



ONE CLICK GROUP

ONE CLICK GROUP LIMITED

INVESTOR UPDATE 1 AUGUST 2023

This presentation has been authorised for release by the Managing Director, Mr Mark Waller and the Board of Directors

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BOARD AND CAPITAL STRUCTURE

One Click Group has the right blend of experience in finance and technology.

Non-Executive Chairman: Russell Baskerville

Managing Director: Mark Waller

Executive Director and CTO: Nathan Kerr

Non-Executive Director: Winton Willesee



Shares on issue*	Share Price*	Market Cap*	Cash on hand (30 Jun 23)
~686m	\$0.016	~\$11m	\$1.5m

*As at 31 July 2023

Date of listing: 27 September 2022

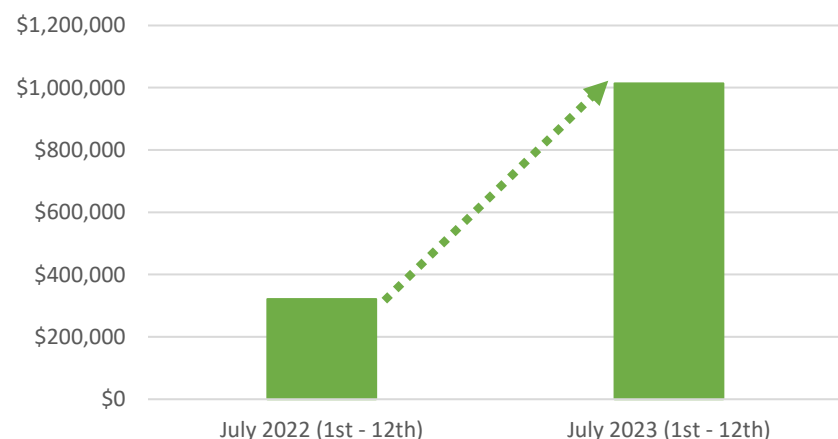
FINANCIAL REVIEW

Setting a foundation

Progress in Calendar Year 2023:

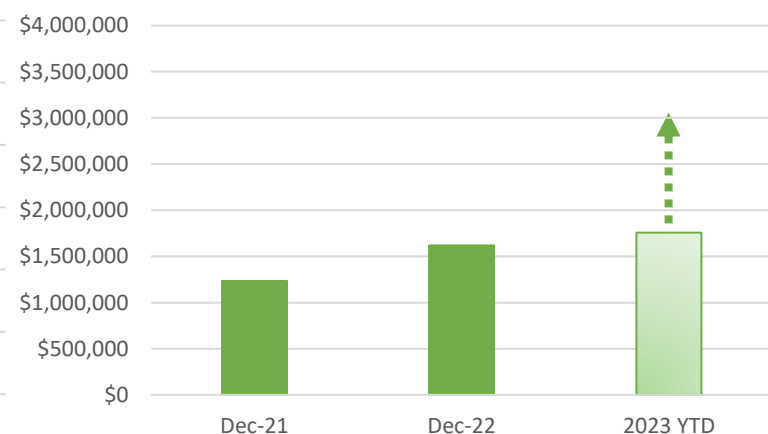
- Funded multi-channel marketing campaign generating significant growth
- CY2023 revenue already surpassing the entire CY2022 revenue (of \$1.6m) by 12 July 2023⁽¹⁾
- Over 100k registered users YTD
- Additional products and platforms generating revenue in CY2023:
 - One Click Mortgages generating revenue
 - Next Day Refunds generating revenue
 - One Click Verify generating revenue

Revenue⁽¹⁾ July 2023 v July 2022

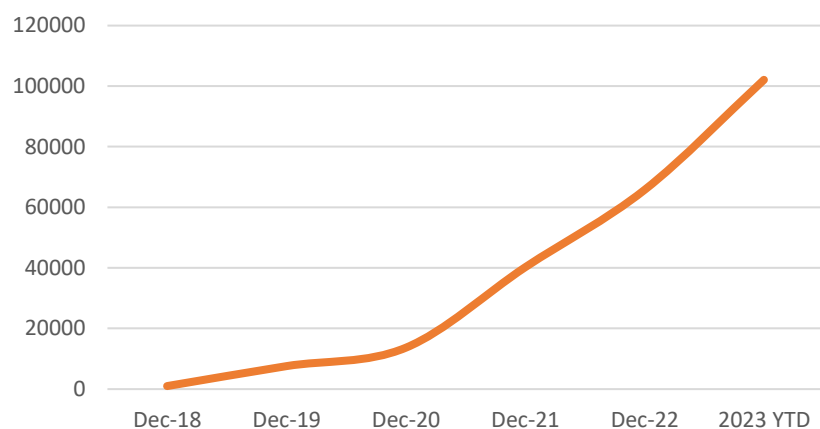


⁽¹⁾ 2023 Unaudited

Revenue⁽¹⁾ Growth as at July 12th 2023



Total Registered Users



ONE CLICK GROUP (ASX:1CG)

One Click Group has developed and is commercialising two fintech platforms.



Consumer fintech platform providing users the ability to complete an online tax return and various other finance and life admin products.

www.oneclicklife.com.au



Digital identity verification platform that makes it easy for businesses to verify their clients' identity.

www.oneclickverify.com.au



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ONE CLICK LIFE

FINTECH PLATFORM



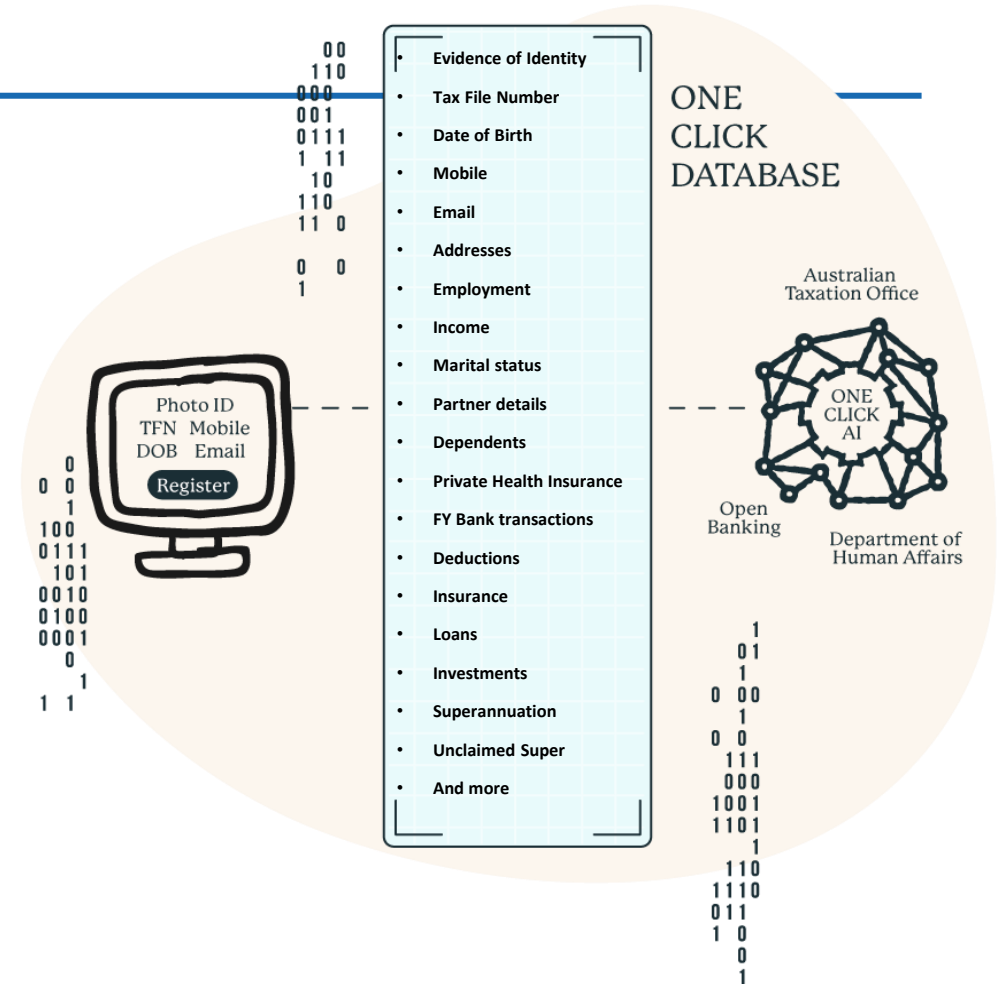
One Click Life is a fintech platform scaling fast

With over 100,000 Users (and growing!) and the proven ability to acquire new users through its mature marketing function.

Average Revenue Per User CY22: **\$25**

One Click Life has the ability to continue to monetise its growing user base through its existing products and **new products**.

Information provided at registration and through the connection to the ATO allows One Click Life to identify complementary financial products to promote to users.



MATURE MARKETING FUNCTION

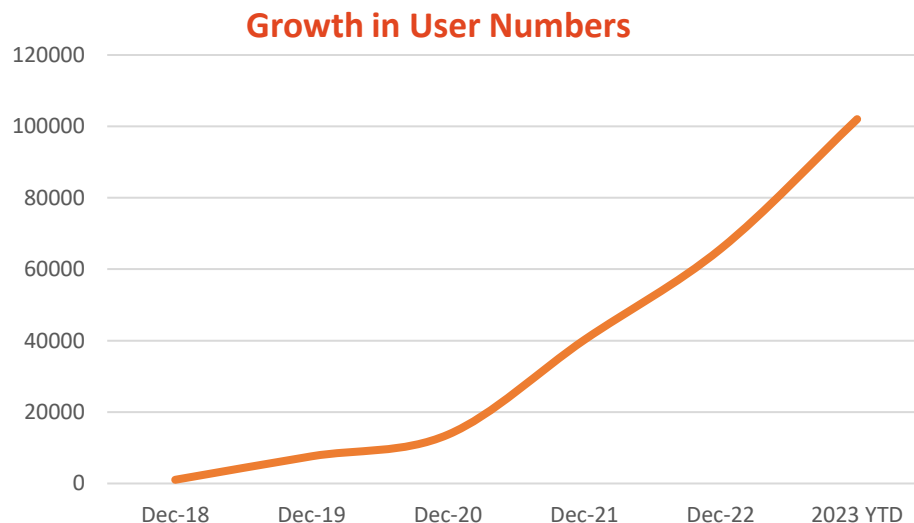
One Click Life is expanding it's footprint

Registered Users has now surpassed **100,000 users** on the [One Click Life](#) platform.

The average age of a One Click Life user is 31.

Age bracket 25-35 provides maximum value for the core competencies the One Click Life platform will offer providing a good opportunity for a high lifetime value when compared to the acquisition costs of a user.

The brand resonates with millennials looking for the ability to manage their own life admin with **simple products**, that are **low cost** that they can use **when they want, where they want** with the choice of self guided, or a human support at the end of the phone or chat.



ONE CLICK LIFE PLATFORM

One Click Life is a fintech platform allowing users to manage their Finance and Life Admin



One Click Life's current core competency is Individual **Tax** returns. In CY2023 we expect to see an increase in average revenue per user via new products and add-ons to the Tax product.

The One Click Life **Lending** competency commenced generating revenue in the June quarter. The product is now receiving regular mortgage applications from the platforms existing user base. One Click Life acts as a mortgage broker and earns approximately 0.6% upfront and 0.15% per annum ongoing thereafter on the amount being financed.

Financial Services is set to be the third core competency of the One Click Life platform encompassing superannuation, investing and associated products and services. Work has commenced to create this competency.

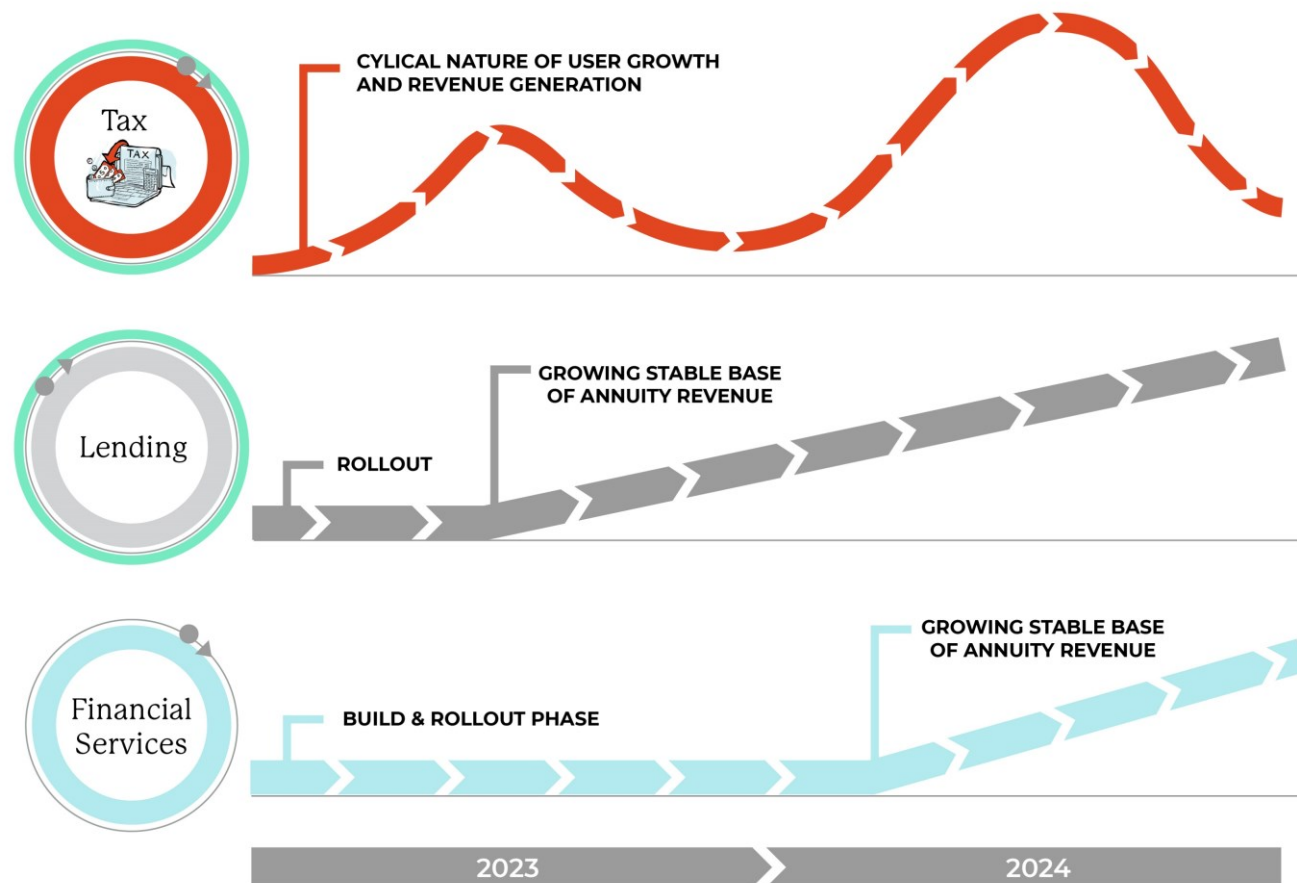
PLATFORM ROADMAP

One Click Life is adding new competencies to grow and dampen cyclical nature of revenues

The Lending and Financial Services competencies aim to reduce the cyclical nature of the revenue generation from our tax products. These competencies are anticipated to provide both an increase to average revenue per user and a smoothing of annualised revenues across the quarters.

The Lending competency has commenced generating revenue in the June quarter and will contribute to 2023 revenue.

Financial Services build commences in 2023 with an expectation of opportunity for revenue generation in 2024.





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ONE CLICK VERIFY

DIGITAL IDENTITY VERIFICATION PLATFORM

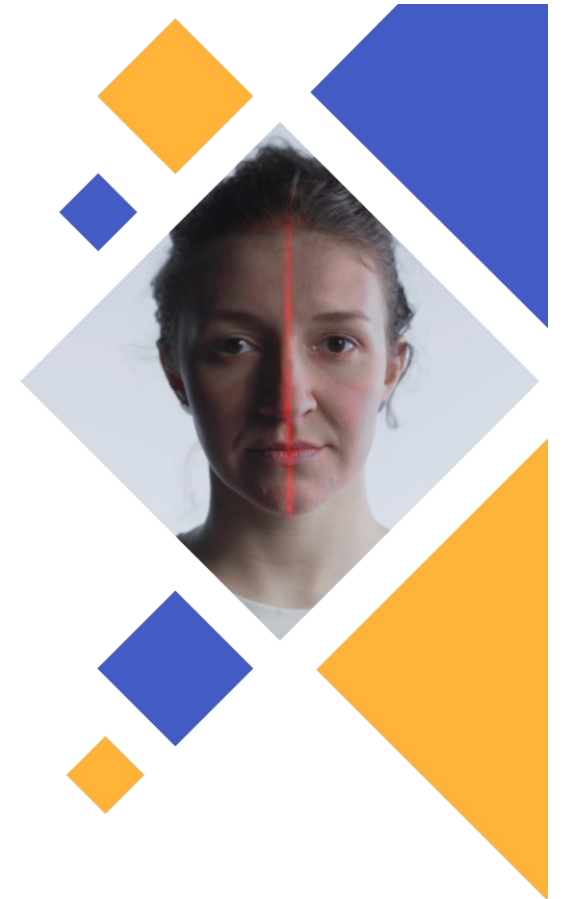


One Click Verify, digital identity verification for your clients

[One Click Verify](#) makes it easy for businesses to verify their customers' identity, without the risks associated with retention and transmission of identity documents and details.

The identity platform has been developed for the financial services industry, allowing for compliance with Know Your Customer (KYC) and Anti Money Laundering (AML) regulations, and has an integration with Iress to allow for seamless movement of customer details into One Click Verify.

Near term growth in this platform will come from increasing transactions (identifications) through the platform from increasing customer numbers on the platform.





One Click Verify, the platform

Born out of the Australian Government's Operational Security Framework Requirements for ATO Digital Services, One Click Verify is a Multi-factor Identification platform that utilises several points for verification.



Security

Encrypted and secure portal



Auditing

Full audit logging



Tracking

IP address/
user and user agent



Verification

Mobile, email & photo ID verification, personal detail cross-referenced with ATO, biometrics



Identification

Supports non-traditional methods of identification, captures and stores original document signatures



AML Check

PEPs and sanctions check against global database of records



Custom API

Less integration in place and easily add via API



Additional Features

Secure messaging service & storage and income verification

One Click Verify provides an end to end workflow for verifying and maintaining identities.

Verification happens through a number of data points during which the systems runs an AML check in the background.

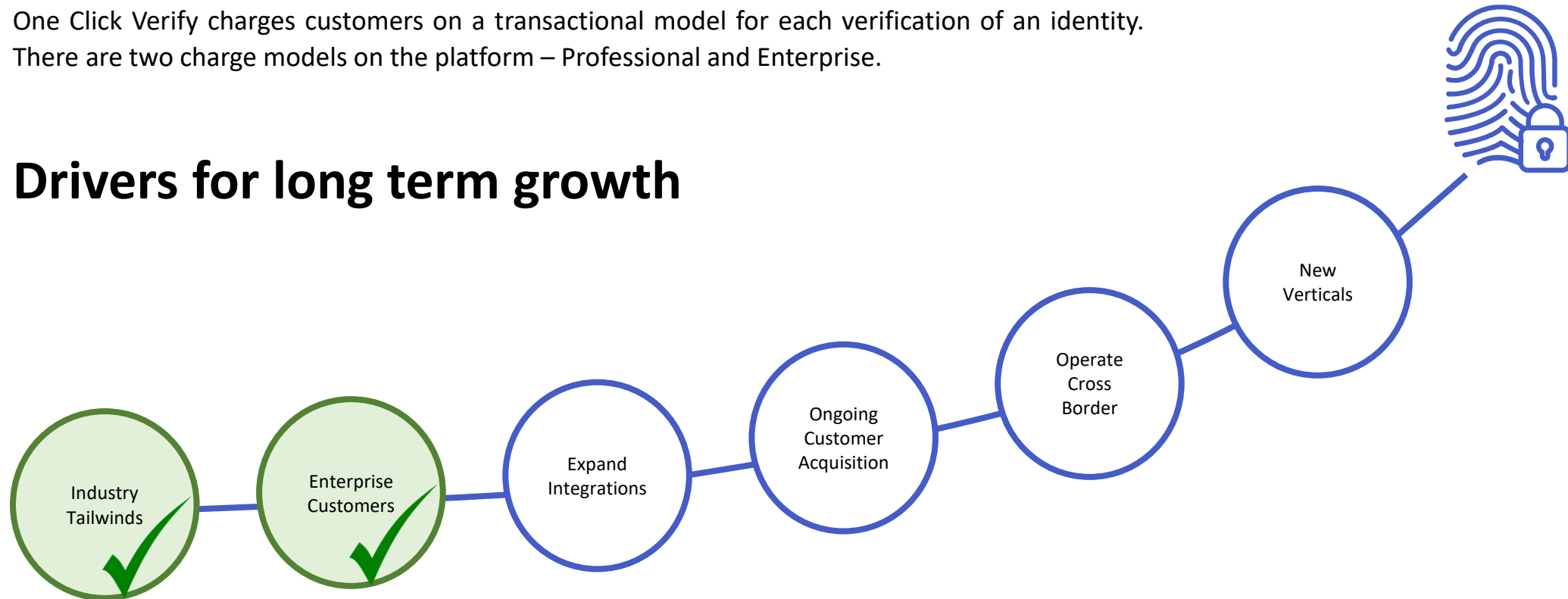
AML reporting can be tailored to suit and our custom API can be connected to the user's CRM or website for a seamless process through their business without risking their business by holding onto identity data.



One Click Verify, business model

One Click Verify charges customers on a transactional model for each verification of an identity. There are two charge models on the platform – Professional and Enterprise.

Drivers for long term growth





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AGM INVESTOR UPDATE

We believe in challenging and improving the industry with everything we do.
We do this by creating simple, beautiful, self-directed financial solutions.
In short, **Financial Products MADE SIMPLE**

Our Culture is summarised in our Values:

- Do it better
- Have fun
- No bull
- Humanise technology
- Make an impact





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Thank you