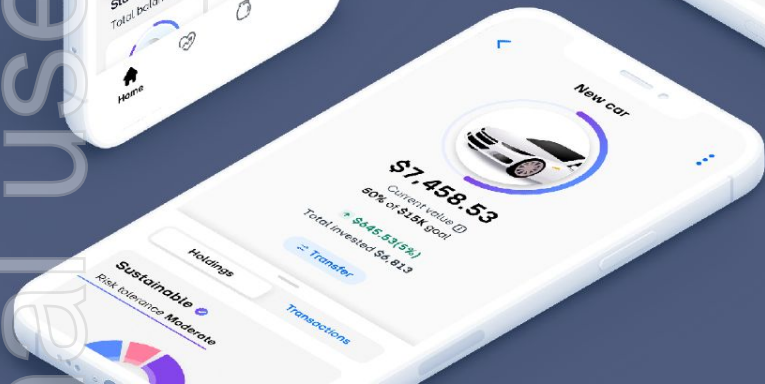
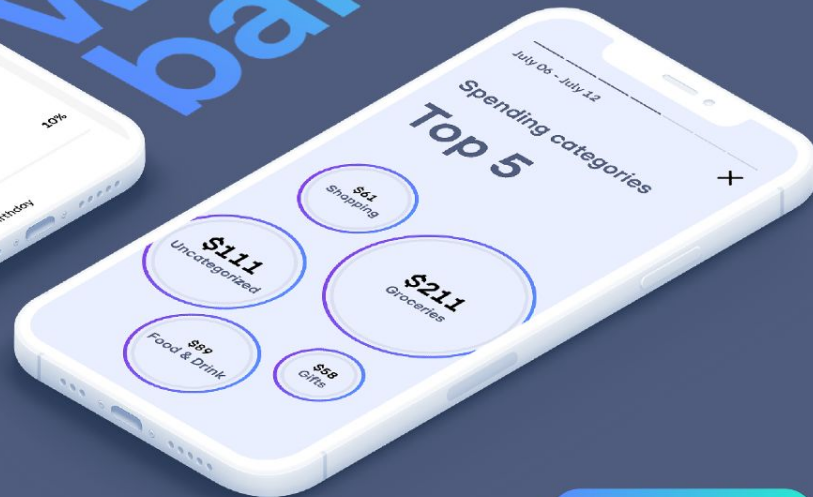
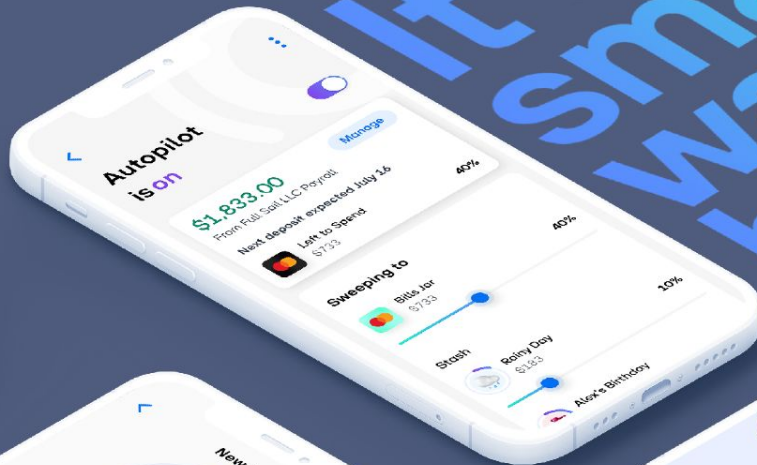
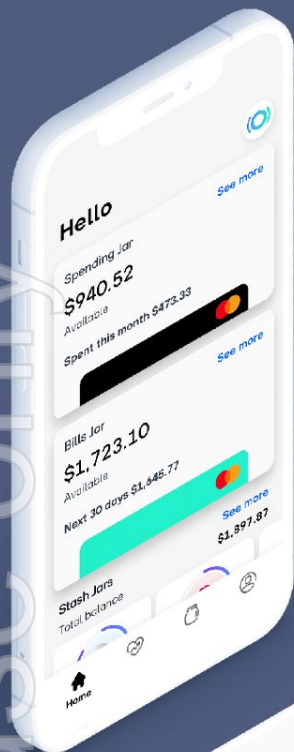


It's the
smarter
way to
bank.



Dough

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**
- Agreement with Railsbank to enable launch in **Australia & UK/Europe**
- **Crypto & single stock** investing launching in 2022
- **Highly experienced** board and management team.
- **Global Mastercard innovation**, marketing and issuing partnership.

Investor update



\$8M capital raising underway

\$5.5M raised from sophisticated and professional investors.

Share Purchase Plan to raise \$2.5M
closing 23 December 2021



Ecosystem strategy

Agreement with Lemonade the first in a curated offering to US customers.



Platform performing strongly

November 2021 stats showing high growth in users and revenue in the US.

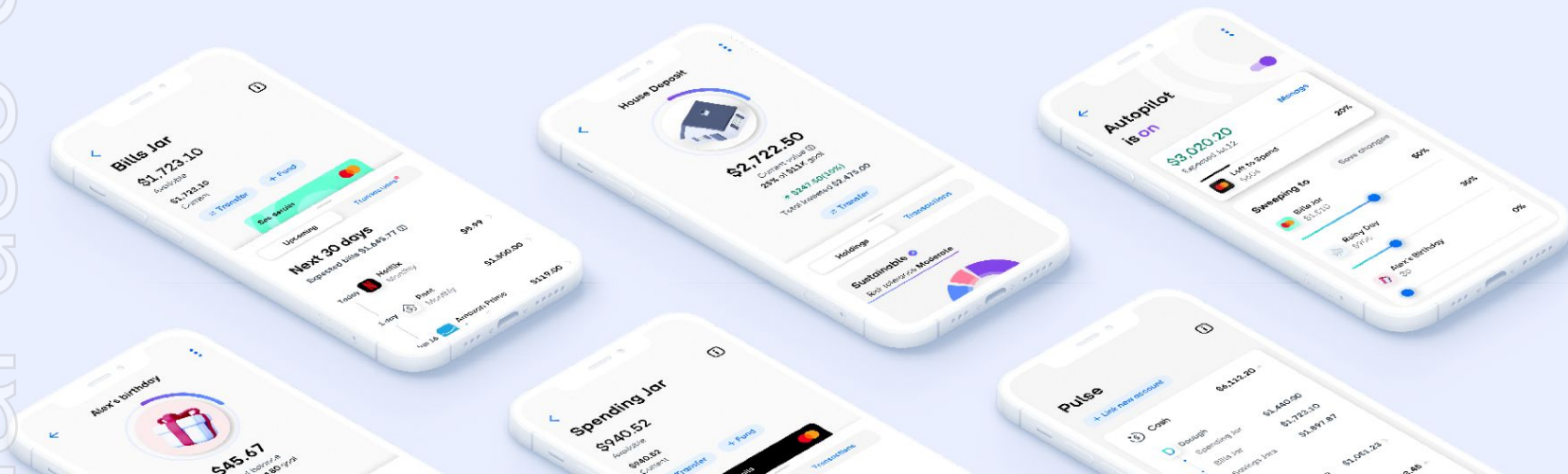


Railsbank agreement

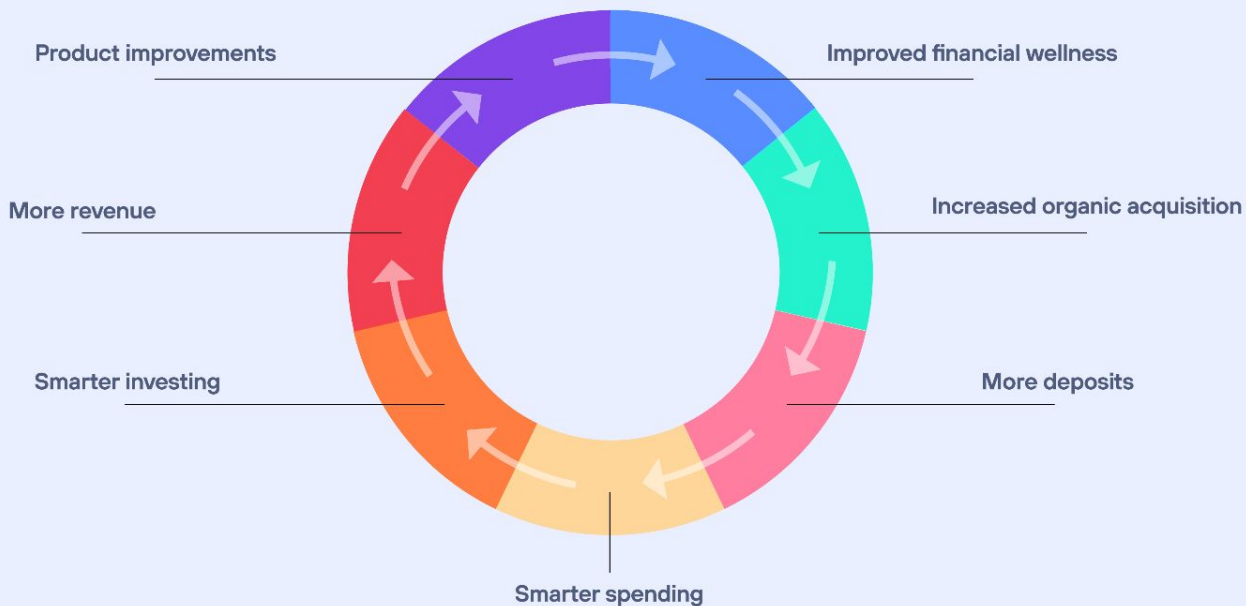
Agreement with Railsbank to speed up launches into new geos

Who are we?

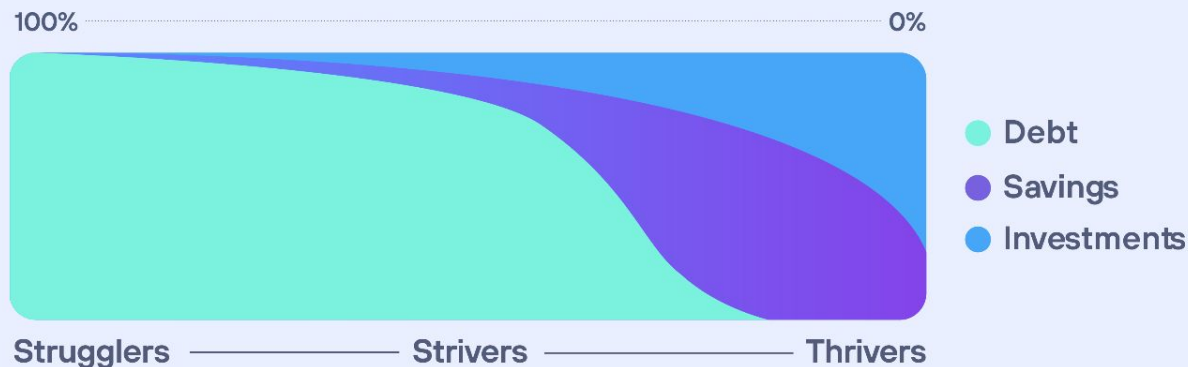
Dough is helping everyday people autonomously manage and grow their money to live financially healthier lives.
The 'responsible' financial super app.



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!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://www.3.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/

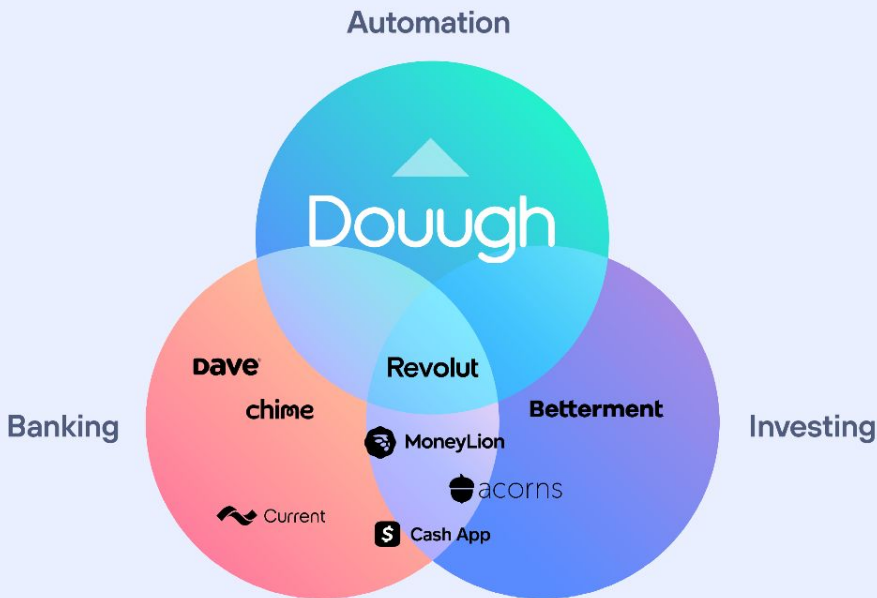
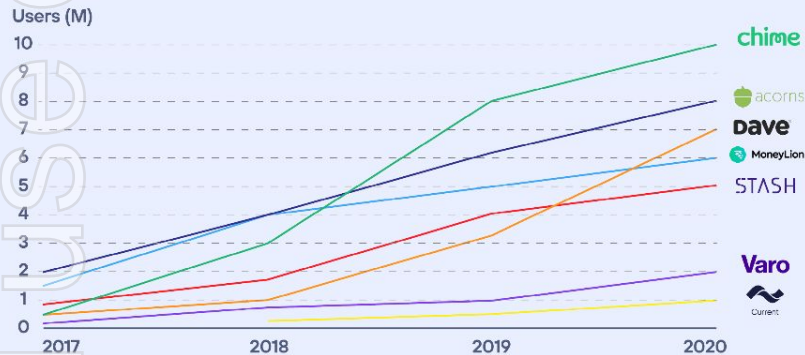
Our U.S. revenue opportunity.

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

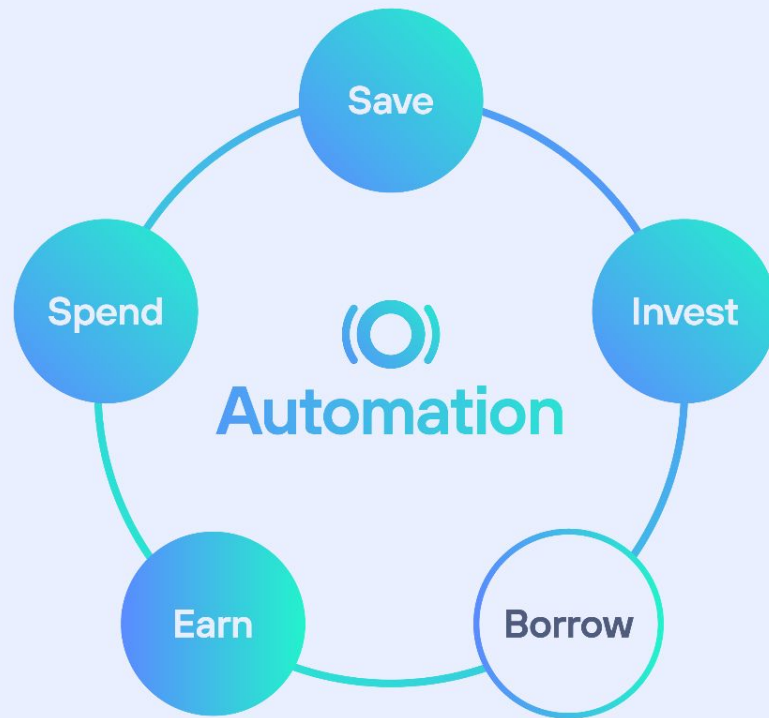
\$250+

Billion dollar revenue pool

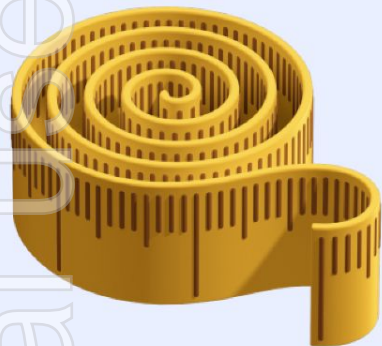
We're building the future of banking.



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

- A razor focus on customer acquisition and revenue growth
- New product initiatives to boost engagement
 - + Cashback rewards
 - + Autopilot enhancements
 - + Crypto wallet + investing
 - + Stock investing
 - + Credit Score
- 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
- Subscription
- Banking fees
- Affiliate commissions

Future

- Trading fees
- API fees



Growth in members.

↑ 303% YoY



Registered Users: Consolidated registered customer growth across US & AU since the Dough USA launch in Nov 20 (acquisition media restarted after a pause in Q4FY21 in the US due to COVID-19 enforced supply chain issues to secure new debit card chips).

Growth in deposits.

↑12,410% YoY



Total Deposits: Accumulated cash deposits on the platform across the US & AU, a reflection of customer engagement. Amounts are converted into AUD from USD (Nov 2021: 1 USD to 1.4 AUD). 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 debit card, save and invest.

Growth in card spend.

↑ 67,178% YoY



Total Card Spend: Accumulated card spend, an indicator of US customer engagement and the driver of interchange revenue. Amounts are converted into AUD from USD (Nov 2021: 1 USD to 1.4 AUD).

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

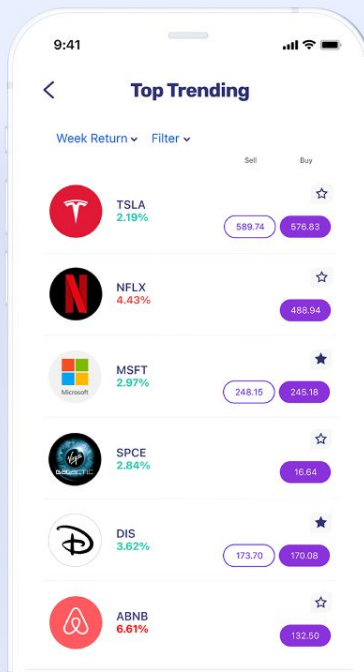
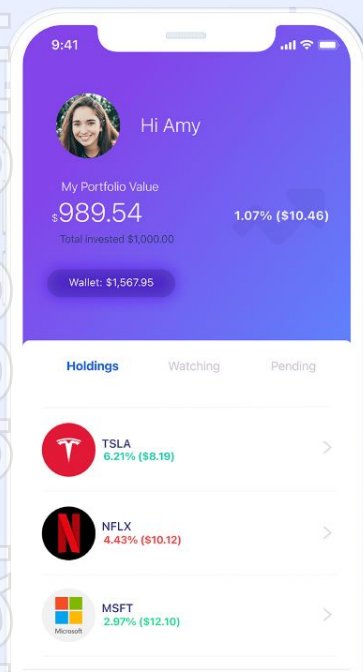
Dough



Dough

goodments

by Dough



Commission-free share investing.

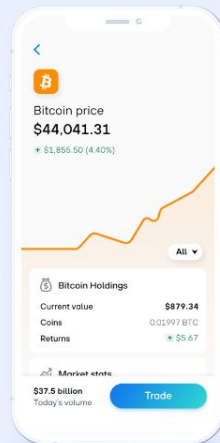
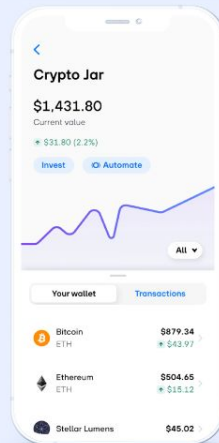
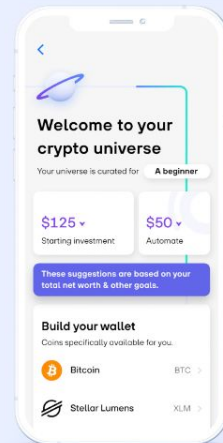
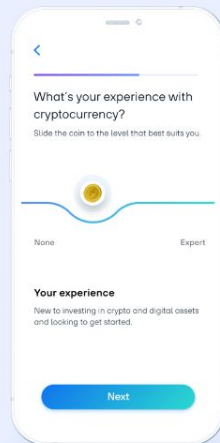
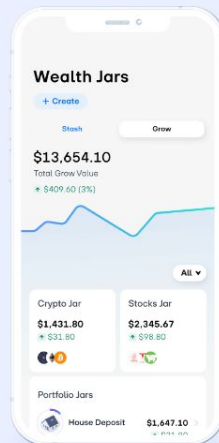
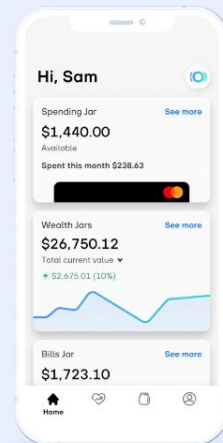
The first step of introducing the Dough brand in AU, prior to the launch of the full Dough app. Goodments relaunch supported by new FX revenue model.

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.

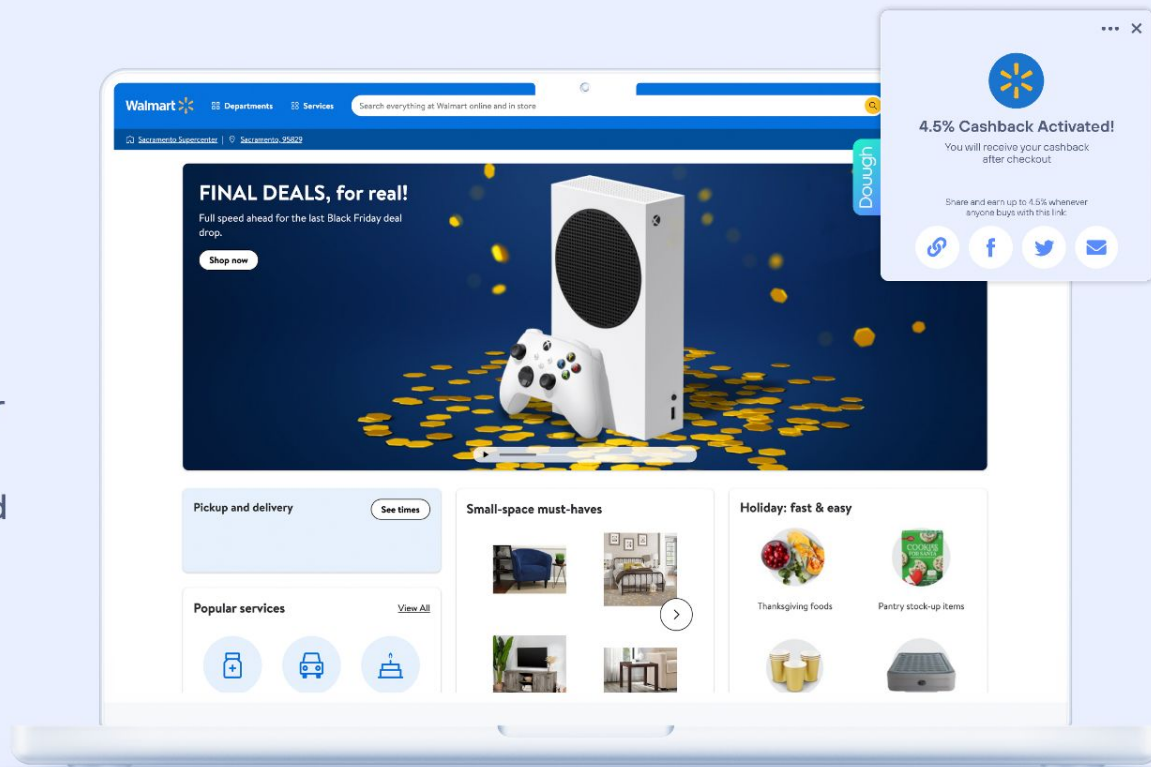


Dough Rewards

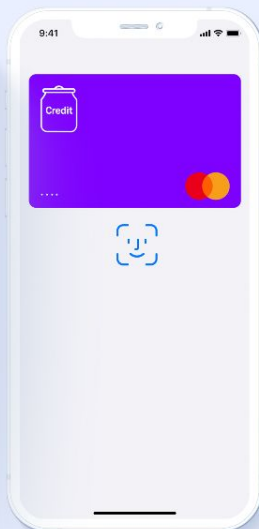
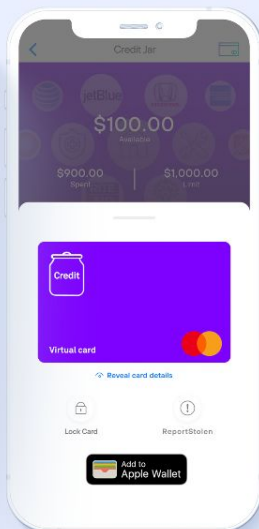
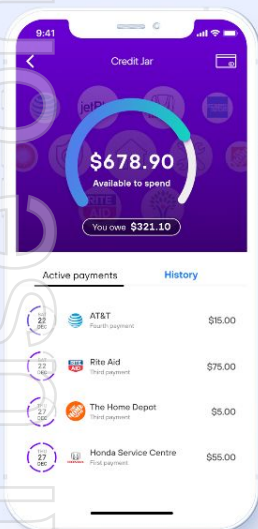
A new way for customers to spend and earn.

Dough Rewards, a Google Chrome extension that will automatically seek out cashback and coupon offers at over 30,000 international merchants.

This introduces a new merchant funded (% of sale) revenue line to the Dough business.



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.

International expansion

Dough has partnered with leading Banking-as-a-Service (BaaS) provider Railsbank to roll out the Dough offering into key international markets, starting in Australia in 2022.

Dough

railsbank



Australia



United Kingdom



Europe



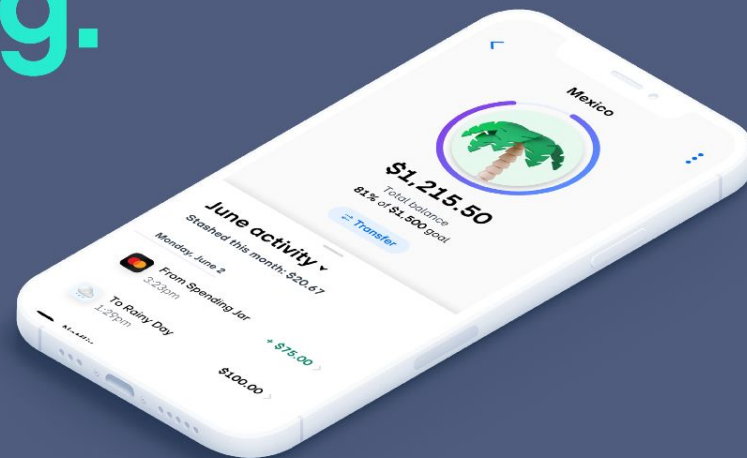
South East Asia

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.