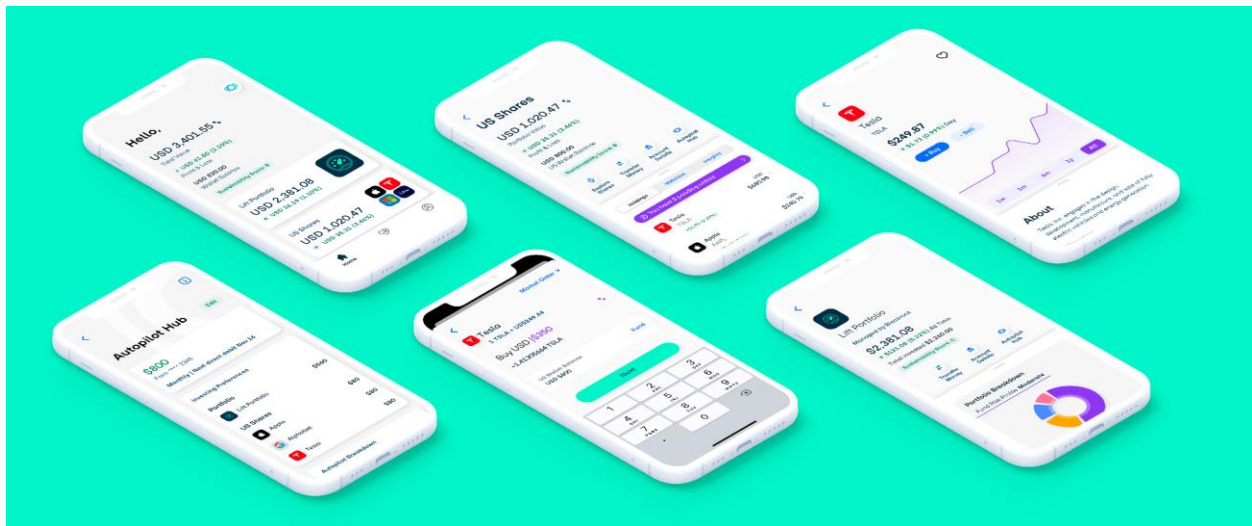


Dough set for launch following migration of Goodments customers

- *Dough is pleased to announce that it has completed the migration of Goodments customers.*
- *The Company is now set to close out its Beta program early and focus on growth activities in Q1.*
- *Dough is set to begin charging customers from the 1st of February once the introductory offer ends.*
- *This will be prior to the introduction of the Dough Card & Account solution, which will be the first step in supporting the 'Spend' pillar of our proposition to increase app utility and saving/investing volumes.*
- *Total active customers on the AU platform stands at 1,342.**
- *Total FUM on the platform stands at \$5,198,290.*
- *70% of customers own a Portfolio, 36% having customised a base Portfolio with single Stocks.***
- *63% of customers are investing in the Aggressive Growth Portfolio.***
- *Top 5 single stocks held on the platform are Amazon, Tesla, Apple, Meta and Spotify.***
- *48% of customers are utilising Autopilot to automate a recurring savings/investing plan.***
- *Average monthly funding rate per user currently stands at \$120.***

Sydney|New York, 21 December 2022 – [Dough](#) Ltd (ASX: DOU), the fintech company on a mission to empower everyday people to grow & manage their money by creating winning habits through a financial super app, is delighted to announce it has completed the migration of Goodments customers to the Dough platform and is now looking to close out its Beta program in the coming weeks prior to the ramping up of growth activities and the introduction of its re-imagined Card & Account solution.



Commenting on the Company's progress, Dough's Founder & CEO **Andy Taylor** said:

"We are delighted to announce the completion of the migration of the Goodments customer base prior to the end of year, setting us up nicely to turn our attention to growth and the building out of our financial super app early in the New Year. We are encouraged by the initial customer validation of the Dough investing proposition. Having already seen over 50% of customers adopt a diversified Portfolio, with 63% opting for the Aggressive Growth option and 48% of customers using Dough's Autopilot feature to dollar cost average on a recurring saving/investment plan it is clear we are filling a customer need.

We have also commissioned market research to help refine the proposed card & account solution. We believe this proposition will set us apart in an increasingly cluttered market of mono-line financial services providers and further accelerate the volume of savings/investing activity on the platform, whilst helping further diversify our revenue sources.

Only through an integrated solution can we unlock the revenue potential that exists and truly solve customer pain points, sticking to our mission of helping people build long-term wealth on autopilot.”

--End--

About Douugh

[Douugh](#) is a consumer fintech, on a mission to empower everyday people to grow & manage their money by creating winning habits through a financial super app.

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ASX Release approved by the CEO on behalf of the Board.

* Defined as a user who has positive balance on the platform

** Metric is calculated on Douugh customers prior to the Goodments customer migration