM feature offers a significant opportunity to reduce Dough's cost of acquisition with the development and spending going into the app rather than to external marketing channels. The feature is a key part of the Company's overall acquisition strategy and will be used in a targeted manner to generate further positive operation impacts i.e. lower KYC costs and higher ARPU.

--End--

## About Dough

[Dough](#) is a responsible financial super app, on a mission to help customers autonomously manage and grow their money to live financially healthier lives. Dough 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. The numbers presented are unaudited.*