



SelfWealth[®]

Investor Presentation

FY20 Half Year Report

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A man with dark hair and a beard, wearing a white dress shirt and a dark tie, is sitting in a modern chair. He is looking out of a large window to his left, with his hands resting on his knees. The room has a minimalist design with light-colored walls and a dark floor. The SelfWealth logo is visible in the bottom right corner.

SelfWealth®

Disclaimer

The material in this presentation has been prepared by SelfWealth Ltd and is general background information about SelfWealth's activities current as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products or instruments.

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Who is SelfWealth?

SelfWealth is the solution to a problem Australian investors have been frustrated with for years: how to access the world's most cutting edge investment insights, without breaking the bank. Our inquisitive company and its leadership continue to innovate and surprise the industry with new solutions to an age-old problem: how to trade smarter.



Australia's cheapest and fastest growing flat-fee ASX trading platform.



Actionable insights from over 80,000+ real investor portfolios that assist members in outperforming the market.



SelfWealth SMSF Leaders Fund.
World-first ETF driven by community data launched November 2019 with \$100m seed funding.



SelfWealth Adviser Platform. Introducing an industry-changing Adviser Platform for share trading.

Power of the Crowd

SelfWealth power unique and actionable insights for Australian investors through the 'power of the crowd' phenomenon. Users subscribe for \$20/month to access this intellectual property.

Lorem ipsum



BGL is Australia's leading developer of SMSF administration and ASIC corporate compliance software solutions, covering 80,000+ SMSFs. BGL provides this data to SelfWealth.



Trading and portfolio data utilised by SelfWealth to provide actionable insights for Australian investors. Copy and follow high performers. Not available anywhere else.



Strong relationship with BGL owner and founder, Ron Lesh, with the current BGL agreement to go through to March 2024.



KPIs in Review

YOY. January 2019 vs January 2020.

↑ **\$480k**

in monthly operating revenue, up 107% from \$231k.

↑ **\$160m**

Client cash balances, up 120% from \$73m.

↑ **\$1.86bn**

FUA up 150% from \$0.74bn.

↑ **185%**

increase in trades YOY.

↑ **140%**

increase in active traders YOY.

Online Broker Market

The addressable market for online brokerage services is growing and SelfWealth is taking the lions share of new and “switching” traders.

760k online investors, 30k+ change brokers annually, 30k+ new investors join the market.

Market dominated by the Big Four, with CommSec ~50% market and CMC whitelabelling for ANZ

Low interest rates and rising markets pushing Australians to equities.

SelfWealth has doubled its market share to an estimated 4%. We are now on the radar of the banks.

SelfWealth are projected to acquire 15,000+ new active traders in calendar year 2020. Representing 25% of new and switching investors.



CommSec



SelfWealth Trading Platform

SelfWealth is Australia's fastest-growing share trading platform for retail investors and leads the market on price and simplicity, with \$9.50 flat-fee ASX trading and no monthly account fees.



Award-winning \$9.50 flat-fee ASX trading. Cheapest CHESS Sponsored platform in Australia.



Trusted and established brand. Trust was identified as the most important factor for deciding on a broker.* The company is publicly listed (ASX:SWF) and audited.

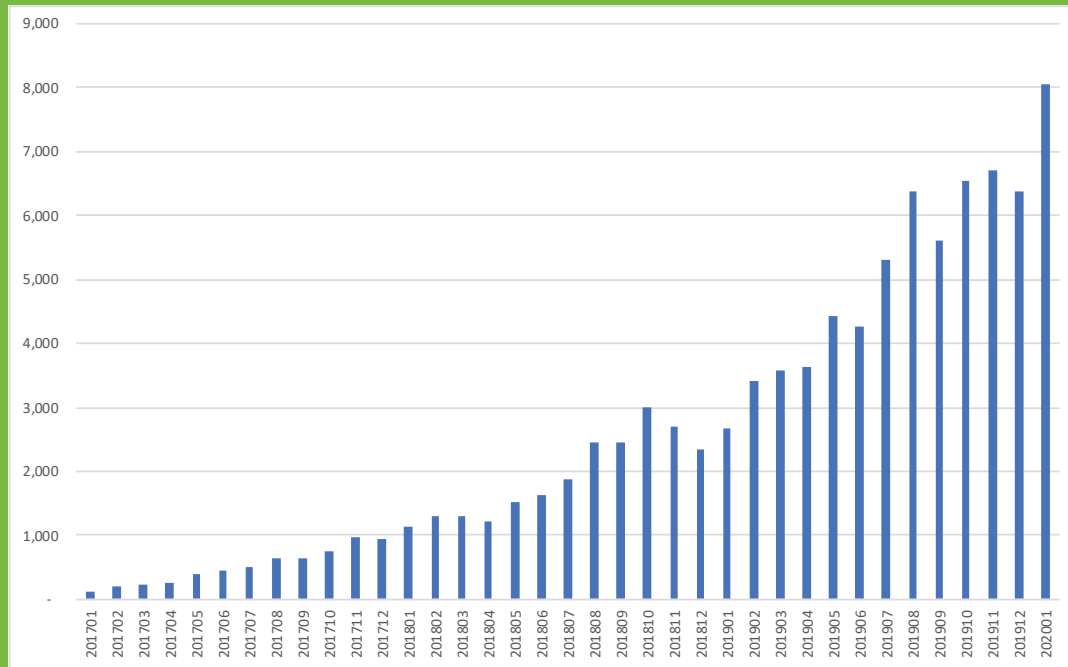


SelfWealth's online customer service is backed by positive reviews and feedback. SelfWealth is the highest rated retail trading platform on all major review sites.

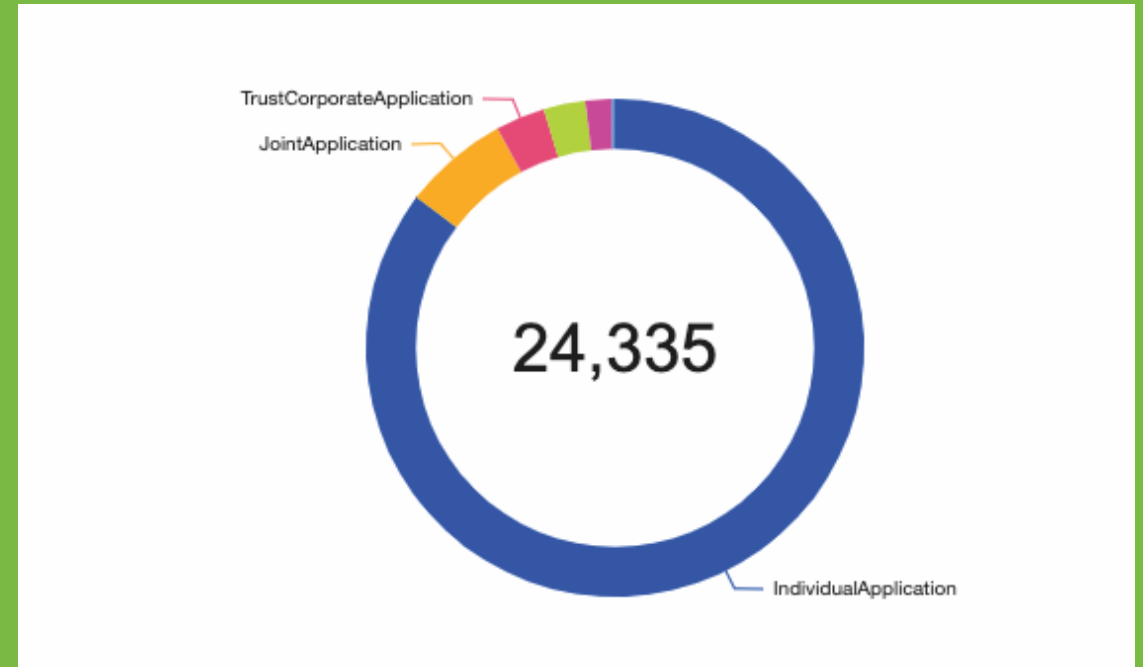
Trading Platform Usage

An active trader base that drives MOM growth, allowing SelfWealth to benefit from volatility.

Unique Traders Trading Per Month



Breakdown of Account Types

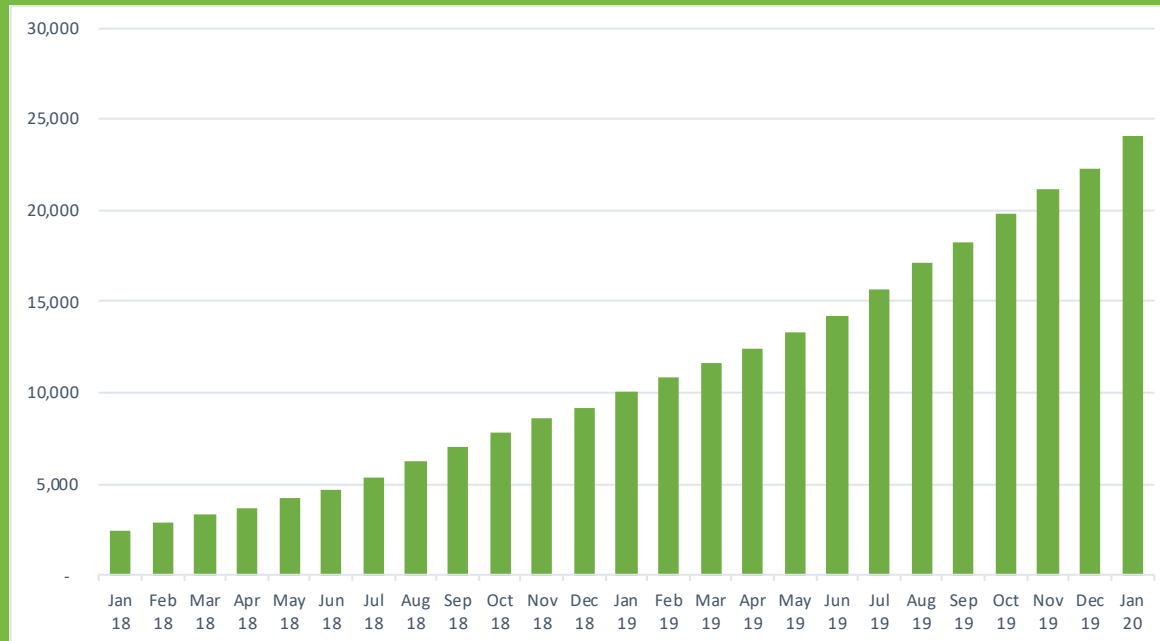


Individuals make up overwhelming majority, presenting a large opportunity in the SMSF and Family / Company Trust market.

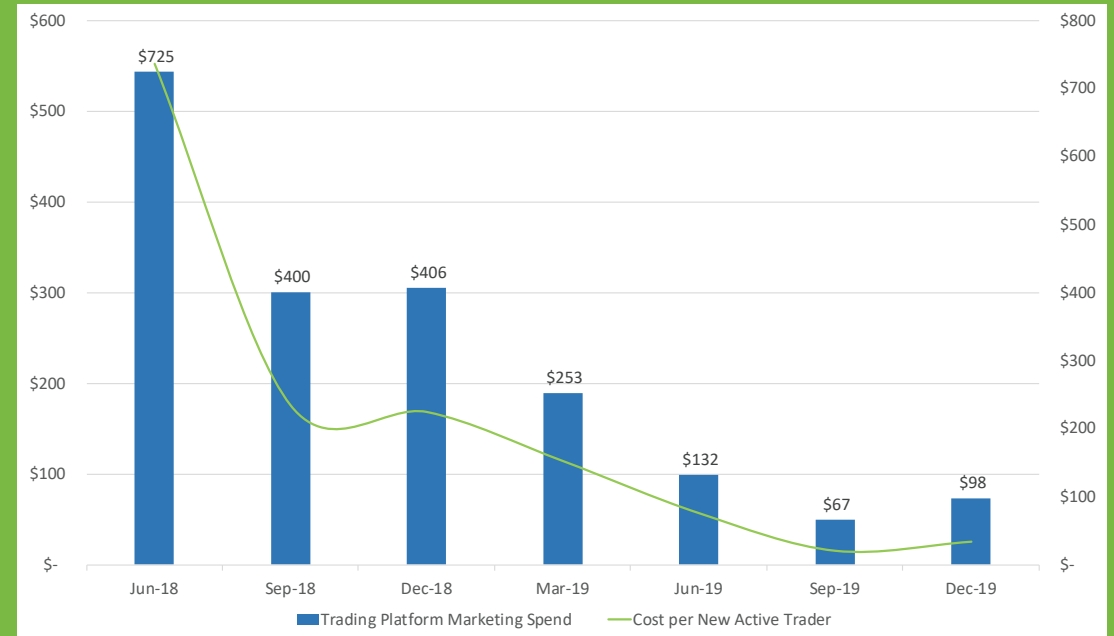
Trading Platform Growth

An active trader is defined as a client with a portfolio.

Active Trader Growth by Month



Cost Per New Active Trader



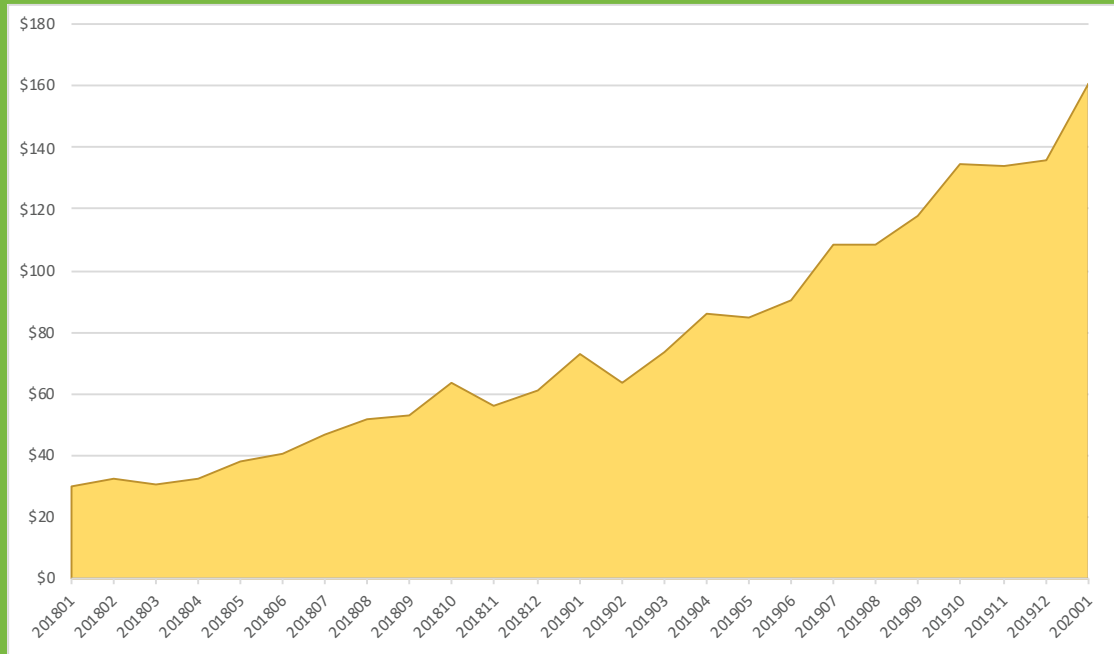
✓ Currently attracting >1,300 new Active Traders per month.

✓ Marketing efficiencies driving acquisition costs down.

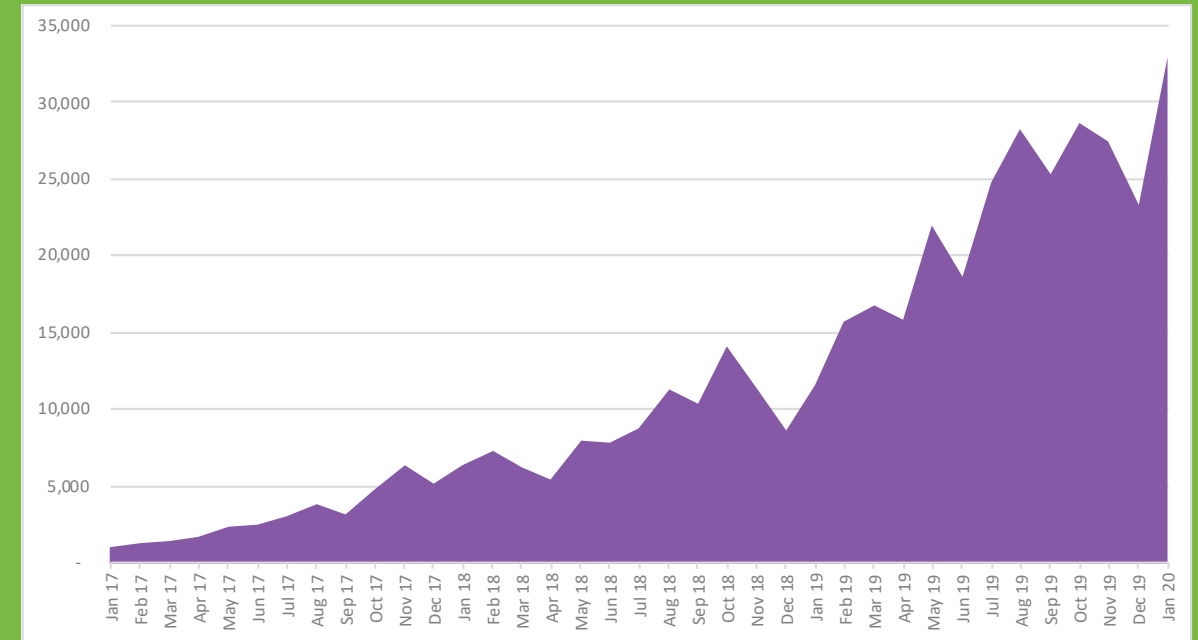
Trading Platform Revenue Drivers

Client cash balances and trade volumes are the two primary sources of revenue.

Monthly Client Cash Balances Growth (\$m)



Monthly Trade Growth



- ✓ Client cash balances have risen consistently over time.
- ✓ The trading platform is attracting more, higher-volume traders.

SelfWealth SMSF Leaders ETF

A world-first ETF constructed by utilising the portfolios of top-performing SMSF equity portfolios.



Concentrated Aussie equities portfolio of no more than 75 stocks.



Index, rules-based ETF construction method using the stock holdings of the top-performing SMSF portfolios.



Supported by ETFS Capital with \$100m seed investment at launch.

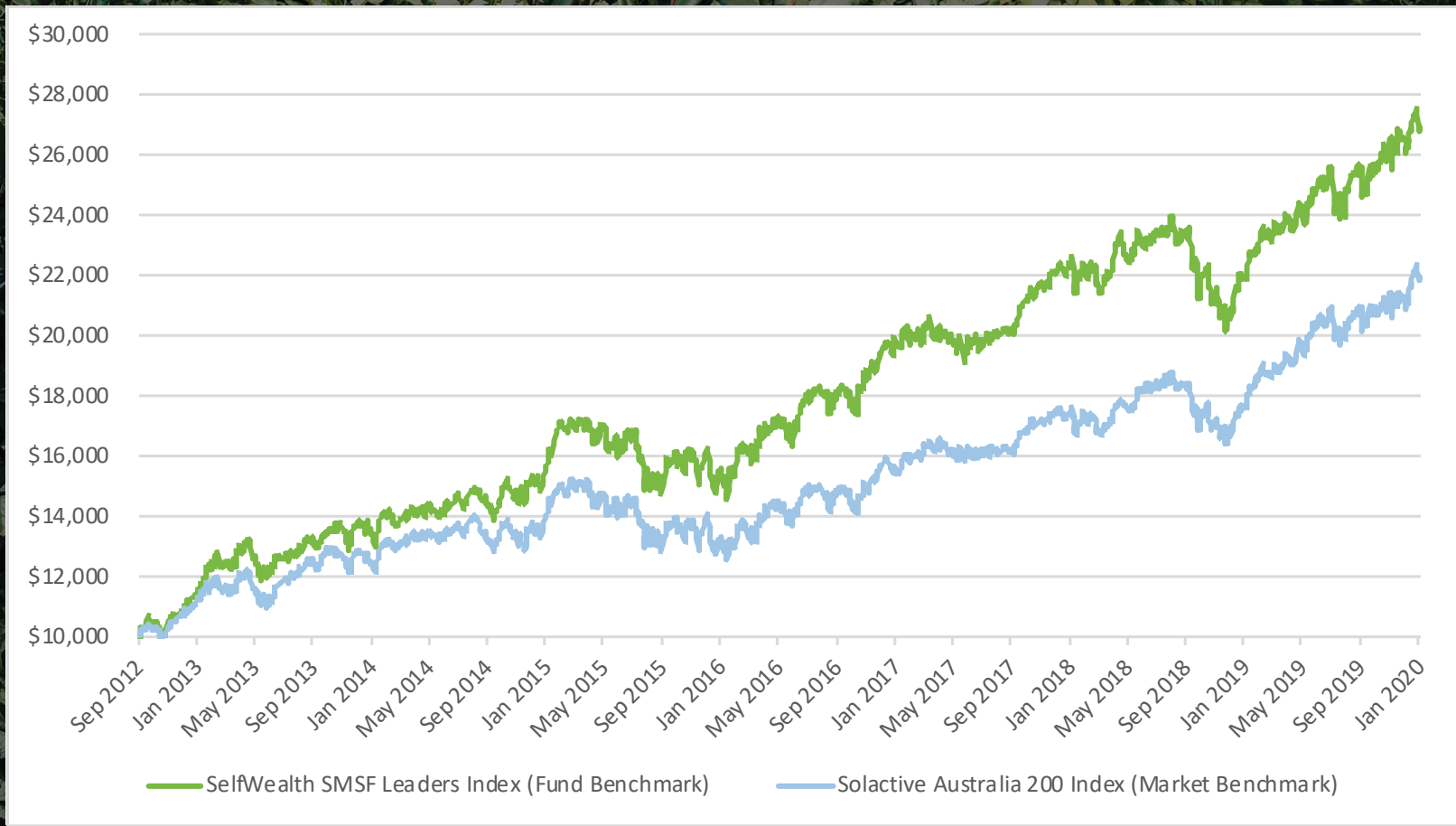


Free to buy with a SelfWealth trading account.

Please consult the PDS at etf.selfwealth.com.au before making an investment decision.

Index Performance

Backtested index performance on 7 years of real data vs the Solactive Australia 200 Index.



Market Benchmark is the Solactive Australia 200 Index (SOLAUBMG). Performance from 28 September 2012 to 14 August 2019 is backtested. The SelfWealth SMSF Leaders Index launched on the 14 August 2019. Backtested or past performance is not indicative of future results. Currency in AUD.

Product Roadmap

1. Additional Trading Accounts

Improve the user experience for existing clients to add additional accounts and trade more per user.

2. Mobile App Refresh

Updating the iOS and Android apps to capture younger investors and retain existing traders.

3. International Trading

Capture international trades that investors are doing elsewhere. Expected to go live December 2020, forecasting 5,000 domestic clients will trade US by June 2021.

Recent Success



Records Broken in January

Monthly metrics have exceeded expectations and push the company towards profitability. Strong growth trend continues in February 2020.



Successful Product Launches

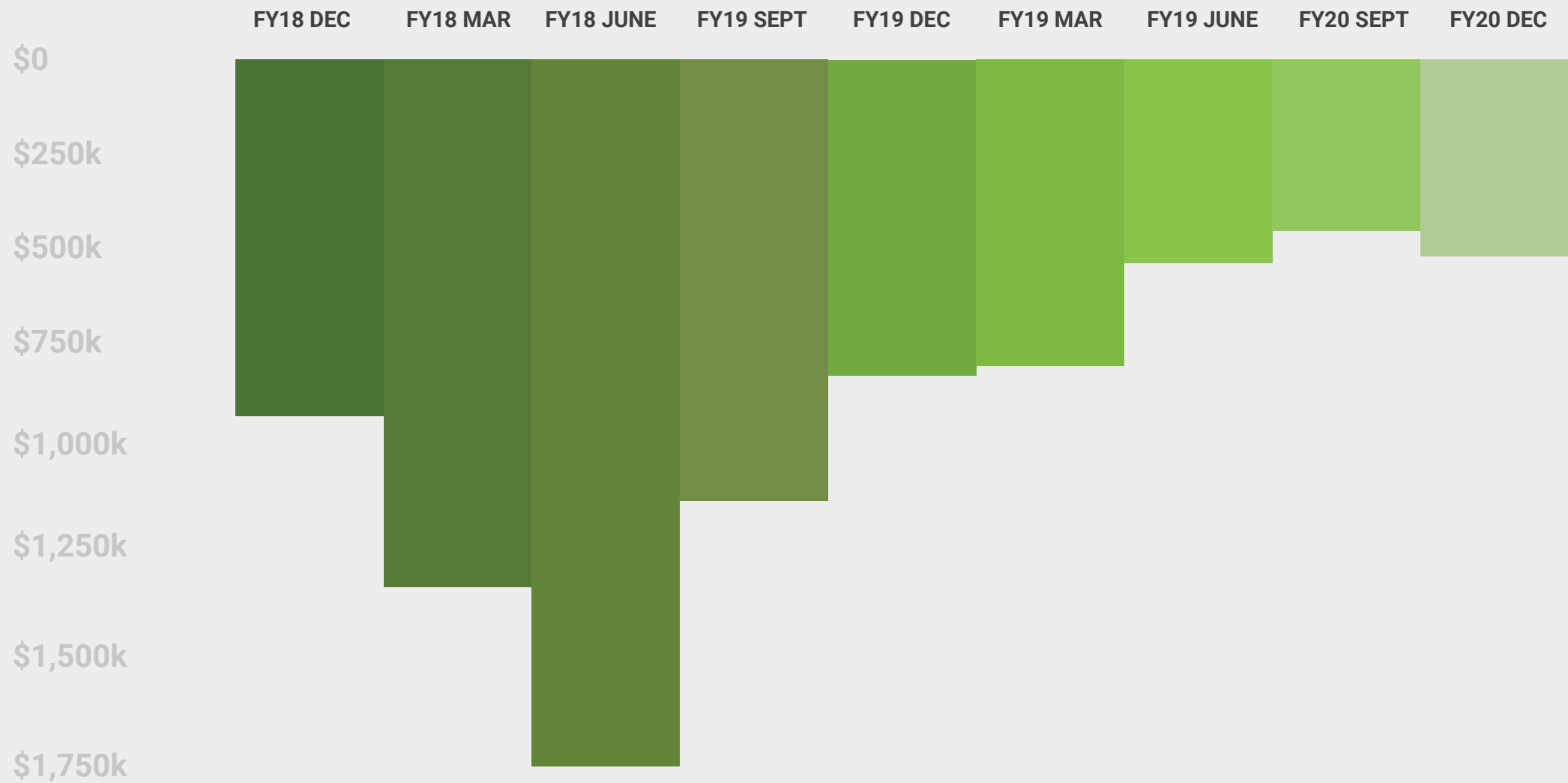
The SelfWealth Adviser Platform and the SelfWealth SMSF Leaders ETF launched. Both products are expected to contribute to revenue over the coming period.



Platform Innovations

Technology improvements to fuel higher trade volumes from existing clients and to attract new clients.

Cash Burn by Quarter



Thank You

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Robert Edgley, Acting CEO of SelfWealth Pty Ltd has authorised the release of this announcement to the market.