

ASX / MEDIA RELEASE
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One Click Life Surpasses 200,000 Registered Users as Exceptional Growth Continues

Key Highlights:

- **Registered Users on One Click Life platform exceeds 200,000**
- **Cost of acquiring a new registered user down over 10% on prior year**
- **Demand in July strong from both existing and new customers surpassing management expectations**

Fast growing life admin technology platform **One Click Group Limited** (ASX:ICG) ("Company") is pleased to provide an update on growth in registered user numbers. Registered user numbers on the One Click Life fintech platform now exceed 200,000. This is up from 170k at the start of the calendar year.

Growth in new registered users has come at a lower cost than the previous year with the cost of acquisition of a new user over 10% lower in 2025. The Company has had a strong presence across digital tv, social media and other marketing platforms delivering strong awareness of its platform and products attracting new users at a lower cost as One Click Life matures.

July 2025 has been an outstanding month for the Company with July 2024 revenue exceeded in the first 18 days of July 2025. Following the first 18 days of July, financial performance has continued to exceed expectations laying the foundations for a record month and exciting full year result.

Managing Director Mark Waller commented *"It's great to see the registered user numbers exceed 200,000. This is a huge milestone and is a big indicator of the Company delivering a maiden profit in 2025 and into future years."*

We're enjoying a very successful start to our main revenue generating period. The key indicators of Revenue growth, New User growth and reduced Customer Acquisition Costs all setting the Company up for a very successful year."

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 and API allowing businesses to digitally identity their customers as part of an onboarding or transaction process.