A Record Increase in Customer Acquisition on Back of US Trading Launch

Melbourne, Australia – 19th February 2020: SelfWealth Ltd (ASX: SWF) ("SelfWealth" or "the Company") is pleased to update the market on the most substantial period of customer growth in the Company's history.

The Company has seen its strongest ever months of new client registrations. These registrations have flowed through into record numbers of new active traders, as well as record numbers of trades across both the domestic and US markets. The growth in new client registrations from the beginning of 2021 has eclipsed the previous peak growth levels seen in March and April of 2020, at the beginning of the COVID-19 pandemic.

Currently, 23% of all active traders have added US trading functionality to their existing ASX portfolios, and US trades are already approaching 10% of total daily trade numbers.
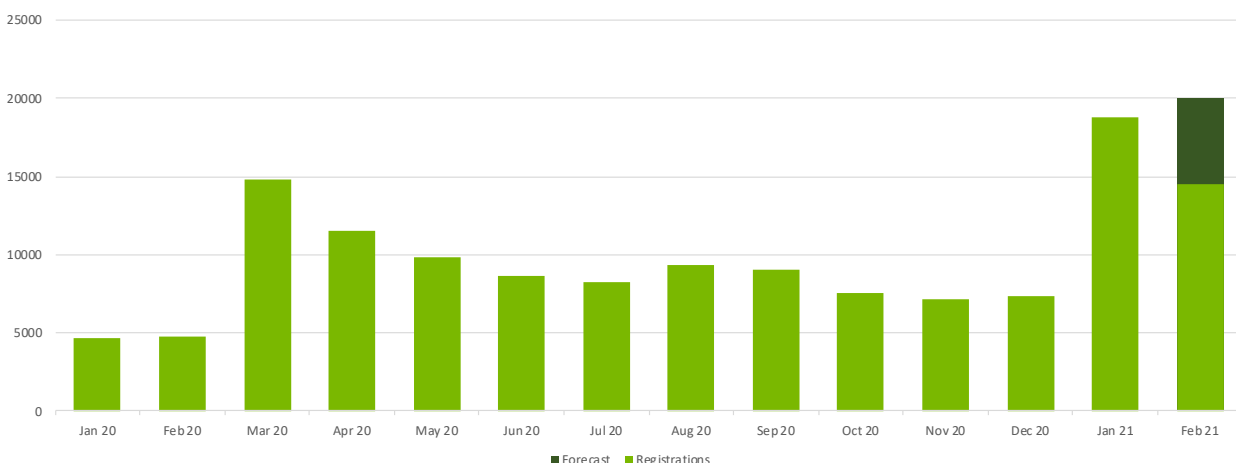
The Company is pleased to update the market on the following key performance indicators at the close of business, 17th February 2021.

New Client Registrations

The average daily registrations to join SelfWealth increased from 240 per day in the December quarter to 605 per day during January, then jumping up to an average of 855 per day in February.

A record number of daily registrations, 2,211, was achieved on 29th January at the peak of the GameStop trading frenzy amidst platform issues and trading restrictions at competing trading platforms.

Monthly Registrations

SelfWealth Ltd
ACN 154 324 428

Level 2, 613 Canterbury Road
Surrey Hills
Melbourne, VIC, 3127

shareholders@selfwealth.com.au
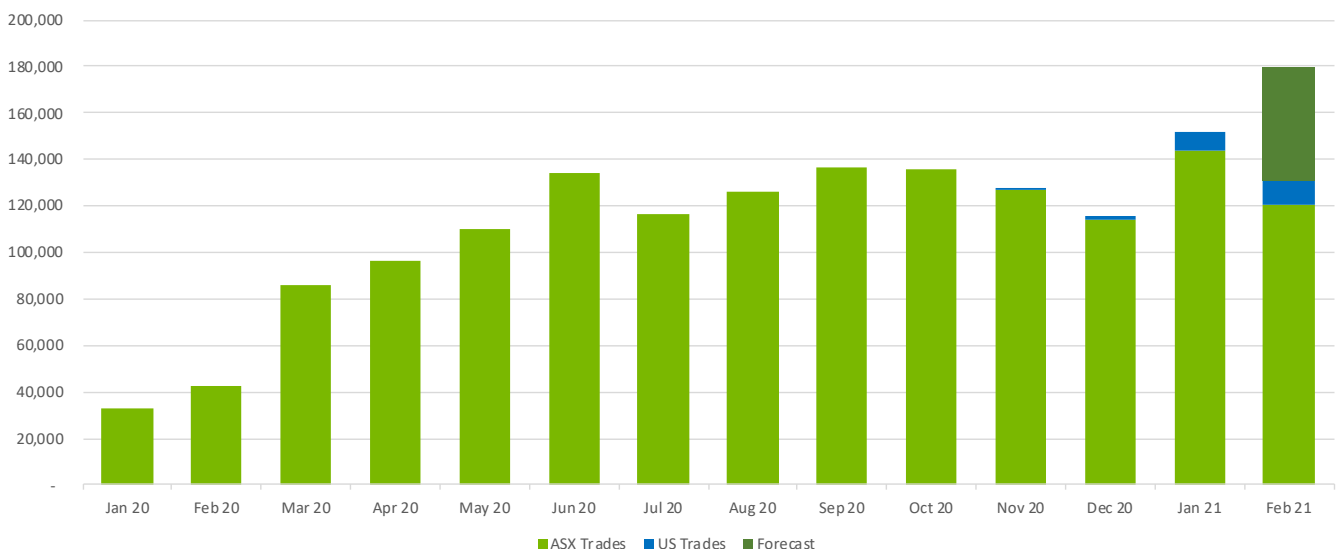investors.selfwealth.com.au

Active Traders

SelfWealth defines an 'active trader' as a portfolio with an open equity position or cash in their account. Active traders who have added US trading functionality are still only counted as one active trader; however, the portfolio can have open positions on both Australian and US equities providing multiple revenue streams for the Company.

The number of active traders now stands at 78,619, an increase of 11,270 in the first six and a half weeks of the year. This quarter has already surpassed the 9,578 new active traders recorded in the December quarter and is on track to comfortably exceed the previous quarterly record of 13,642, set during the June quarter of 2020 at the height of the COVID-19 pandemic.

Trade Volumes

January saw record activity on the SelfWealth trading platform with 151,811 trades for the month. These comprised 143,711 (also a record) Australian trades and 8,110 US trades in the first full month of US trading. February has seen further trade growth with total trade numbers standing at 131,412 (ASX 120,805 and US 10,607) as of the end of February 17th, and are set to create a new monthly record.

Monthly Trade Volumes

Funds Under Administration

Total client cash held in Australian dollars on the SelfWealth trading platform rose to $472m as of 17th February from $435m at the end of December 2020. Total Securities held on HIN rose significantly to $5b from $4.3b at the end of December 2020.

SelfWealth's Managing Director, Rob Edgley, had this to say on the record growth numbers, "The decision to focus our resources during 2020 on the development and launch of our US trading

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capability has proven to be the correct move. Interest in the US share market from Australian retail investors is at an all-time high. By providing simple access to this market at a reasonable price, we have seen unprecedented interest from new clients to join the SelfWealth trading platform.

"On top of this growth, we will be launching our much-anticipated iOS app for SelfWealth clients. The app will be launched next week and will enable clients to trade effortlessly on both domestic and US markets. The Android app will follow in the coming weeks. We expect the new app will increase trading velocity and assist in further growth for the Company."

Investor Inquiries

Rob Edgley, Managing Director

shareholders@selfwealth.com.au

Media Inquiries

Jarrod Purchase, General Manager of Marketing

jarrod.purchase@selfwealth.com.au

Robert Edgley, Managing Director of SelfWealth Pty Ltd, has authorised the release of this announcement to the market.

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shareholders@selfwealth.com.au
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