

**ASX / MEDIA RELEASE**  
**7 August 2023**

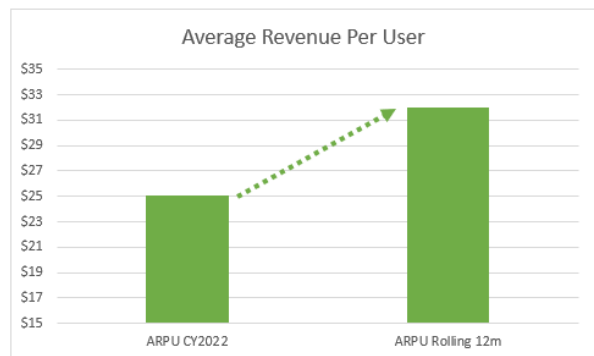
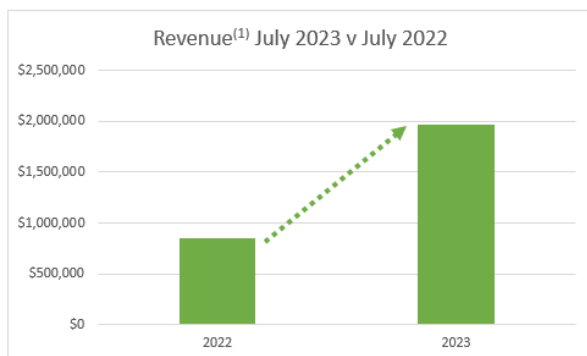
## One Click Group Records ~\$2 million in Revenue in July and Increases Average Revenue Per User

### Key Highlights:

- One Click Group continues its rapid business growth recording ~\$2 million revenue<sup>(1)</sup> in July on its fast-growing fintech platforms
- One Click Life Average Revenue Per User (ARPU) increases to \$32 from \$25 (CY2022)
- 12 month rolling revenue<sup>(1)</sup> now exceeds \$3.3m only 10 months after listing
- User numbers exceed 100,000 and continuing to grow

Fast growing life admin technology platform **One Click Group Limited** (ASX:1CG) ("Company") is pleased to announce that revenue in July was ~\$2m<sup>(1)</sup> marking the best month in the Company's history. This represents a continued and step change in growth for the Company on prior years and is demonstrating the ongoing success in the business model employed by the Company.

Importantly, with additional products coming to market this year the Company has also increased its Average Revenue Per User (ARPU) from \$25 in CY2022 to \$32 in CY2023<sup>(2)</sup>.

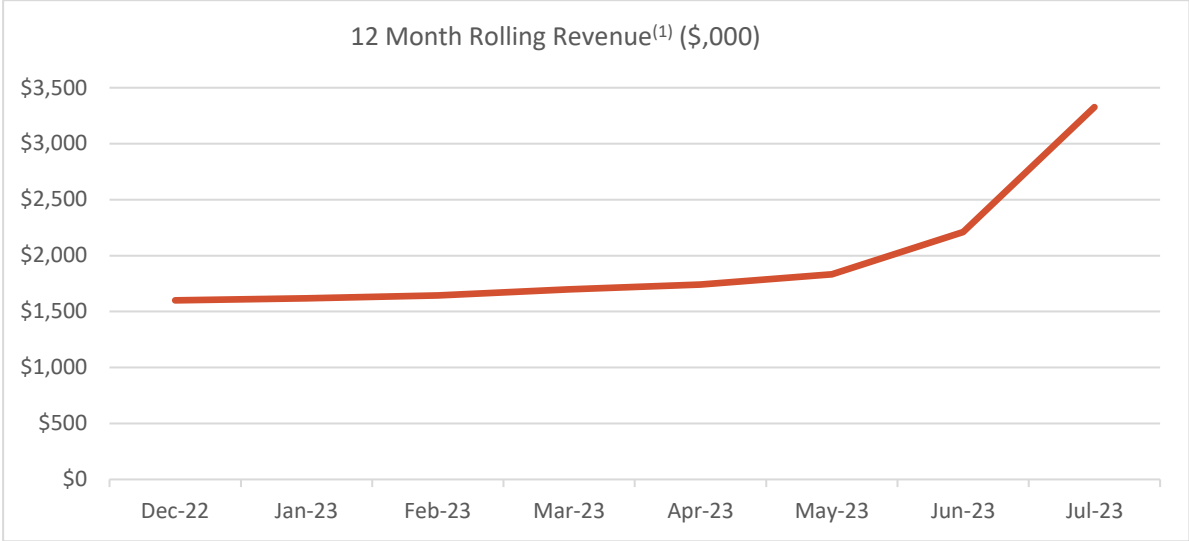


Increasing ARPU is an important part of the One Click Life platform's growth strategy. Growth in ARPU will continue to be a target based on existing user engagement and introduction of new products to our existing user base.

<sup>(1)</sup> 2023 revenue is unaudited. July revenue \$1.96m rounded to \$2m.

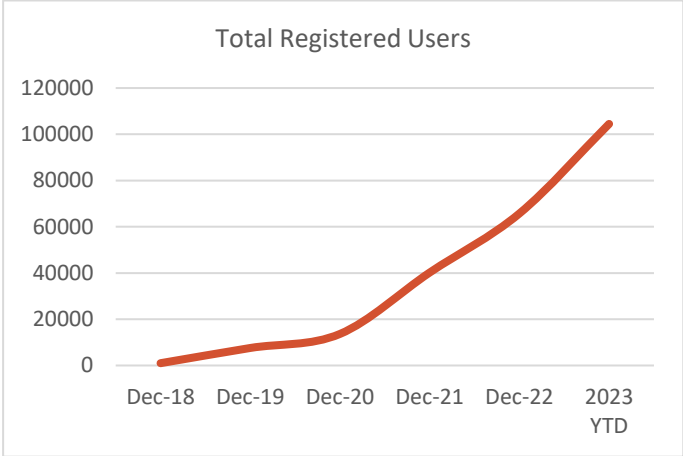
<sup>(2)</sup> ARPU is based on a rolling 12 months' revenue / registered user numbers

The increases in user numbers, revenue and ARPU are creating significant growth in the Company's rolling 12 month revenue. Rolling 12 month revenue is now over \$3.3m<sup>(1)</sup> and has been steadily growing since the end of last calendar year.



The Company's strategy is to continue to focus on growing its user base and the financial products and services it can provide to its user base increasing both revenue and average revenue per user.

The continued growth in user numbers this year continues to demonstrate the growing demand for digital financial services in Australia and specifically the excellent penetration for the One Click Life Platform. The platform has over 100,000 registered users and growing.



The significant growth in user numbers creates many opportunities for the Company to generate revenue from both its core tax product, and other products available on the One Click Life platform. Earlier this year, One Click Mortgages was released on the platform and has quickly commenced generating revenue. The Company intends to continue to grow the suite of financial products available on the One Click Life platform.

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 “The increase in our average revenue per user has been a large area of focus for the One Click Life platform in bringing new products to market and continuing to engage with our existing user base. We have increased this metric considerably this year, which is great. We still see strong opportunity for further growth with additional financial products as well as the ongoing promotion of existing products to our registered user base.

We have experienced significant growth in user numbers with over 100,000 users now registered on our One Click Life platform. This has contributed to a significant growth in revenue with July 2023 revenue<sup>(1)</sup> of ~\$2m.

It's great to see our rolling 12 month revenue<sup>(1)</sup> breaking through \$3m within the first year of being listed. This was a target of the business and getting there after being listed for only 10 months is an outstanding achievement from the whole One Click team.”

To see Managing Director, Mark Waller, discuss this announcement, please follow us on LinkedIn: One Click Group (ASX:1CG) or YouTube: @OneClickGroupASX1CG.

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

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#### **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.

