

FY22 Financial Results

Investor Presentation

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Australia's leading innovator in retail wealth management

Leading challenger to
big banks & beyond

#3 in retail broking¹
behind two of the
big four banks.



Value for Money
2020 & 2021

On-track to offer
crypto and shares

on the one platform.²



#10

Deloitte.

27th, Deloitte Tech
Fast 50

Award winning
platform

with focus on
education content.



4th Australian company,
Asia-Pacific
High-Growth
Companies awards

Diversified revenue

by product, by
geography and
through the cycle.



Building Australia's leading wealth management platform for retail investors

Investing for long-term sustainable growth: Transformation program on track to re-position Selfwealth as a leading retail wealth management platform through investments in product, IT and marketing, asset diversification and customer engagement.

Key operational milestones: Brand refresh, focus on educational content, launch of Hong Kong equities, facilitating instant deposits, and the imminent launch of Crypto.

Growing revenue: Revenue increased by 10% in FY22 to \$20.3m, driven by new revenue streams, new asset classes, an increase in interest income from higher cash balances and an increase in net interest margin from recent interest rate rises.

Strong growth in key metrics: Active Traders up by 32%, cash on platform up by 41%, and funds under administration up 26% to \$8.2 billion.

Claiming #3 in broking market share: Recently overtaken another Big 4 bank.

Accelerated pathway to profitability: Sustainable business model through the cycle, with laser focus on ROI and interest rate tailwinds accelerating pathway to profitability.



FY22 financial results: key highlights

| | FY22 | FY21 | Change |
|------------------------------|----------|----------|-------------|
| Revenue | \$20.3m | \$18.4m | Up 10% |
| Active Traders* | 125,944 | 95,189 | Up 32% |
| Funds Under Administration** | \$8.2bn | \$6.5bn | Up 26% |
| Client Cash | \$736m | \$523m | Up 41% |
| EBITDA | \$(5.8)m | \$(0.5)m | Down \$5.3m |
| Net Profit /(Loss) | \$(6.3)m | \$(0.6)m | Down \$5.7m |
| Operating Cash flow | \$(3.6)m | \$1.1m | Down \$4.7m |
| Cash Balance*** | \$11.5m | \$7.5m | Up \$4.0m |

* Active Traders are portfolios that are ready to trade, with cash and/or equities in their portfolio

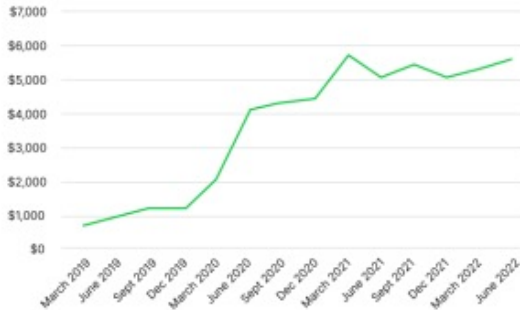
** Funds Under Administration includes Australian, US and HK cash and securities

*** SWF completed an \$11.74m capital raise in August 2021



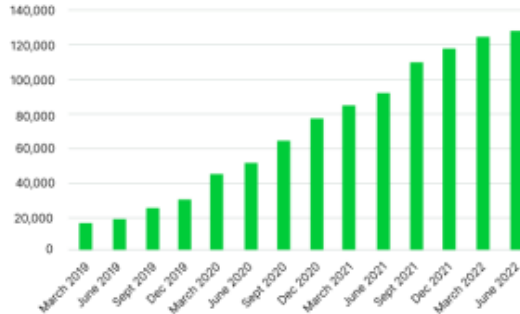
Strong growth in key metrics over the past three years

Operating Revenue by Quarter ('000)



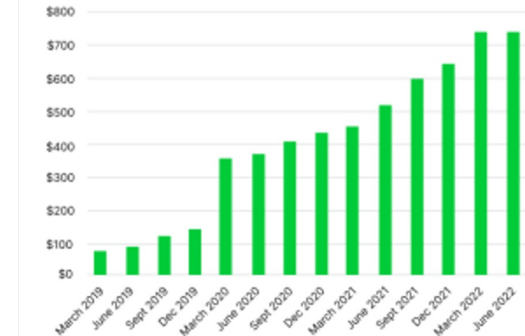
Operating revenue up 10% to \$20.3m in FY22 and up six-fold over the past three years.

Active Trader Growth by Quarter



Active Traders up 32% to 125,944 in FY22 and up nine-fold over the past three years.

Total Client Cash AUD Holdings (\$m)



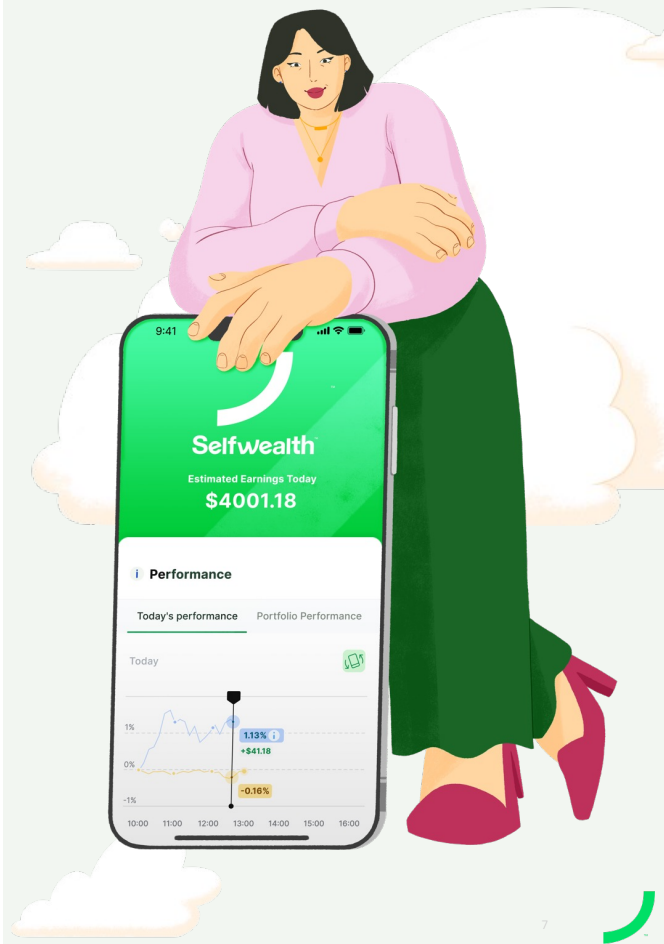
Cash on platform up 41% to \$736m in FY22 and up over seven-fold over the past three years. Average portfolio value of \$65K.



Key milestones achieved in transformation program

In July 2021, the Board approved an eighteen-month transformation strategy to future proof the business in an increasingly competitive market.

- Transition from 'cheap' ASX trading platform to a wealth creation platform
- Attract and retain clearly defined client segments
- Providing ESG thematics and data for all retail investors
- Launch of minor accounts
- Launch HKEX markets
- Addition of crypto to platform (launch imminent)
- Provide independent thought leadership, content and perspectives
- Facilitating instant deposits
- Uplift the user experience
- First ever brand refresh





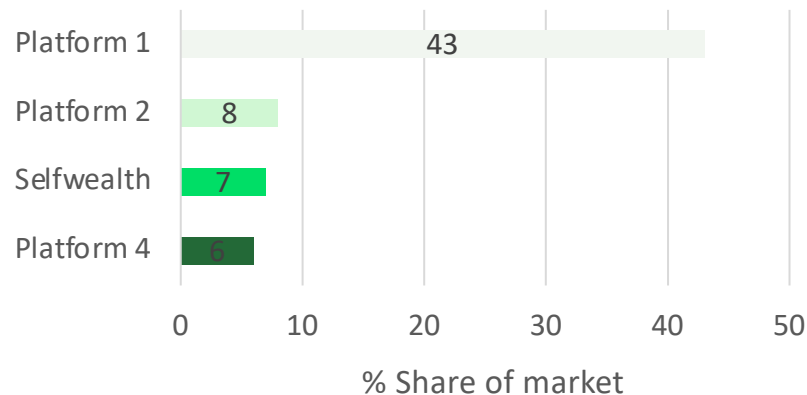
Leading challenger: to big banks and beyond



Selfwealth's established credibility in equities used as springboard into larger wealth management

- Selfwealth grows its position to #3¹
- Expansion into wealth management gives exposure to larger competitive landscape amid record transfers of intergenerational wealth.
- Net inflow vs outflow encouragingly positive.
- Selfwealth maintains double organic search of closest challenger²
- Selfwealth ranked #1 for customer service³

Market Share of Primary Relationships with Online Brokers[^]



¹ Investment Trends' 2022 H2 Australia Online Investing Report

[^] Online investment platform's share of primary relationships among online investors

² Data from SEMrush as of June 2022

³ Using reviews from productreview.com.au, Australia's leading review website



Laser focus on innovation to deliver greatest ROI

Innovation is customer driven, and products born of customer requests are continually market leading. After ticking off a swathe of milestones on our product roadmap, we're now focusing on two areas:

Enhanced Customer Experience

Developments in user experience will be seen from vast improvements in mobile app functionality and the addition of tools on platform.

Wealth management

Advancing our sizeable position in equities by building capability in the larger wealth management space.



FY23 Outlook

Imminent crypto launch: Selfwealth was ready to launch in late June 2022, however the Company was adversely impacted by the unexpected announcement of Volt Bank to cease being a bank in June. Selfwealth is replacing Volt Bank with another payments provider and is preparing for imminent launch of cryptocurrency.

Return of confidence in market: Selfwealth has continued to attract Active Traders in Q1 FY23 and the cash balance on the platform remains strong. The return of confidence in the market in August is encouraging with some clients moving cash into the market and increasing trading activity, from lower trading activity in July.

Complete transformation program: In FY23, we will complete the 18-month transformation program. Continued laser focus on ROI on investment to ensure continued progress on the pathway back to profitability.

Sustainable business model through the cycle: Selfwealth is on track for a record revenue quarter in Q1 FY23, based on recent interest rate rises and some improvement in trading activity in August. The addition of new asset classes will contribute to further improvement in cash flow over the coming quarters.



Thank You

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