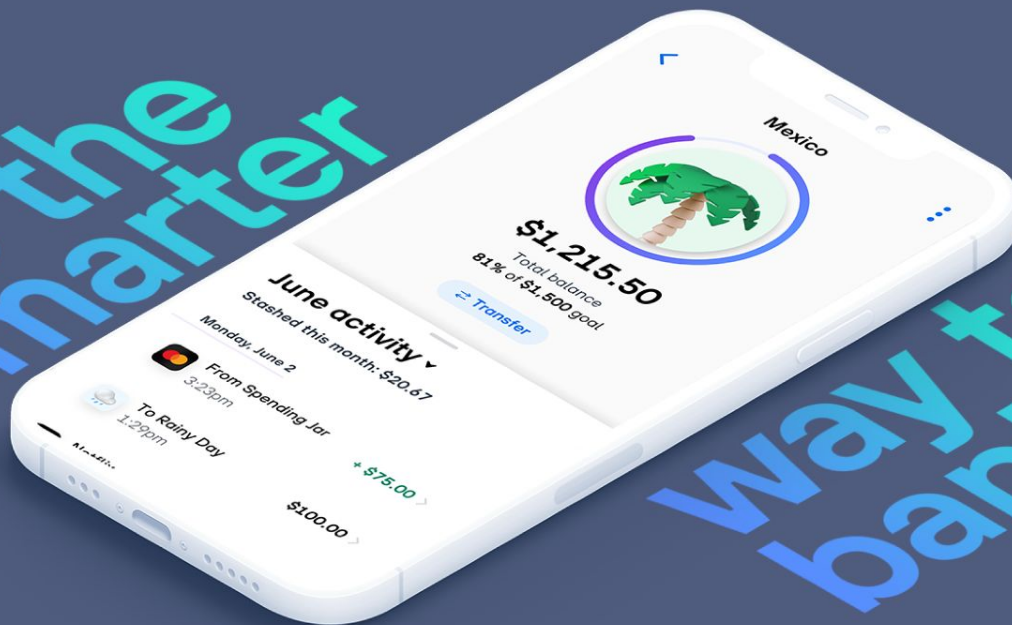


mal use only

It's the  
smarter



Way to  
bank.

Dough

Smarter Banking

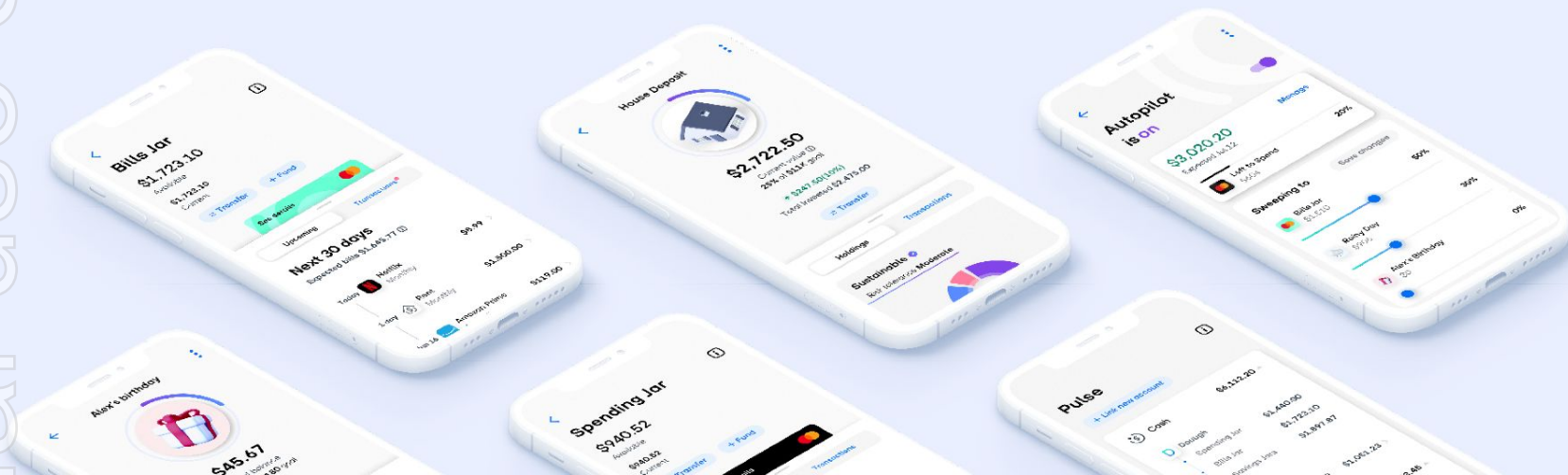
# Investor highlights



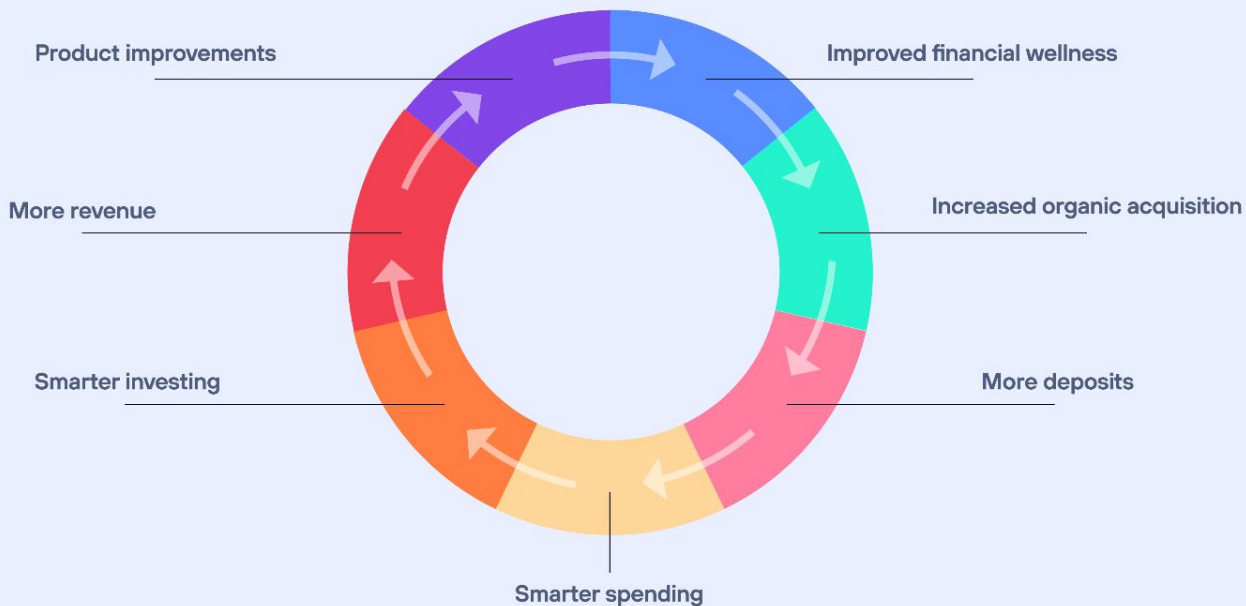
- **Capital lite**, purpose-led fintech company.
- **Disrupting the actual business model of banking**
  - SaaS based, harnessing Open Banking.
- **AI-powered banking** and wealth mgmt app.
- **Fostering financial wellness** - helping customers spend wisely, save more and build wealth.
- **Leveraging 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.

# Who are we?

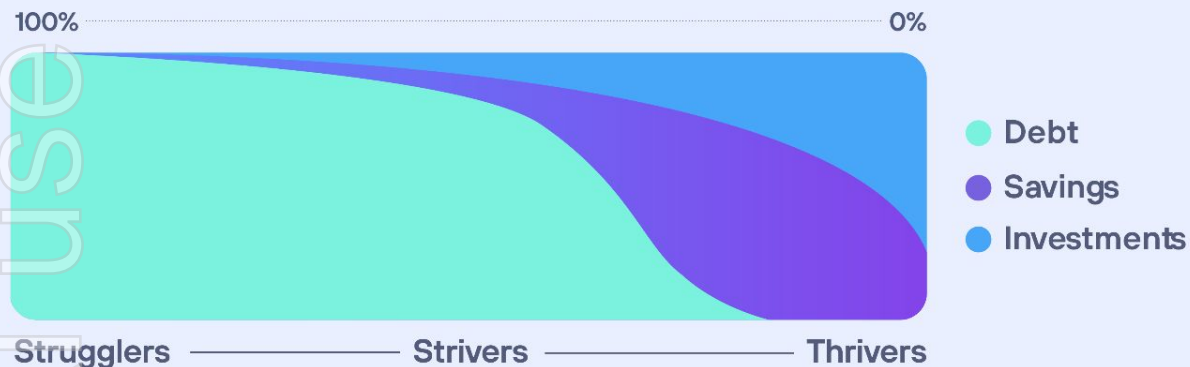
Dough is helping everyday people autonomously manage and grow their money to live financially healthier lives.  
The 'responsible' financial super app.



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



# 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>

<sup>1</sup>: 2016 Financially Underserved Market Size Study, Center for Financial Services Innovation <sup>3</sup>: Federal Reserve Bank of New York. <sup>4</sup>: CFSI, "Understanding and Improving Financial Health in America," 2014. <sup>5</sup>: www.federalreserve.gov/2015-report-economic-well-being-us-households-201605.pdf <sup>6</sup>: [http://www.3.weforum.org/docs/WEF\\_White\\_Paper\\_We\\_Will\\_Live\\_to\\_100.pdf](http://www.3.weforum.org/docs/WEF_White_Paper_We_Will_Live_to_100.pdf) <sup>7</sup>: 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/](http://www.slidetodoc.com/americas-financial-health-crisis-and-what-we-can/)

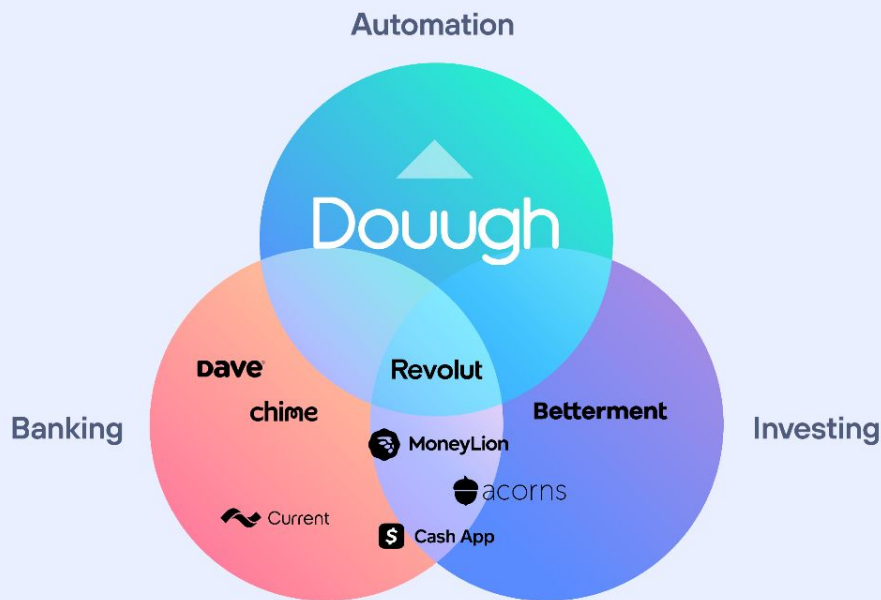
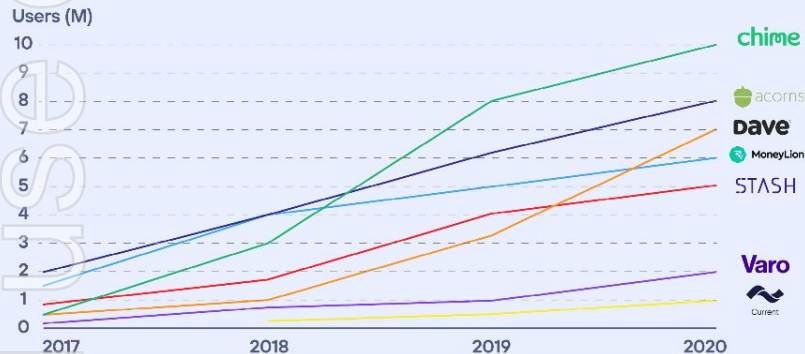
# Our U.S. revenue opportunity.

$$\begin{array}{ccccc} \$200\text{B} & + & \$10\text{B} & + & \$42\text{B} \\ \text{Spend}^1 & & \text{Advice}^2 & & \text{Save}^{3,4} \\ & & = & & \end{array}$$

**\$250+**  
Billion dollar revenue pool

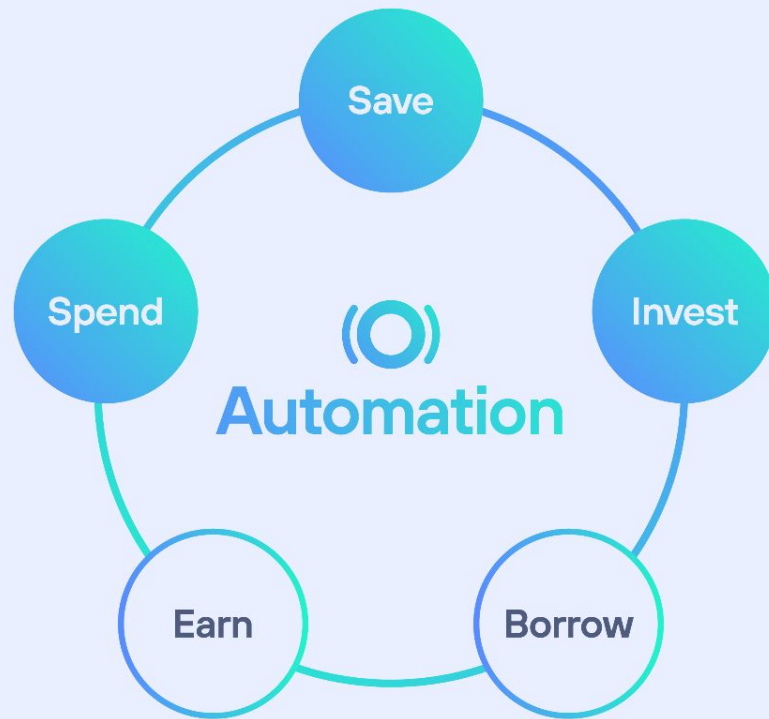
1: Nilson, Federal Reserve, U.S. Census Bureau, ValuePenguin; estimated 2019 debit and credit card interchange fees plus estimated revenue opportunity for point-of-sale financing using Q3 2020 LTM e-commerce sales. 2: SNL; Q3 2020 LTM service charges on deposit accounts for U.S. regulated depositories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

# We're building the future of banking.

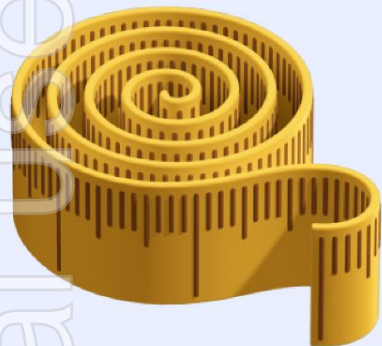




# Key product pillars



# 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

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

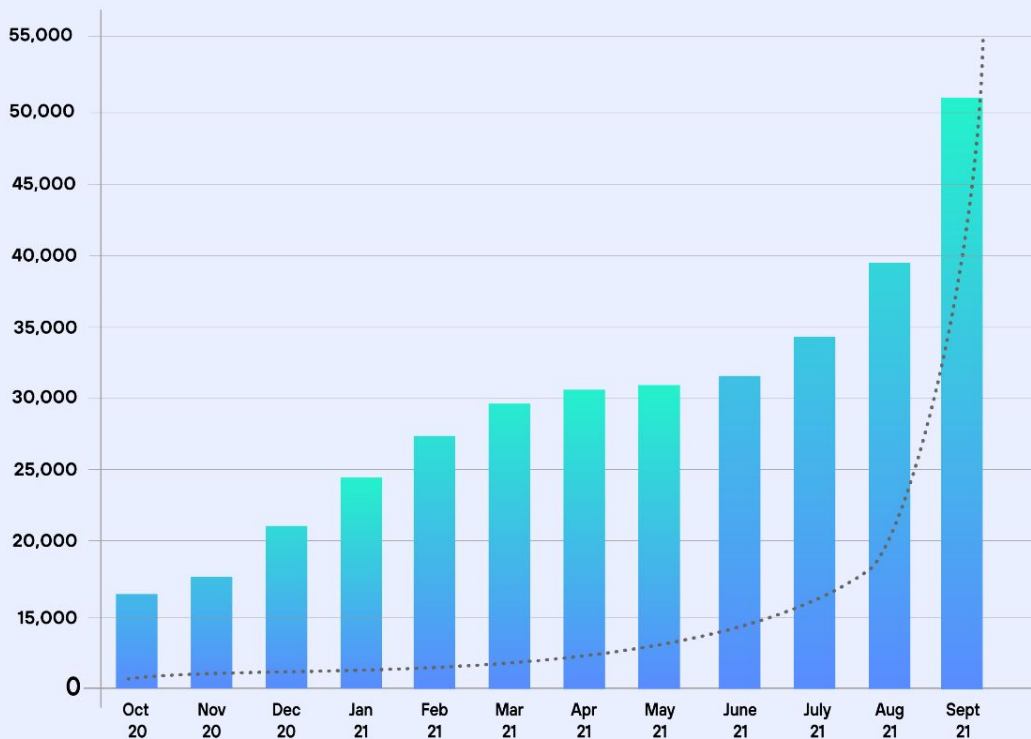
- Interchange
- Banking fees
- FX
- Monthly subscription

#### Future

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

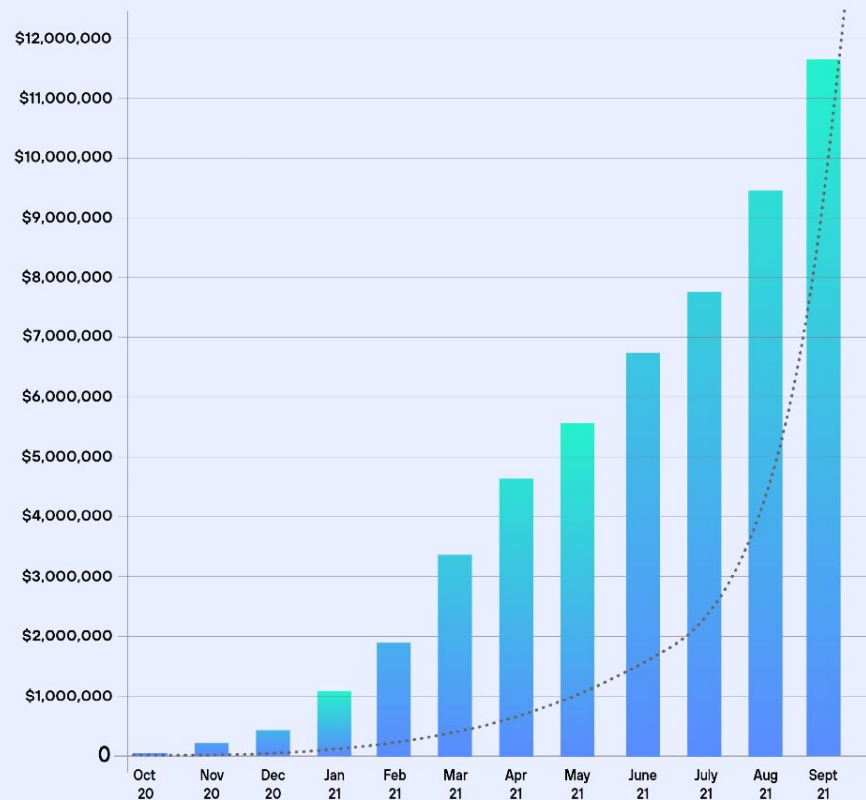


# Growth in members.



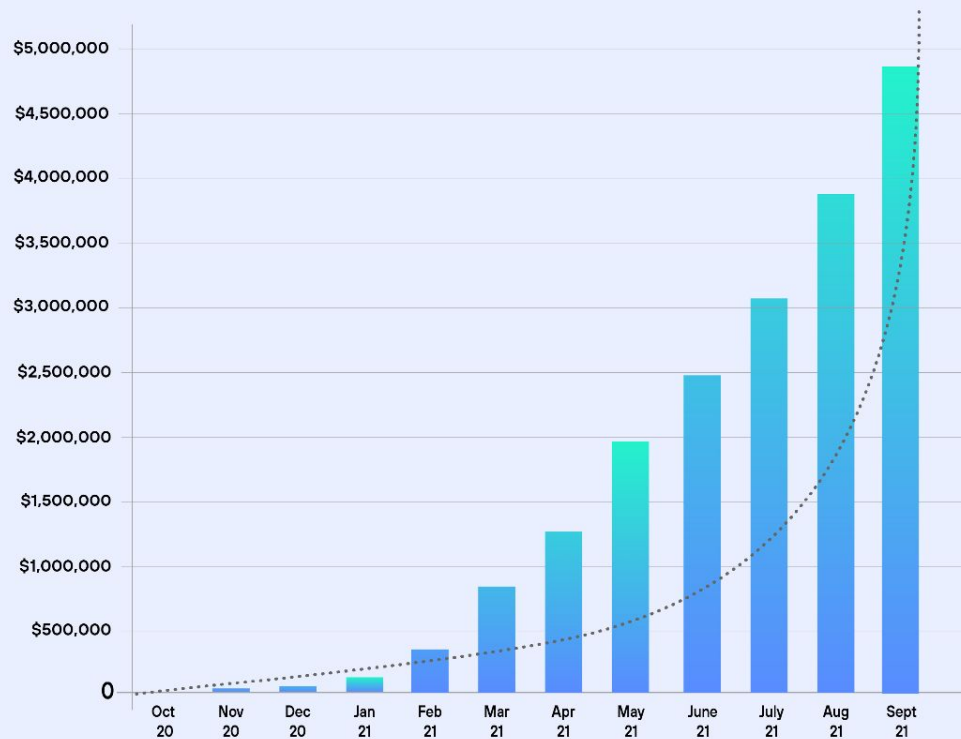
Registered Users: Consolidated registered customer growth across US & AU since the Dough USA launch (acquisition media paused in Q4 in the US).

# Growth in deposits.



**Total Deposits:** Consolidated accumulated cash deposits in the US & AU, a reflection of customer engagement. AU revenue is driven off deposits converted into USD to trade US securities. Additionally, funds deposited in the US are available for customers to spend with their linked Mastercard. Note that following a review, the Total Deposits figures included for the last quarter have been updated and restated from the Company's announcement of 13 September 2021.

# Growth in card spend.



**Total Card Spend:** Accumulated card spend, an indicator of US customer engagement and the driver of interchange revenue, making up ~75% of Dough's income in the US prior to the introduction of the monthly membership fee. New active users in the US pay a US\$4.99 per month subscription to Dough. Note that following a review, the Total Card Spend figures included for the last quarter have been updated and restated from the Company's announcement of 13 September 2021.

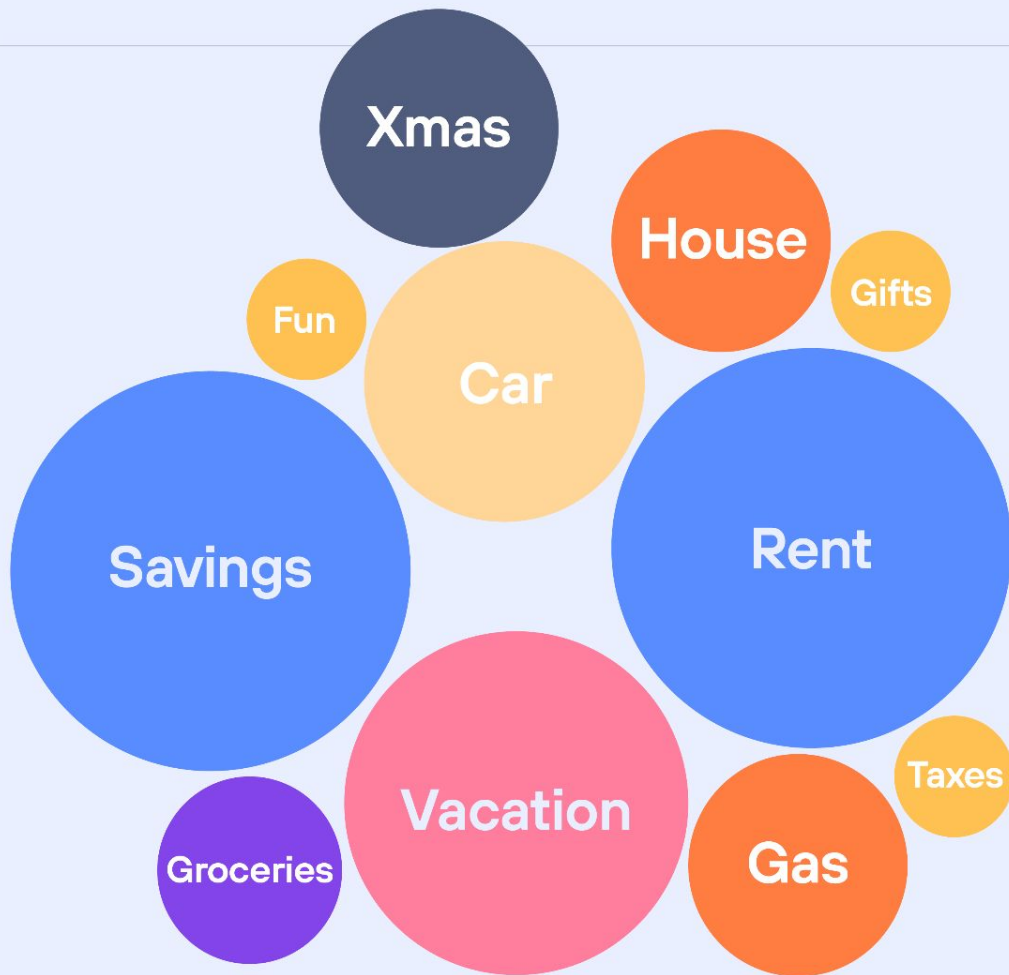


# Growth in FUM.



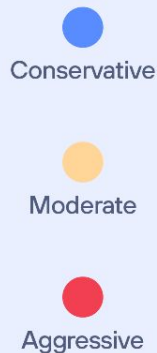
Funds under management is the total amount of \$ invested on the Dough platform. A key indicator of customer engagement.

# Saving trends.

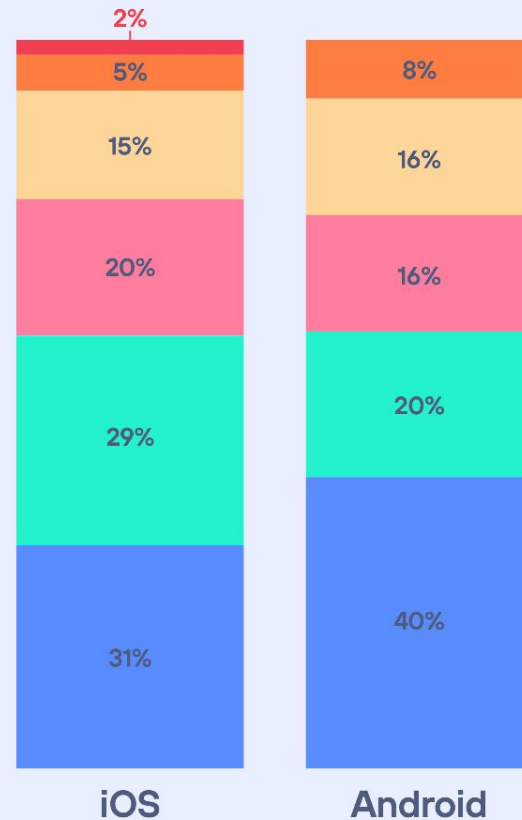
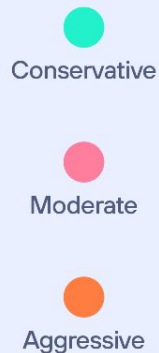


# Growth in user Investment Jars

## Sustainable



## Core/Traditional



# 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

Dough



**"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

Dough



**"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

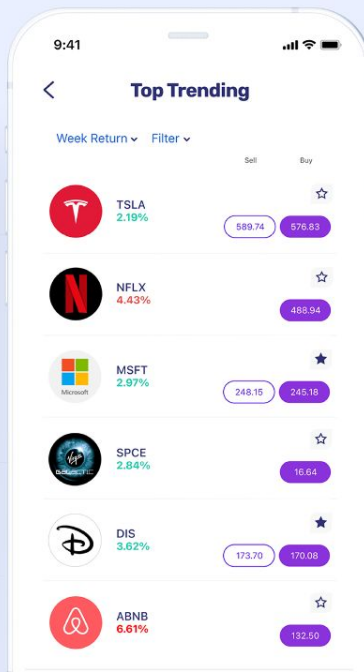
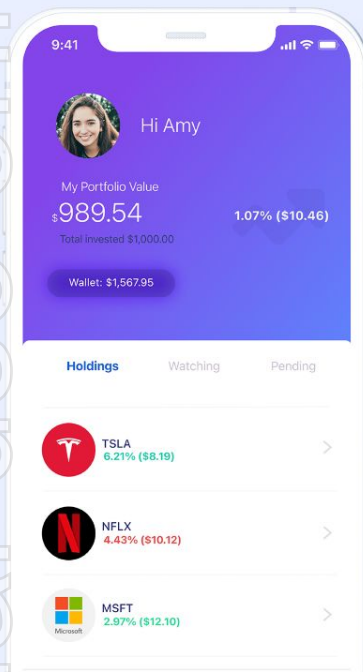
Dough



Dough

# goodments

by Dough



## Commission-free share investing.

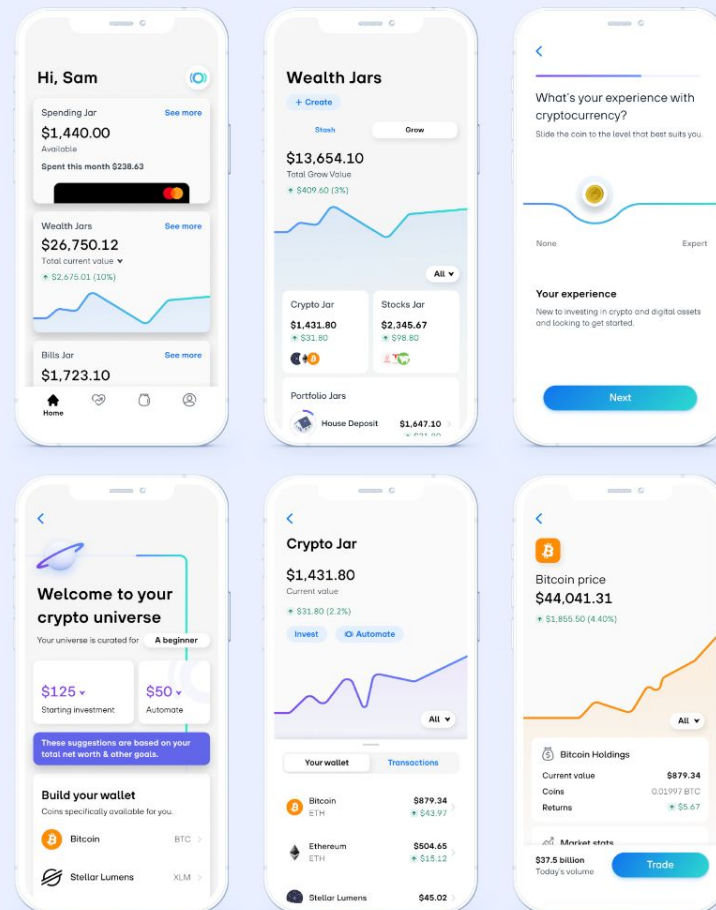
The introduction of the Dough brand in AU market. Relaunch supported with a new FX based commercial agreement allowing to offer commission free brokerage.

# Say hello to the Crypto Jar

Coming soon, a way to help people invest and participate in the future of banking.

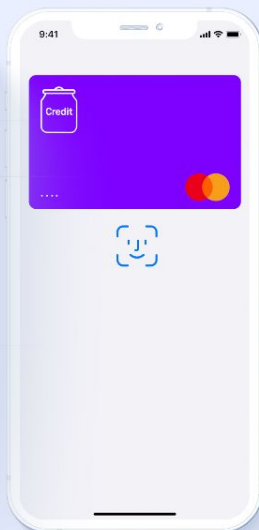
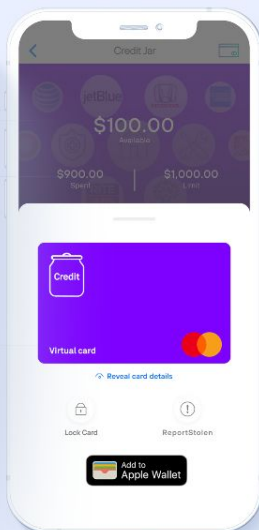
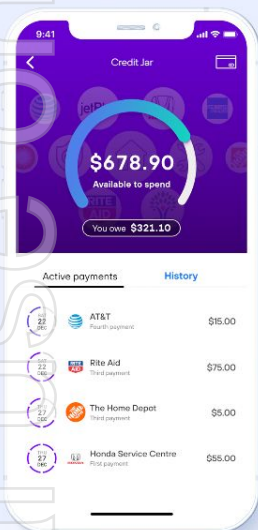
Allowing customers to;

Buy, hold, sell, and pay with Crypto.





# 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.

# Key expansion markets.



USA



Australia



UK



Europe



Canada



New Zealand

# Help us reinvent banking.

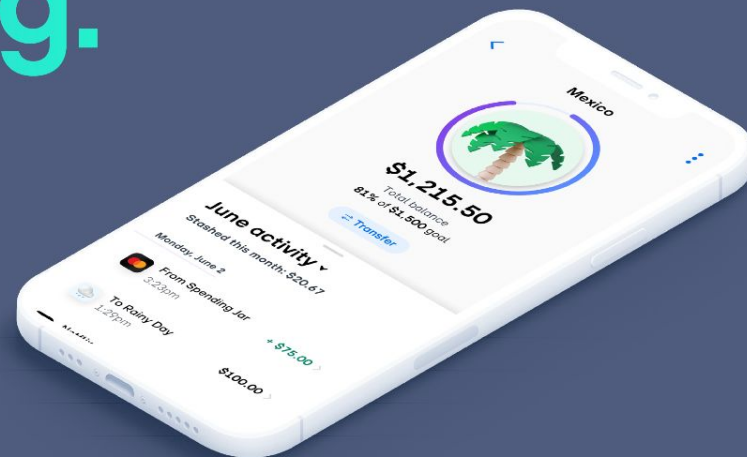
We're on a mission to change people's relationship with money for the better.

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.