

ASX / MEDIA RELEASE
18 July 2024

OneClick Surpasses 150,000 Registered Users as Exceptional Growth Continues

Key Highlights:

- **One Click Life continues its exceptional growth with the Company surpassing 150,000 registered users on its fast growing fintech platform – up a significant 57% on the same time last year**
- **July 2024 tax season has kicked off very strongly with the Company acquiring an average of over 1,000 new users per day for the first 15 days of July with excellent engagement across digital marketing channels**
- **With the busy tax period now underway, the Company can also confirm revenue is up strongly on the prior year with further updates to be provided on this in due course**
- **In particular, the Company has seen significant demand for its Next Day Refund product which demonstrates the Company's ability to cross sell additional financial services at very low incremental cost to its rapidly growing registered user base**

One Click Group Limited (ASX:ICG) ("Company") is pleased to announce that it's registered user base has now surpassed 150,000 users. This represents a 57% increase in registered users compared with the same time last year and a significant growth opportunity in the coming months as we continue through the 2024 tax season. This represents another exciting milestone for the Company and is a strong indicator for continued demand for the Company's tax products.

Revenue growth is also up strongly on the prior year with further updates to be provided in due course. The Company's Next Day Tax Refund product in particular has seen excellent demand since the start of the July 2024 tax lodgement season illustrating the Company's ability to cross sell additional financial services at very low incremental cost, to its rapidly growing registered user base.

The One Click Life fintech platform has had a very strong start to the July 2024 tax season with growth of an average of over 1,000 new users per day. This demonstrates the strength of the Company's digital marketing channels and growth in demand for digital financial services.

One Click Group offers online tax returns through it's One Click Life fintech platform. The Company offers a standard online tax return for \$99 and a Next Day Refund product for

\$207. The platform also includes an online Wills product, health insurance and lending products.

The Company is anticipating continued strong growth in registered user numbers during the second half of 2024, its peak season for both user acquisition and revenue generation.

Growth in user numbers underpins future revenue growth from the Company's core financial services products and enhances the ability to generate additional revenue as it releases new financial products. The Company's lending products contributed to growth in average revenue per user in 2023 and is expected to continue to grow in 2024.

Managing Director Mark Waller commented *"We are pleased with the significant growth in our registered user numbers. It's great to see the Company proving up its business model with both growth in user numbers and revenue in 2024."*

Seeing user growth of an average of over 1,000 new users a day in July demonstrates the growing demand for digital financial services. With over 150,000 registered users on the One Click Life platform, strong revenue growth and the demonstrated ability to cross sell additional financial services to the Company's user base we see an exciting period ahead."

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 identity their customers as part of an onboarding or transaction process.