



# ONE CLICK GROUP

ONE CLICK GROUP LIMITED

**INVESTOR UPDATE MAY 2023**

**1CG AGM presentation**

This presentation has been authorised for release by the Managing Director, Mr Mark Waller and the Board of Directors

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# BOARD AND CAPITAL STRUCTURE

One Click Group has the right blend of experience in finance and technology.

**Non-Executive Chairman:** Russell Baskerville

**Managing Director:** Mark Waller

**Executive Director and CTO:** Nathan Kerr

**Non-Executive Director:** Winton Willesee



Shares on issue*	Share Price*	Market Cap*	Cash on hand (31 Mar 23)
~686m	\$0.010	\$7m	\$1.8m

\*As at 22 May 2023

Date of listing: 27 September 2022

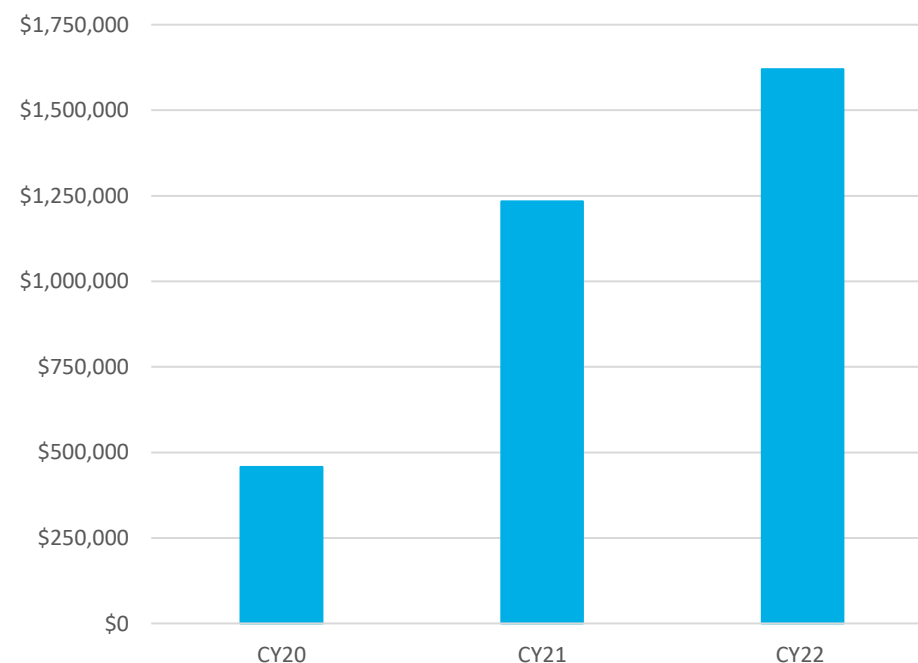
# CALENDAR YEAR 2022 IN REVIEW

A lot achieved setting a good foundation.

During Calendar Year 2022 we focused on:

- Continuing to improve the One Click Life Platform.
- Added a further 25,000 users to the One Click Life platform.
- Commenced developing our Lending competency with One Click Mortgages the first product to go live in 2023.
- Separated our digital identity verification product into its own platform capable of generating revenue [www.oneclickverify.com.au](http://www.oneclickverify.com.au)
- Completed a listing on ASX (1CG) raising \$5.5m
- Expanded the Board adding capability

## Revenue



## ONE CLICK GROUP (ASX:1CG)

One Click Group has developed and is commercialising two fintech platforms.

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Consumer fintech platform providing users the ability to complete an online tax return and various other finance and life admin products.

[www.oneclicklife.com.au](http://www.oneclicklife.com.au)



Digital identity verification platform that makes it easy for businesses to verify their clients' identity.

[www.oneclickverify.com.au](http://www.oneclickverify.com.au)

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**ONE CLICK LIFE**

FINTECH PLATFORM



One Click Life is a fintech platform scaling fast

With over 70,000 Users (and growing!) and the proven ability to acquire new users through its mature marketing function.

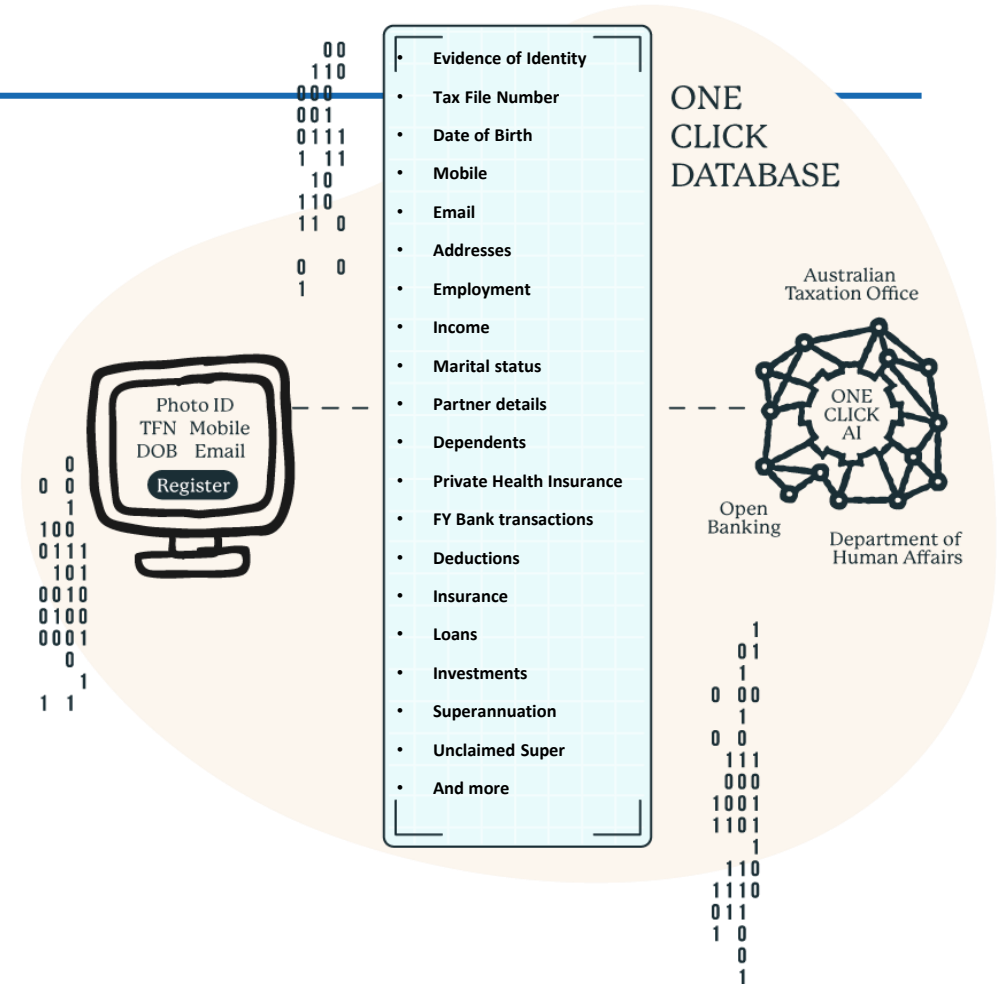
Average Revenue per user CY22: **\$25**

Currently predominate revenue generating product is online tax.

Tax return lodgement creates a cyclical revenue profile.

One Click Life has the ability to continue to monetise its growing user base through its existing products and **new competencies**.

Information provided at registration and through the connection to the ATO allows One Click Life to identify complementary financial products to promote to users.

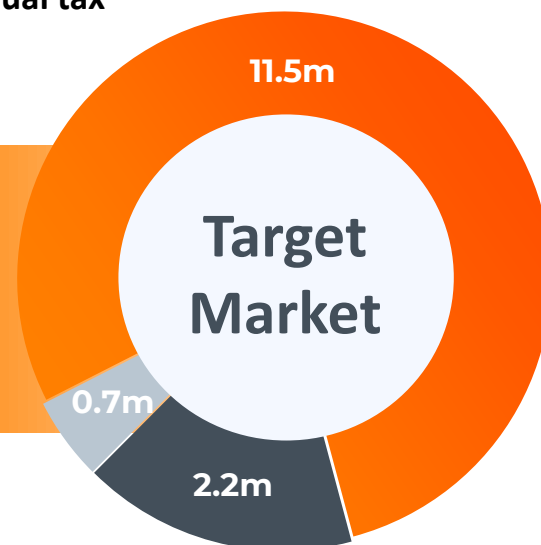


# INDIVIDUAL TAX RETURNS

One Click Life's Tax product has been developed to process what are identified as **simple individual tax returns** which **represents over 79% of all individual tax returns lodged**.

**Total Market: 11.5m individuals**

Potential Annual Tax Return Market



## New User Costs

*A new user on One Click Life costs approximately the same amount as the average new user revenue generated by the Tax product in year one. Users then have an ongoing lifetime value.*

- Salary & Wages Only
- Rental Properties
- Foreign Income

**Current average revenue per user \$25**

Revenue from this product is cyclical with over two thirds of annual revenue generated in the July to September quarter.

Focus for 2023 is increasing average revenue per user on this product.

The screenshots show the user interface for the One Click Life Tax product, which is designed for simple individual tax returns. The interface is divided into four main sections:

- 1. Personal Details:** This section includes fields for marital status (e.g., Single), current home address, current postal address, and the number of dependents. It also has a checkbox for whether the user is an Australian resident.
- 2. Income:** This section asks for the user's main occupation and whether they have any PAYG payment summaries or rental income. It includes a search bar for income details.
- 3. Deductions:** This section allows users to add various deductions, such as work uniforms, car expenses, and superannuation contributions. It includes a search bar for deduction details.
- 4. Results:** This section displays the calculated tax liability and refund. It shows a summary of income, deductions, and the final tax outcome, including a "Your estimated refund" of \$500.00.



# MATURE MARKETING FUNCTION

One Click Life is expanding it's footprint

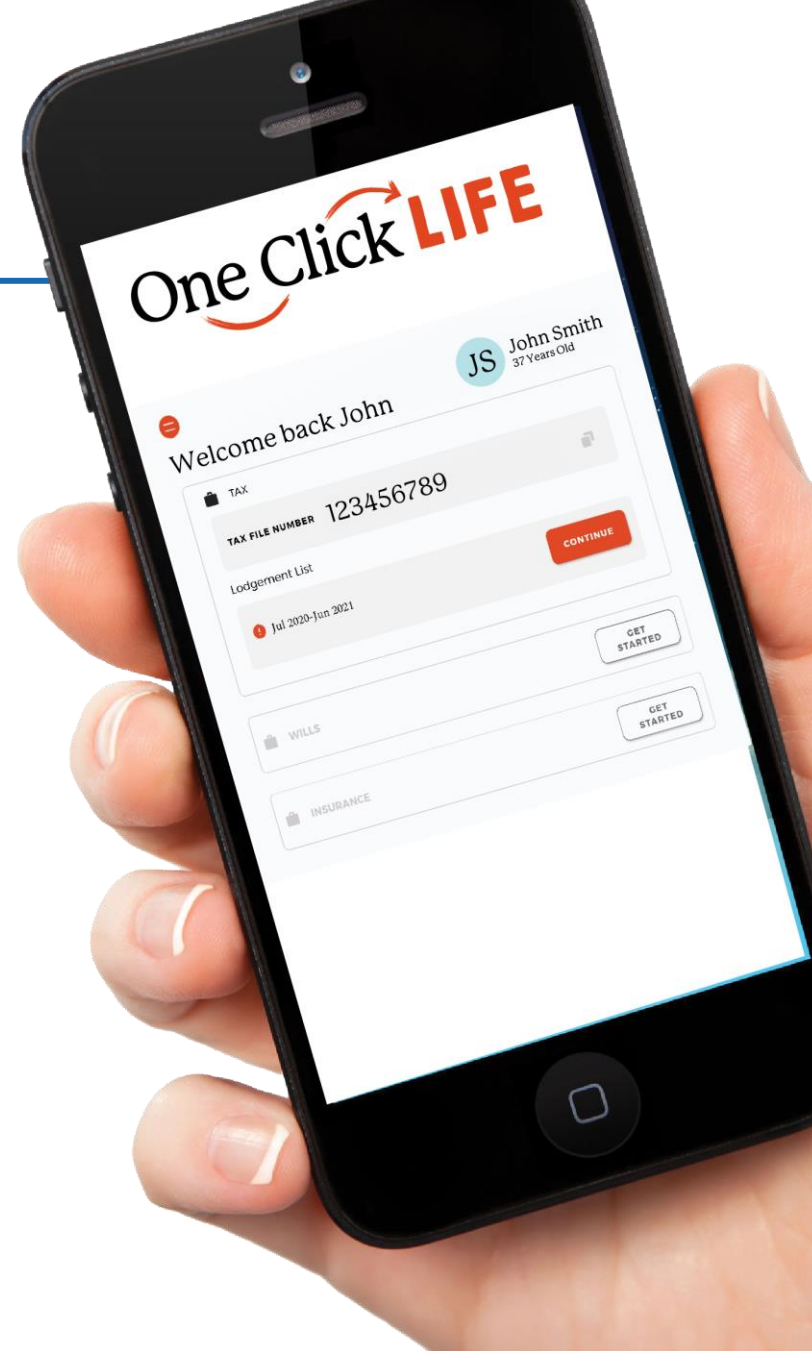
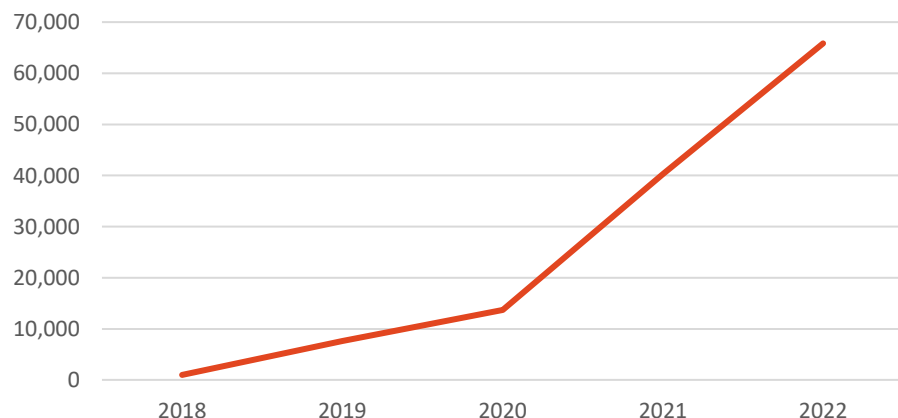
**User growth** has now surpassed **70,000 users** on the [One Click Life](#) platform.

New registered user growth is over 600% in Jan to May 2023 compared to the same period in 2022.

The average age of a One Click Life user is 31. Age bracket 25-35 provides maximum value for the core competencies the One Click Life platform will offer providing a good opportunity for a high lifetime value when compared to the acquisition costs of a user.

The brand resonates with millennials looking for the ability to manage their own life admin with **simple products**, that are **low cost** that they can use **when they want, where they want** with the choice of self guided, or a human support at the end of the phone or chat.

**Growth in User Numbers**



# ONE CLICK LIFE PLATFORM

One Click Life is a fintech platform allowing users to manage their Finance and Life Admin



One Click Life's current core competency is Individual **Tax** returns. 2023 will see a focus on increasing average revenue per user via pricing updates and add-ons to the Tax product.

The One Click Life **Lending** competency is now developed through the One Click Life mortgage product offering. The product went live in the March 2023 quarter and revenue has commenced being generated. The platform is now receiving regular mortgage applications from it's user base. One Click Life acts as a mortgage broker and earns approximately 0.6% upfront and 0.15% per annum ongoing thereafter on the amount being financed.

**Financial Services** is set to be the third core competency of the One Click Life platform encompassing superannuation and investing. Work has commenced to create this competency commencing with superannuation, then advice and investing.

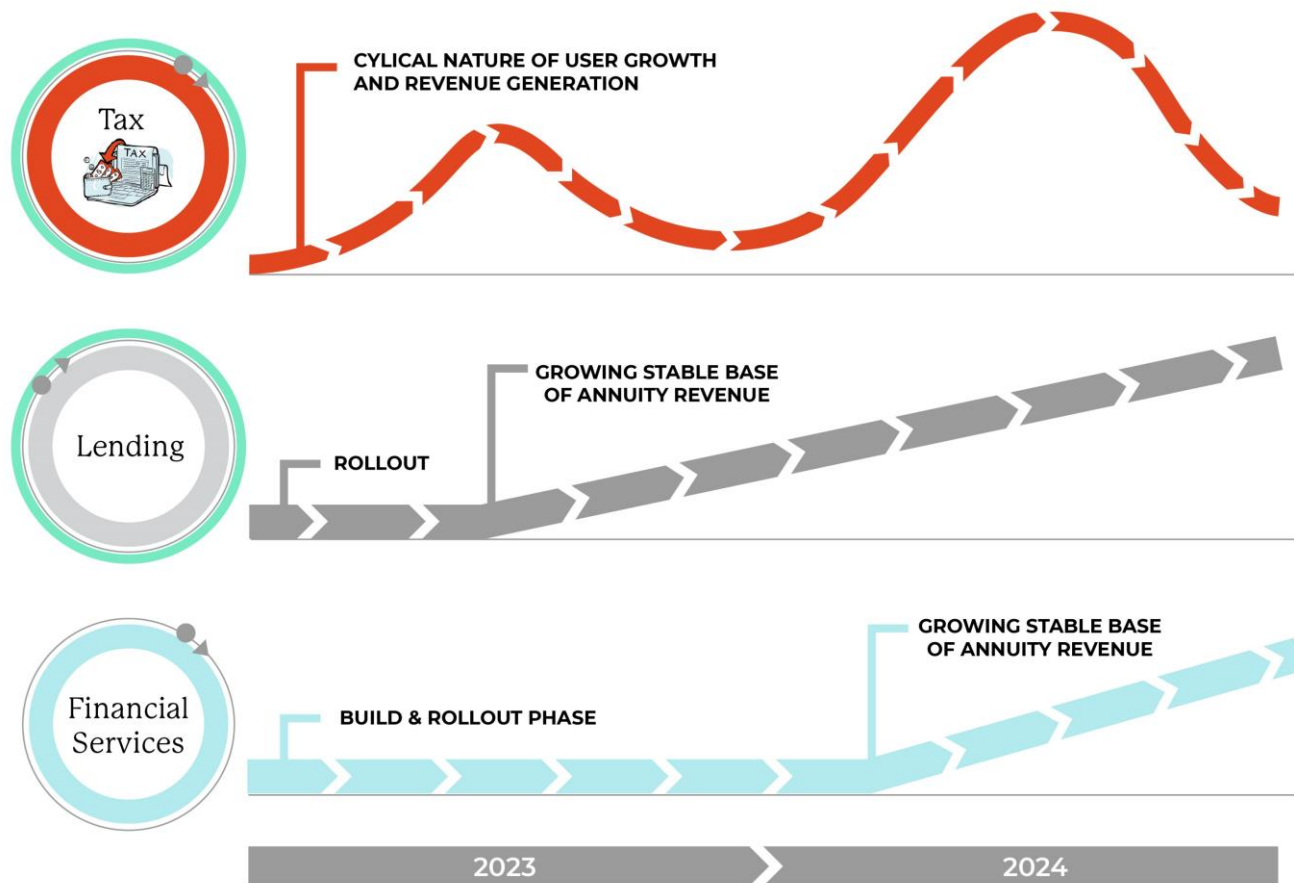
# PLATFORM ROADMAP

**One Click Life** is adding new competencies to grow and dampen cyclical nature of revenues

The Lending and Financial Services competencies aim to reduce the cyclical nature of the revenue generation. These competencies are anticipated to provide both an increase to revenue per user and a smoothing of annualised revenues across the quarters.

The Lending competency has commenced generating revenue in the June quarter and will contribute to 2023 revenue.

Financial Services build commences in 2023 with an expectation of opportunity for revenue generation in 2024.



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# ONE CLICK VERIFY

DIGITAL IDENTITY VERIFICATION PLATFORM



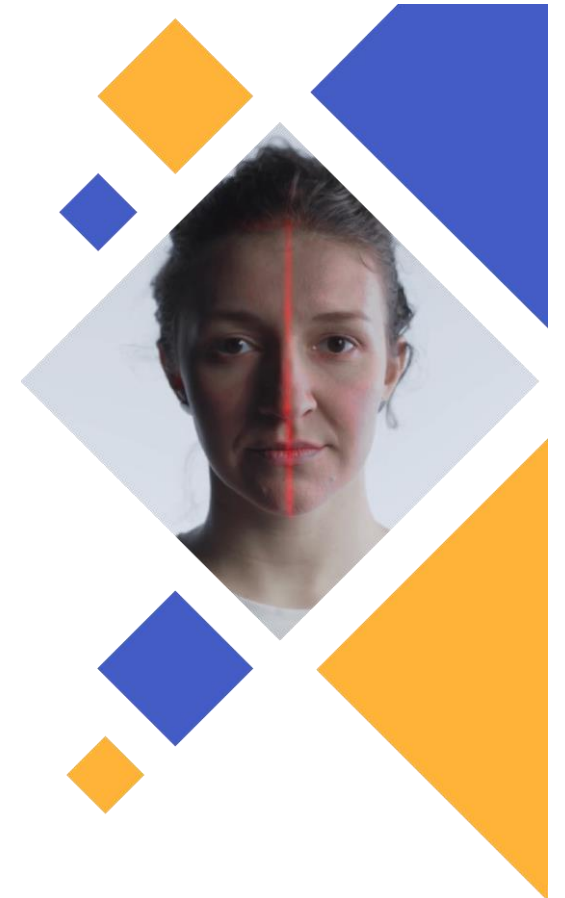
**One Click Verify**, digital identity verification for your clients

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[One Click Verify](#) makes it easy for businesses to verify their customers' identity, without the risks associated with retention and transmission of identity documents and details.

The identity platform has been developed for the financial services industry, allowing for compliance with Know Your Customer (KYC) and Anti Money Laundering (AML) regulations, and has an integration with Iress to allow for seamless movement of customer details into One Click Verify.

Privacy Legislation Amendment Bill received royal ascent on December 12 2022 with an increase in penalties from \$2.2m to \$50m.







## One Click Verify, the platform

Born out of the Australian Government's Operational Security Framework Requirements for ATO Digital Services, One Click Verify is a Multi-factor Identification platform that utilises several points for verification.



### Security

Encrypted and secure portal



### Auditing

Full audit logging



### Tracking

IP address/  
user and user agent



### Verification

Mobile, email & photo ID verification, personal detail cross-referenced with ATO, biometrics



### Identification

Supports non-traditional methods of identification, captures and stores original document signatures



### AML Check

PEPs and sanctions check against global database of records



### Custom API

Less integration in place and easily add via API



### Additional Features

Secure messaging service & storage and income verification

One Click Verify provides an end to end workflow for verifying and maintaining identities.

Verification happens through a number of data points during which the systems runs an AML check in the background.

AML reporting can be tailored to suit and our custom API can be connected to the user's CRM or website for a seamless process through their business without risking their business by holding onto identity data.

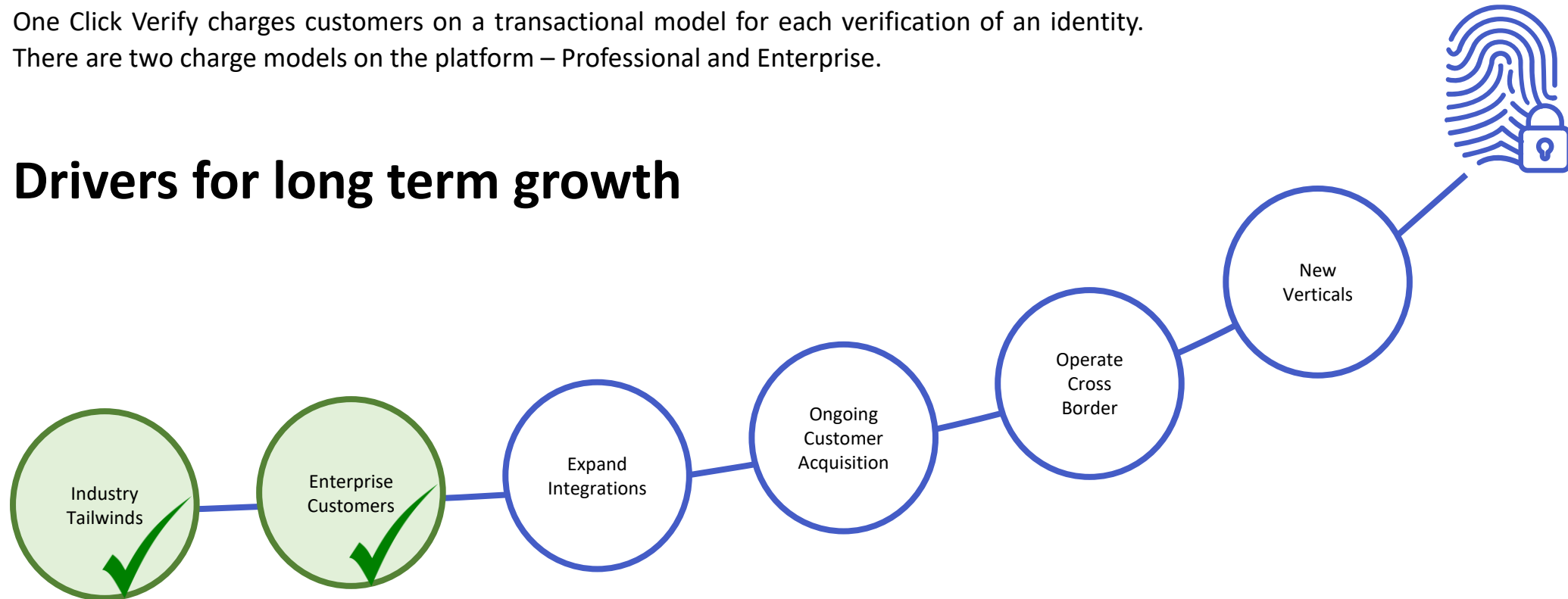




## One Click Verify, business model

One Click Verify charges customers on a transactional model for each verification of an identity. There are two charge models on the platform – Professional and Enterprise.

## Drivers for long term growth





# ONE CLICK GROUP

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**AGM INVESTOR UPDATE**



We believe in challenging and improving the industry with everything we do.  
We do this by creating simple, beautiful, self-directed financial solutions.  
In short, **Financial Products MADE SIMPLE**

### Our Culture is summarised in our Values:

- Do it better
- Have fun
- No bull
- Humanise technology
- Make an impact





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**Thank you**