

Propell delivers strong result in August

- **Continued strong platform customer growth in August, up 26.6% vs. July**
- **New lending achieved record level, whilst adopting a conservative approach to lending in key markets of NSW and VIC**
- **Recently presented on Share Café 'Hidden Gems' webinar**

Leading SME-focused Fintech, Propell Holdings Limited (**ASX:PHL, Propell or the Company**) is pleased to announce it has continued its positive momentum across a number of key metrics during the month ended 31 August 2021, despite challenging trading conditions, particularly in the key markets of NSW and Victoria. Propell has built a leading digital, cloud-based platform offering tailored finance products to help small to medium businesses manage and optimise their cash flow with products including funds for operating and growth (lending) and broad payment acceptance (payments / merchant services).

Monthly Update

During August, Propell saw continued strong growth in customers on the Platform, up 26.6% vs July and approaching 1,000 customers on the Platform. This represents total growth of greater than 275% since listing on ASX in April 2021. This result was achieved while taking a more measured approach to marketing activity in the key markets of NSW and Victoria during the period.

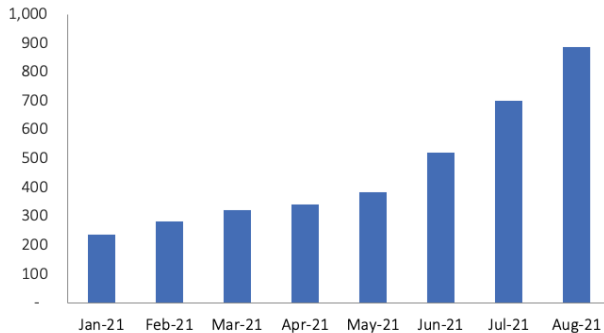
Propell also continued to deliver record growth in new lending during the month, with \$390k in August, and delivering more than \$1.1m in lending in the three months to 31 August 2021. It is important to note this result was delivered whilst taking a conservative approach to lending during what is a challenging SME trading environment due to lockdowns in Propell's two largest markets of NSW and Victoria. The Company is encouraged with the growth in the loan book whilst simultaneously delivering an improved loan book performance with reduced arrears.

One of the key strengths of the Propell Platform is that it enables a high level of real-time scrutiny of new and existing customer quality allowing the business to continue to grow whilst maintaining acceptable levels of risk. This is particularly important during periods of more challenging operating environments such as these,

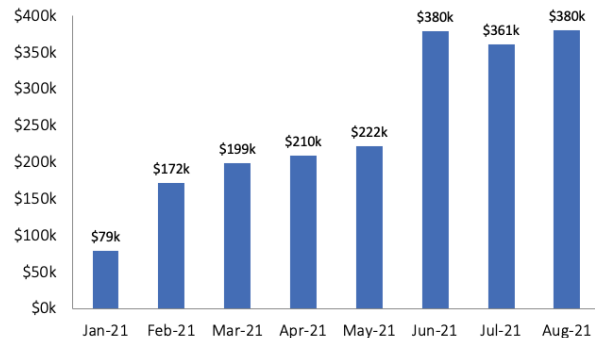
Propell CEO, Michael Davidson said: "Despite taking a conservative approach to activities during recent months, I'm delighted to have been able to produce continued strong growth in customers on the Platform while maintaining record lending numbers.

"We'll continue to closely monitor the market and customer quality to ensure we are in the best position to maintain and accelerate growth in the coming months."

26.6% growth in platform customers



Continued growth in new lending



Investor Presentation Webinar Recording and Slideshow

Propell CEO Michael Davidson recently provided an overview of the Company’s digital finance platform for the Small to Medium Enterprise market in ShareCafe’s Small Cap "Hidden Gems" webinar. A recording of the presentation is available here: [ShareCafe video link](#) with the presentation slideshow [available here](#).

Authorised for release by the Board of Propell Holdings Limited.

About Propell

Propell Holdings Limited (ASX:PHL) is an Australian fintech company providing intelligent finance solutions to small-medium enterprises (SMEs).

Propell’s digital platform is aimed at improving SME cashflow by aggregating a range of finance products and services including lending, payments and cashflow forecasting tools. The company leverages its extensive customer data with an artificial intelligence (AI) based engine to deliver its products in an entirely digital manner.

Propell launched the platform in mid-2020 and is focused on further customer growth and development of its product suite.

For more information see <https://propellme.com.au/> and the investor website <https://propellholdings.com/>

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