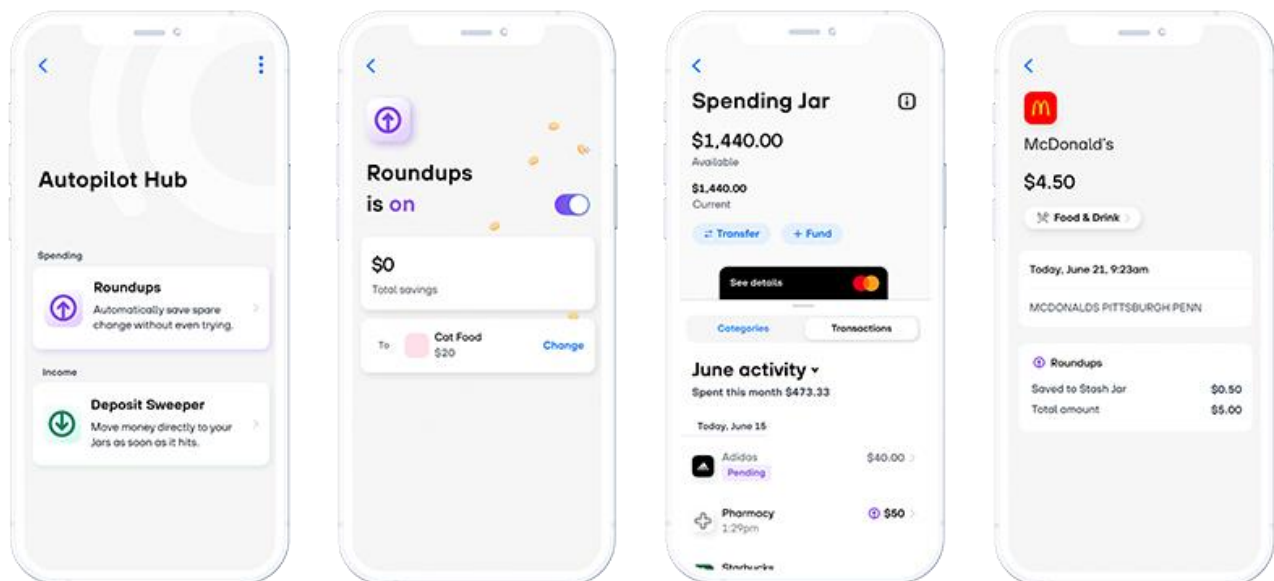


Dough launches Roundup feature to accelerate revenue growth

- Following on from the launch of its previously announced [Early Pay](#) feature, the launch of Roundup further enhances Dough's appeal to its target market of ~160m Americans.
- Roundup is a new feature of Dough's proprietary Autopilot technology that helps customers save by rounding up Dough card transactions to the nearest dollar and sweeping to a nominated Stash Jar on the platform.
- Roundup and Early Pay are expected to significantly increase the growth of card spend and interchange revenue in the near term.
- Short term focus continues to be on increasing activation and revenue growth from the existing customer base, with marketing for new customer acquisition scaled back in favor of internally driven initiatives, significantly reducing cash burn.

SYDNEY|NEW YORK, MARCH 9, 2022 -- [Dough](#) Ltd (ASX: DOU) & (OTCQB: DOUUF), the banking super app on a mission to help customers better budget, save and invest their money to live financially healthier lives, today announced the launch of its new Autopilot feature Roundup, which is being rolled out to US customers today.



As previously announced, Dough has now switched its focus to delivering a step change in activation and revenue growth off its existing customer base, whilst dialing down new customer acquisition, significantly reducing its cash burn.

Following the launch of its [Early Pay](#) feature, the release of Roundup provides another key feature that will appeal to the ~160m Americans (47% of the population), who are needing more specific help to budget and manage their money.

This mass market segment is struggling to afford a \$400¹ emergency expense without going into debt and are living paycheck to paycheck. Roundup will help people save from a low base and get them ahead of their bills.

Douough is also running a 4-week campaign as part of the launch to 'boost' roundups by doubling the amount earned as part of its growth hacking efforts.

Commenting on the feature launch, Douough's Founder and CEO **Andy Taylor** said:

"We are delighted to announce the launch of our new Autopilot feature Roundup, as we further optimise our focus to the needs of the mass market segment of gen-z and millennials who are struggling to budget their day to day expenses."

"Alongside Early Pay, this is the one of the most commonly requested features customers have been asking for in order to commit their paycheck to Douough and spend using their debit card. Critical drivers of our revenue model."

"This is the launch of yet another initiative to aid in the activation and revenue generation of our existing customer base as we take stock of the current market environment and investor sentiment to chase top line growth, leveraging the engaged community we have built to date to deliver a blended lower cost per acquisition."

--End--

About Douough

[Douough](#) is developing a banking super app on a mission to help customers do better with their money and live financially healthier lives. Douough was founded in 2016 by Andy Taylor, Co-founder of SocietyOne.

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

1. <https://www.federalreserve.gov/publications/2021-economic-well-being-of-us-households-in-2020-dealing-with-unexpected-expenses.htm>