

***Business Update – August***

- *Marketing expenditure refined*
  - *Initial “brand establishment” initiatives completed and pay-off now being realised*
  - *Expenditure now concentrated on the most effective customer acquisition channels*
- *Customer acquisition success continues at impressive levels – in excess of 10% of new online broking accounts established in the market*
- *Over 650 new active traders added in July – up over 50% on June monthly average quarter*
- *Customer Acquisition Cost (CAC) continues to fall to lowest levels to date*
- *Trading account activity increased 23% on the June quarter average*
- *SelfWealth Advisor Portal (SWAP) rollout commencing August, to further accelerate customer growth and capitalise on customer discontent post Royal Commission*
- *New user features being introduced*
- *ETF launch proceeding*

Melbourne, Australia – 9 August, 2018: [SelfWealth Limited](#) (ASX: SWF) (“**SelfWealth**” or “**the Company**”), an Australian FinTech offering a \$9.50 flat fee ASX brokerage service and a social network platform for Australian investors, is pleased to provide a business update on recent activities and performance.

In July, SelfWealth added 665 new active traders to the platform and increased our trade level of revenues by 23% over the June quarter monthly average. With 645k active traders in Australia<sup>1</sup>, SelfWealth is attracting in excess of 10% of new entrants and those changing providers, which brings the business to the brink of 1% of the overall active trader market.

Cost per acquisition of each new trader continues to decline, reflecting re-focused and more efficient marketing expenditure. The previous quarter included an increase in Advertising investment launching the changes including Branding. Efficiencies have also been realised through an improved on-boarding process of new traders and a higher conversion rate of people who register as site users into active traders.

In addition to increasing marketing and operational efficiency across the business, SelfWealth is pursuing several growth initiatives to expand the Company’s product offering and improve Member experience. SelfWealth will make market depth and live pricing features available on the platform later this month, and stop-loss orders will be available to all Members shortly. These changes are in response to Member feedback, and will further differentiate SelfWealth from alternative online trading platforms.

Lastly, the Company continues to progress toward launch of the SelfWealth SMSF LEADERS ETF during the second half of this calendar year, which will provide investors with the unique opportunity to invest in a portfolio representative of the leading SMSF investment portfolios distilled from SelfWealth’s 50,000+ SMSF portfolios as measured by SelfWealth’s proprietary ‘WealthCheck’ score, rebalanced quarterly. We will continue to update the market accordingly as we near this exciting product launch.

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<sup>1</sup> Investment Trends - February, 2018

Andrew Ward, SelfWealth Managing Director said: “The new financial year has kicked off with a bang as initiatives introduced in the first half of the calendar year are bearing fruit. SelfWealth is now more efficiently allocating resources and marketing spend and the July KPIs accurately reflect this. The next 6 months is an exciting time for the business and our team as we launch our first ETF and respond to the demand for our wholesale SelfWealth Advisory Portal (SWAP) – Australia’s first technology enabled non-custodial managed account solution”

-ENDS-

For further information on SelfWealth or to simply gain access to \$9.50 flat fee ASX brokerage go to [www.selfwealth.com.au](http://www.selfwealth.com.au)

For enquiries, please contact:

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## About SelfWealth

Established in 2012, SelfWealth is a unique, peer-to-peer share trading platform is comprised of two offerings – SelfWealth TRADING and SelfWealth PREMIUM – with a focus towards self-directed investors. SelfWealth’s proprietary software platform SelfWealth TRADING offers a low, \$9.50 commission-free flat fee ASX brokerage service, regardless of trade size.

SelfWealth PREMIUM, introduced in 2017, is a social investment network that allows users to compare and construct portfolios with others on the platform – for the first time in Australia. Combining cloud capabilities, the PREMIUM network uses proprietary diagnostic tools to measure investment performance and diversification, providing users with a Wealth Check Score and Safety Rating that can be benchmarked against others on the platform.