

Launch of Full Feature Payment Capability

- **Major upgrade to Platform that significantly expands payments capability**
- **Expanded range of payment types accepted including additional BNPL provider Afterpay**
- **Launches terminals on the Platform with both mobile and smart device counter-top solutions**
- **Streamlined onboarding delivering instant customer decisioning**
- **Product launched with 200 pre-approved customers**

Leading SME-focused Fintech, Propell Holdings Limited (**ASX:PHL, Propell or the Company**) is pleased to announce it has delivered the next major advancement to its Platform.

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 business insights, payments and lending.

Propell is continuing to deliver on its well-defined strategy to provide seamless financial solutions for small businesses. Payments is a key pillar of this strategy and with the launch of these developments Propell's customers gain access to a fully-featured payments solution including card present (terminals), card not present (e-commerce) and other non-card based payment options.

Major Upgrade to Payments Capability: Products, Methods and Security

The new payments capabilities of the Platform includes an expanded range of omnichannel payment products (now encompassing online and offline customer payments) as well as additional payment methods which can be accepted. The security and fraud prevention capability has also been upgraded.

The expanded payments product suite which SMEs can use to build their own custom payments mix includes:

- **Online/E-commerce/QR payments** – Propell's SME customers can accept online payments in a variety of easy to implement ways online either via:
 - a pre-built checkout page to accept online/ecommerce payments
 - payment links which can be shared as links or via QR to customers
- **In person payments** – SMEs can tailor their in-person payments to match the needs of each individual business with either:
 - Mobile payments – Handheld mobile payments device – which enables a roaming cashier experience where customers can pay anywhere. This can connect to iOS or Android applications; or
 - In-store payments – Countertop smart reader – ideal for either countertop or roaming in-store checkout
- **Subscriptions and recurring payments** – Allows SMEs to set up subscriptions with billing cycles or simply recurring payments.
- **Invoicing** – Immediately allowing SMEs to:
 - Send invoices to customers directly from their mobile app or dashboard

- Be paid seamlessly via payment link

Propell has also greatly extended the payment methods available to customers of SMEs. This update also brings with it the addition of leading BNPL provider Afterpay to complement Propell's partnership with Zip.

The increased payment acceptance capability now includes the following:

Cards



Wallets



Buy-Now Pay-Later



3rd-party Integrations



These services are due to launch in December and are expected to drive increases in both payments volumes and revenue across the customer base.

Security – Fraud prevention has been built directly into the payment flow and contains powerful machine learning algorithms which detect patterns across payments processed, assessing the risk level of each.

Onboarding – While the application process with Propell has always been quick and easy for SMEs, the new payments capability has enabled Propell to reduce the signup to active timeframe dramatically and SMEs will be able to commence accepting payments instantly.

Enriched data – With the new payments capability comes an increased ability to capture payments data which allows for enriched insights for SMEs.

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Terminals

Propell is launching terminals to enable SMEs to accept payment in-person in any type of environment, with Mobile Payments and Countertop devices.

Mobile Payments

Bringing mobility to card payments is critical for a large number of Propell's current and target customer base. Propell's mobile solution extends their mobile app with a Bluetooth connected payment device, meaning SMEs can accept on-the-spot payments with instant acceptance.

Key features:

- Small and light for payments in the field, battery life for days
- Simple to use, take payments in seconds
- Directly connected to Propell platform app for full platform feature set
- Low upfront cost, transparent transaction pricing, no monthly account fees



Counter-top Smart Terminal

For SMEs that operate from a fixed location, Propell has developed proprietary software to run on this Android counter-top smart-terminal, with extended capability including QR-based payments and loyalty programs directly on the 5" touch screen.

Key features:

- Advanced payment device for the modern merchant
- High-volume transactional capability

- Future-proof solution for new payment types



Enhanced omnichannel experience for SMEs

This significant expansion to Propell's payments capability crucially allows SMEs to unify their online and offline payments with one single platform, which they can access instantly via Propell's streamlined onboarding process. It will also enable them to feel confident with world class payments security and fraud protection, in addition to having access to the deep insights from their payments data.

The reality of SME payments is that there is no 'one size fits all'. Every business within each industry has a unique mix of payment methods and products that suit their needs. Through its expanded omnichannel payments offering, Propell is able to help more businesses address more of their needs.

Propell will now be able to service the payments needs of the vast majority of SMEs in Australia.

Massively Expanded Target Market and Reach

This payment capability expansion is a key component to the planned evolution of the Propell Platform offering.

By offering more payment products (online, in-store, invoicing) and more payment methods (additional wallets, cards and Buy-Now Pay-Later), Propell is able to cater for a wider group of SMEs, and also cater to more of their individual needs through greater product reach. This translates into an expanded addressable market, a greater potential to penetrate this market and increased payment volumes and revenues per customer.

Due to the nature of the Propell platform and the Company's ongoing relationship with its customer base, many of these products will be launching with up to +200 SME customers already approved. With this approach Propell expects to see transactional volumes meaningfully increase over the coming quarters.

This development also brings important growth in available payments data and platform insights.

Propell CEO Michael Davidson said: "This is a significant development for Propell and our customers. Not only does it allow Propell customers to access a comprehensive payment capability and best in market security, it also enhances the first party data capability of the Propell platform, in turn leading to more insights for our customers."

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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