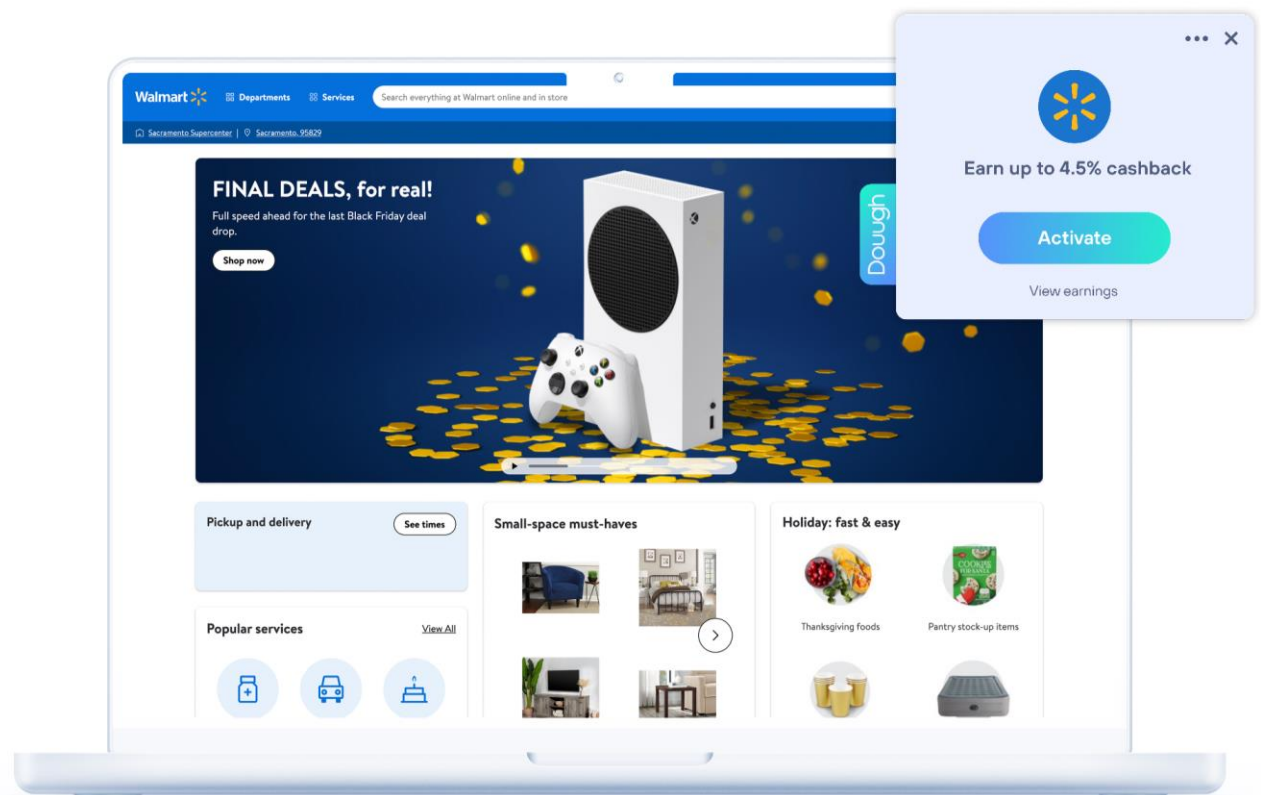


Dough to launch cash rewards offering via Google Chrome extension

- *Dough has partnered with leading loyalty platform provider Wildfire to launch an integrated rewards offering via a Google Chrome browser extension prior to Christmas.*
- *Dough Rewards will offer customers access to cashback and coupon offers from over 30,000 global merchants when they shop online at places like Dell, Macy's and Sephora.*
- *This significantly broadens the Dough offering, allowing US customers to now spend, earn, save and invest their money all within a single financial super app.*
- *The partnership also opens up a new merchant funded revenue stream, with Dough and its customers receiving the majority share of merchant commissions.*

Sydney|New York, 25 November 2021 -- Dough Ltd (ASX: DOU), the responsible financial super app helping customers autonomously manage and grow their money to live financially healthier lives, today announced it has sealed a partnership with leading loyalty provider **Wildfire Systems Inc** (Wildfire) to launch a cash rewards program to its US customers.




The partnership will see Wildfire provide Dough access to over 30,000 merchants worldwide to offer cashback and coupon offers via a free to download web browser extension.

Customers who opt to install the extension will be automatically notified of participating merchants and offers when they visit their favorite e-commerce sites as well as using Google Search. This modern take on shopping rewards meets customers where they are in their natural shopping journey.


 Get up to 4.5% cash back
<https://www.levi.com> › Clothing › Women

Women's Jeans - Shop All Mom, Ripped, Bootcut, Skinny ...

Levi's® first designed women's jeans in 1938, and they are getting better with time. Shop all womens jean styles like mom jeans, ripped, bootcut and skinny.
[Skinny Jeans for Women](#) · [Black Jeans for Women](#) · [Boyfriend Jeans](#) · [High Rise](#)

 Get up to 4.5% cash back
<https://www.ae.com> › Women › Bottoms

Women's Jeans: Curvy, Mom, Boyfriend & More | American ...



Shop American Eagle for Women's Jeans that look as good as they feel. Find mom jeans, boyfriend jeans, skinny, curvy, cropped & jegging fits in new washes ...
[Mom Jeans](#) · [Skinny Jeans](#) · [Flare Jeans](#) · [Bootcut Jeans](#)

"We are excited to partner with Dough to elevate and add value to their customers' online shopping experiences," said Jordan Glazier, Wildfire's CEO. "We love partnering with innovative fintechs and financial services partners to help them expand beyond the traditional role within customers' back office, to become an indispensable service for consumers' everyday lives. Wildfire's loyalty and rewards platform enables forward-thinking financial institutions like Dough, to drive that shift and enable the value that a smart shopping program brings to their customers."

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

"Dough is a purpose-led fintech helping customers manage and grow their money to live financially healthier lives - spending smarter, saving more and building generational wealth."

"Since our US launch 12 months ago, we've been busy developing a selection of key features to deliver on this promise to customers. With the recent launch of our robo-advisory offering, which is fully integrated into our banking and Autopilot services, we now have a strong foundation to build from. Our proposition is now superior to traditional bank and other fintech offerings, allowing us to monetise through a software-as-a-service (SaaS) subscription model."

"Most pleasingly, we are seeing customers extract real value from using the app every day. Which is culminating in positive app reviews and valuable constructive feedback to help us make ongoing improvements, prioritise and shape future app functionality and dream up new ways to further solve their problems. A Dough Rewards offering is one such requested feature."

"Our partnership with Wildfire allows us to now round out a critical vertical of our platform offering to be able to fully deliver on our mission, and that is rewarding customers on their everyday spend with top retailers. It also expands our revenue model, receiving merchant funded marketing income off the back of Dough customer purchases, also further enhancing the value of the core Dough subscription. With Wildfire's ever-expanding access to over 30,000 top merchants and integrated loyalty platform, we are able to offer a seamless and embedded one stop shop solution for all Dough customers."

Under the agreement, the parties will split commissions earned by Wildfire when Dough customers utilise the browser extension to transact with Wildfire's merchants. The agreement has an initial term of three years with sixty days written notice for either party to terminate. The functionality is expected to be live in early December 2021.

Although the financial impact of the cashback rewards functionality and linked Wildfire agreement is not yet determinable, it is deemed material due to the addition of yet another key revenue stream to the Dough platform and completion of a key development milestone, with Wildfire exclusively powering Dough's new integrated loyalty and reward vertical – important for increasing customer engagement and retention.

"2022 is shaping up to be an exciting year for us and I'd like to take this opportunity to thank all of our valued shareholders, customers and partners for their unwavering support to date. The best is certainly yet to come for Dough, as we continue to build on our strong momentum."

"We look forward to providing you with further progress updates as we continue on our journey to disrupt the status quo and empower our customers to live financially healthier lives."

--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 launched in November 2020 by Andy Taylor, Co-founder of SocietyOne, Australia's first and leading P2P Lending platform.

About Wildfire

Wildfire Systems provides an enterprise platform which enables partners to embed social commerce, rewards, and cashback offerings within their existing services. Wildfire's patented suite of technologies rewards online shopping and harnesses digital word-of-mouth, delivering enhanced user experiences, consumer loyalty, and new revenue streams for partners. By harnessing word-of-mouth recommendations, Wildfire drives incremental revenue for over 30,000 online merchants including Dell, Macy's, and Sephora. The company is based in San Diego and was founded in 2017.

For more information contact:

Investor

info@dough.com

Media

press@dough.com

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

For personal use only