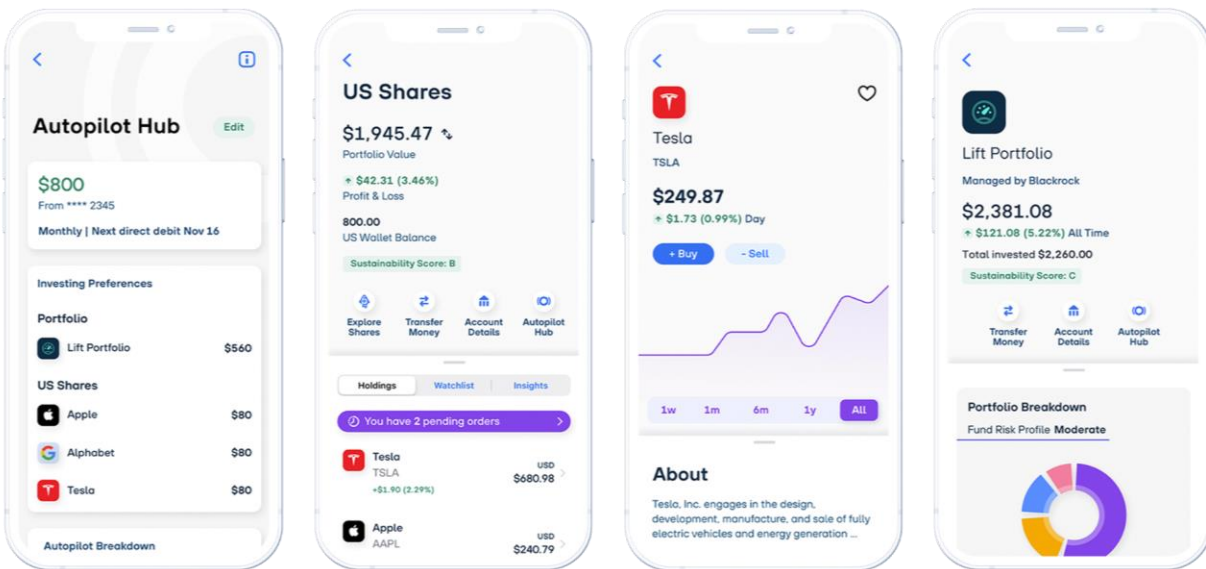


Dough showing excellent early growth signs post launch of AU Money App

- Currently Dough has ~1,200 active revenue generating customers on the Australian platform since launch with ~\$5.4m in FUM, generated with no paid marketing spend.
- The Company is in the final stages of development of its card and **cash flow lending** product, prior to turning on paid marketing activities to drive rapid customer acquisition and revenue growth.
- The new service is scheduled to go live in early **Q4 FY23** and will give the Company a truly unique, mass market value proposition in which to challenge and compete with monoline incumbents of financial services.
- 67% of new users who funded their account have enabled Autopilot. Up 207% since November 2022.
 - 53% have a Portfolio investment
 - 15% have a Single Stock investments
 - 32% have a combination of both
- The average number of single stock trades per month per user has almost doubled (from 2.8 to 4.3) since Nov 22.
- The average funding amount per user per month since launch is \$253
- The average amount invested in Portfolios per user per month since launch is \$106
- The average amount invested in Single Stocks per user per month since launch is \$240
- Since the launch of our monthly subscription fees, revenue has increased by 220%



Sydney, 8 March 2023 – [Dough Ltd](https://dough.com.au) (ASX: DOU), the consumer fintech on a mission to empower everyday Aussies to take control of their money and build long term wealth on autopilot, is pleased to provide an update on key platform metrics following the launch of its micro-investing savings service.

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With the planned release of its reimagined card & account product on track to go live in Q4 FY23 to further accelerate investing activities, the product will help Aussies 'smooth' their cashflow through the availability of short term loans (funded off balance sheet).

Commenting on the Company's progress, Douough's Founder and CEO Andy Taylor said:

"We are pleased with the progress to date with no marketing spend and have already validated a lot of our key assumptions. We have focused on organic growth initiatives and incentives to drive adoption following the migration of the Goodments customer base, whilst laying the groundwork of our thought leadership strategy through consumer PR initiatives to position Douough as a responsible wealth creator.

These initiatives will continue in the lead up to the launch of the second phase of the service, our reimagined card & account offering. This launch will mark the start of a targeted advertising campaign to promote the Douough brand and value proposition to a mass market audience, with a specific focus on the early adopter Gen-Z segment initially to stimulate virality.

The focus of the campaign will be on scaling sign ups and activations in order to accelerate revenue growth, supported by B2B2C partnerships."

--End--

About Douough

[Douough](#) is a consumer fintech, on a mission to help customers autonomously manage and grow their money to live financially healthier lives. Douough was founded in 2016 by Andy Taylor, Co-founder of SocietyOne, Australia's first P2P Lending platform, recently acquired by MoneyMe.

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