

Strengthened leadership team with appointment of CFO

Leading SME focused Fintech, Propell Holdings Limited (**ASX:PHL, Propell or the Company**) is pleased to announce the appointment of Mr. Brett Wayne as Chief Financial Officer, effective 7 June 2021. Propell has built a leading digital, cloud-based, open API and data-driven platform that offers tailored finance solutions to help small to medium businesses manage and optimise their cash flow.

As CFO, Brett will join the leadership team and be responsible for the financial management, risk management and corporate strategy as Propell executes on its growth ambitions.

Brett is a highly experienced and strategic finance executive having spent over 25 years in the financial services and insurance sectors across Europe and Australia. Brett joins Propell from Auto & General Insurance Company Limited ("AGI"), where he was Head of Finance, Performance Management and Strategy. AGI is a global insurance company headquartered in the UK which owns leading insurtech brands such as Budget Direct and Compare The Market. AGI is the fastest growing personal lines insurer in Australia, enabled through digital leadership and forms part of the global BHL Group.

In his most recent role at AGI, Brett managed financial performance & reporting, strategy development, reinsurance, and key stakeholder relations for AGI. Prior to that, he managed accounting and financial reporting, financial compliance and governance, taxation, and treasury back offices for all of Credit Union Australia Ltd's banking and insurance entities.

Propell CEO, Michael Davidson said: "I am delighted to welcome Brett to the Propell team and am confident that his expertise and significant and relevant experience will ensure he is well placed to support Propell as we undertake our strategy to become the leading digital-only finance platform for SMEs."

Brett will be supported by existing Finance Director, Jeremy Loftus, who has been managing the group's finance department to date. Jeremy will step back from day-to-day operations to continue as a non-executive Director and Chair of the Audit & Risk Committee. The Propell Board thanks Jeremy for his significant contribution during the past three years, in particular his leadership during the Company's recent IPO.

Authorised on behalf of the Propell Holdings Board of Directors.

About Propell

Propell Holdings Limited (ASX:PHL) is an Australian fintech company providing intelligent finance solutions to small-medium enterprises (SMEs).

Propell's digital platform is aimed at improving SME cashflow by aggregating a range of finance products and services including lending, payments and cashflow forecasting tools. The company leverages its extensive customer data with an artificial intelligence (AI) based engine to deliver its products in an entirely digital manner.

Propell launched the platform in mid-2020 and is focused on further customer growth and development of its product suite.

For more information see <https://propellme.com.au/> and the investor website <https://propellholdings.com/>.

For more information please contact

Michael Davidson
CEO
Propell Holdings Limited
investor@propellme.com.au

Matthew Wright
NWR Communications
+61 (0) 451 896 420
matt@nwrcommunications.com.au