

ASX / MEDIA RELEASE
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One Click Life Surpasses 80,000 Registered Users Revenue Ramps Up as Tax Season Commences

Key Highlights:

- **One Click Life continues its rapid growth surpassing 80,000 registered users on its fast-growing technology platform**
- **Strong start to tax season with new user acquisition over 250% up on the prior comparative period in first few days of the financial year**
- **Material uptick in revenue generation in first few days of the financial year with the current financial quarter being the strongest revenue generating quarter of the year for the Company**
- **Marketing channels showing strong engagement as anticipated during the early part of the tax season**

Fast growing life admin technology platform **One Click Group Limited** (ASX:ICG) ("Company") is pleased to announce that it's registered user base has now surpassed 80,000 users, which is an increase of circa 14% in the last 6 weeks leading into the tax season, and which represents another exciting milestone for the Company and a strong indicator for continued revenue growth.

Registered user numbers are growing quickly with over 250% growth when compared to the same period last financial year. This growth has been as a result of a funded marketing campaign leading up to the coming tax season, with a maturing of multiple digital channels now engaged.

Based on the current rate of growth, the Company expects to have over 100,000 registered users on the platform by the end of the year. The continuing growth in user numbers this year demonstrates the growing demand for digital financial services in Australia and specifically excellent penetration for the One Click Life Platform.

One Click Life has seen strong revenue growth in July with unaudited revenue to date being over 250% of the same time last financial year. This has been driven from a combination of stronger tax return lodgements when compared to last year and also the revenue generated from add on tax products such as allowing customers to opt to pay our bill from their refund (extra \$19) and opt to receive a next day refund (extra \$89).

One Click Life takes complicated financial products and conquers the complexities to create simple financial products capable of being easily consumed via a mobile phone. Financial products made simple.

Managing Director Mark Waller commented “Our focus has been on continuing to grow user numbers on the One Click Life platform to ensure we take full opportunity of the Company’s biggest revenue generating period during the tax season. Hitting 80,000 users is a great achievement and we expect to be at 90,000 during July, and over 100,000 by the end of the calendar year. This growth in user numbers creates an excellent revenue opportunity for our tax product, but also for our mortgages product and future products we bring to market.

This year is the first time we have been fully funded for our marketing campaign and we are seeing really strong success with over 250% achievement compared to prior year customer acquisition and importantly revenue.”

See Managing Director, Mark Waller, discuss this announcement here: <https://youtu.be/5YTWM2kDAI>.

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

For further information please contact:

One Click Group Limited

T: + 61 8 9389 3160

E: mark@oneclicklife.com.au

W: www.oneclickgroup.com.au

www.oneclicklife.com.au

About One Click Group

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



The platform's primary competency and revenue stream at the moment is online tax. The One Click Life platform now contains a lending competency and a number of other products for users, with online wills and private health insurance already available with more new products to come in the future. The One Click Life platform aims 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.

[One Click Verify](#) is a digital identity verification platform allowing businesses to digitally identify their customers as part of an onboarding or transaction process.

