

**ASX / MEDIA RELEASE**  
**03 OCTOBER 2022**

## **One Click Group User Base Grows a Significant 43% in the September Qtr to over 60,000**

### **Key Highlights:**

- **Fast growing online financial and life admin services company One Click Group has seen significant growth in its user base in the 1<sup>st</sup> quarter of FY23.**
- **Registered users now exceed 60,000, which is a substantial 43% increase since the end of the 2022 financial year.**
- **Growth in users is driving growth in One Click's revenue which in FY23 has already surpassed the \$1.2m in revenue earned in the entire FY22<sup>(1)</sup>.**
- **Registered user growth is a key performance metric for the business as One Click's technology platform offers a number of products to its users such as tax, wills and private health insurance, with a number of new products to be launched in future, which the Company will have the ability to cross sell to users at a very low marketing cost.**
- **The rapid user growth is showing that the Company's marketing efforts are effective and with the funds from recent \$5.5m raise, One Click will focus on further accelerating this growth.**

Managing Director Mark Waller commented "We are still in the early stages of our growth strategy, but to grow our registered user base by 43% in a quarter to over 60,000 is an outstanding achievement. Our primary product at the moment is online tax and we're delighted so many Australians are choosing One Click Life to trust with their tax lodgement. But, that's just the start for us. We are building a platform with other products for users, with online wills and insurance already available and a number of new products to come in the future. We want to be the one stop shop for everyday Australians who want to manage their financial life admin across tax, wills, insurance, mortgages, investing and more."

Fast growing life admin technology platform **One Click Group Limited** (ASX:1CG) ("Company") recently commenced trading on the ASX following the completion of an oversubscribed \$5.5m capital raising.

[One Click Life](#) is a fast-growing Western Australian based financial technology platform positioned to disrupt and capitalise on the increasing market demand for online self-directed financial and life admin services.



<sup>(1)</sup> Unaudited

The business provides online tax services, online wills and private health insurance through its platform and intends to expand the product offering with other complementary products and services to help customers manage their financial life admin.

The Company is pleased to announce that registered user numbers have grown substantially in the first quarter of FY23 to reach over 60,000. This represents growth of 43% on the end of last financial year and is clearly showing the marketing strategy being deployed by the Company is attracting users to the platform.

Registered user growth is a key performance target and metric for the Company. At this stage, most users are registering to utilise the online tax lodgement product which allows direct tax return lodgement by the customer to the ATO.

One Click Life has built out a technology platform capable of housing many financial products and has commenced working on expanding the product offering with other complementary products and services to help customers manage their financial life admin. Once customers are registered, it will enable One Click to cross sell its other products with reduced and in some cases no marketing or additional customer acquisition cost.

Whilst not all users turn into paying customer's immediately with One Click Life, the Company is growing a large and valuable asset base to market the Company's products and services in the future. It is pleasing to see this user base growing so quickly, and we look forward to keeping the market updated with further growth into the future.

**This ASX Announcement has been authorised for release by the Board**

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