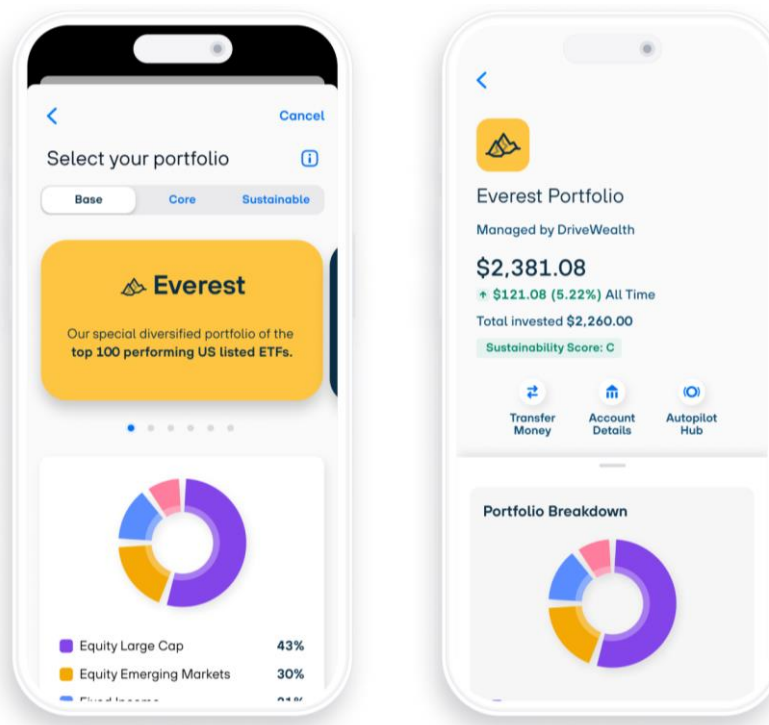


# Dough launches new, fully diversified Everest Share Portfolio

- Dough is delighted to announce the launch of its newest diversified investment Portfolio option, Everest.
- The Portfolio, delivered through our partnership with US based broker DriveWealth, gives Dough customers access to a market first fund.
- The Everest Portfolio is powered by the DriveWealth ICE 100 Index ETF (CETF), which is a unique investment product that seeks to track the ICE DriveWealth 100 Index by using proprietary analysis to select the **Top 100 US listed ETFs** each quarter, based on a methodology that ranks eligible funds according to size, liquidity and risk-adjusted return.
- Dough will earn a revenue share of up to 12 basis points of funds invested in the ETF. Complementing the existing subscription, transaction fees and interchange revenue on Mastercard usage once launched.
- Customers will also be able to link their Stockback™ rewards to the Everest Portfolio, creating a seamless experience to grow their money as they spend with Dough.
- The Portfolio will be made available as an additional option to the existing multi-asset Portfolios in the Dough App.

Sydney, 28 July 2023 – [Dough](https://dough.com.au) Ltd (ASX: DOU), the award winning consumer fintech on a mission to empower everyday Aussies to take control of their money and build long-term wealth on autopilot, is delighted to announce the launch of its newest Share Portfolio called Everest.



Douough's Portfolios are a unique blend of low-cost, multi-asset exchange traded funds (ETFs). Enabling Douough investors to access a diversified Portfolio in one simple investment, exclusively through the Douough App.

The Douough Everest Portfolio (DriveWealth ICE 100 Index ETF (CETF)) will be the default option for customers on the platform when setting up their investment Portfolio and Stockback™ rewards.

This will be offered in addition to the Douough Core and Sustainable portfolios, giving customers almost instant access to invest in a wide range of world-changing companies in a single investment. DriveWealth, a global award winning fintech innovator, will offer and manage the Everest Portfolio, while Blackrock, the world's largest asset manager manages the Sustainable and Core Portfolios.

The revenue generating partnership on the Everest Portfolio linked to Douough's proprietary rewards offering (Stockback™) is designed to become a growth catalyst for the acceleration of Douough's flywheel. Customers earn 'free money' as they spend and become investors. Establishing good money behaviours, thereby encouraging them to commit to a recurring investment using their own money, which Douough monetises through a monthly subscription and FX fees.

Customers will also be able to invest into the Everest Portfolio directly, in addition to their Stockback™ rewards. With the average investment on the platform sitting at USD\$285 per customer per month and with almost 50% of customers now using Autopilot to automate their investments, this revenue share presents a strong opportunity to increase annuity revenue as the Company scales.

The new Portfolio will be made available in an updated version of the Douough App once approved by Apple & Google per the standard App stores processes.

Commenting on the Company's announcement, Douough's Founder & CEO **Andy Taylor** said:

*"We are delighted to be the first to offer this innovative product to our Australian customers. Douough stands for long-term wealth creation through dollar cost averaging via a recurring investment, into a diversified portfolio."*

*"This new Everest Portfolio is the first of its kind, exposing customers to the Top 100 performing US listed ETFs. It's an amazing product and we feel fortunate to have the opportunity to work with DriveWealth to take this to market."*

*"This also further boosts the revenue profile of the Company, following the introduction of the micro-loan product announced earlier this week."*

*"The Company is now well placed to scale in the Australian market now that it has developed out it's unique financial super App offering, and I would like to encourage all those shareholders who have not already participated in the recently launched Share Purchase Plan, to invest in order to provide the Company access to the working capital it needs to accelerate customer acquisition efforts."*

## Share Purchase Plan

The SPP is seeking to raise up to a total of \$1.85m. Each eligible Shareholder has the opportunity to support Douough's business by applying for up to \$30,000. The issue price of the new Douough shares under the SPP:

- 0.65c (representing an 18% discount to the 5-day VWAP on the date of the SPP announcement). Shareholders will also receive 1 free attaching option with an exercise price of 1.2c and an expiry of 3 years from the date of issue, for every 2 shares subscribed for.

–End–

## About Douough

[Douough](#) is an Australian fintech company committed to helping Aussies build long-term wealth through its innovative money management platform. Led by Founder & CEO Andy Taylor, Douough offers a user-friendly interface, personalised investment options, and comprehensive educational resources to empower customers in their financial journeys. By constantly seeking new ways to innovate and improve, Douough is revolutionising the banking and investment landscape in Australia.

## Douough Investor Hub

For more information on this product launch and the Douough business in general, engage with the Company directly by asking questions, watching video summaries and seeing what other shareholders have to say about this, as well as past announcements, at our Investor Hub:

<https://investorhub.douough.com/>.