



ASX RELEASE

Wisr Launches First National Brand Campaign

Wisr to be a broadcast and digital sponsor of the Olympic Games Tokyo 2020 with Seven West Media

Sydney, 22 July 2021 - Wisr Limited (ASX: WZR) (ACN 004 661 205) (“Wisr”, or the “Company”) is pleased to announce it has launched its first major national brand campaign, ‘For your smart part’, in support of the Company's recent brand redesign.

Built to deliver a clear, simple message around the Company’s financial wellness purpose, the new creative positioning engages the “smart part” of the brain to help Australians make better personal financial decisions. The comprehensive project runs across all brand design, product and communication.

The launch of the new www.wisr.com.au platform represents a complete reimagining of what a consumer finance digital experience can be and integrates the full suite of products, tools, and resources on the Wisr Financial Wellness Platform. Since launch in May, the refreshed platform has resonated strongly with consumers and the Olympic Games Tokyo 2020 offers the ideal platform to introduce Wisr to a wider audience.

Positioned alongside iconic global and domestic brands, Wisr will be a broadcast and digital sponsor of Tokyo 2020 with Seven West Media, giving it a unique presence in Australian homes throughout the event.

COMMENTARY:

Mr. Anthony Nantes, Chief Executive Officer, Wisr said, *“Wisr has built a unique voice in the Australian finance landscape with our purpose-driven platform. Now, on the back of our 20 consecutive quarters of growth, Wisr is in a position to take our financial wellness message to a much wider audience. There is no greater audience, or event, that delivers a better return on investment than the Olympic Games, with a huge reach into Australian homes, concentrated in a few action-packed weeks of high excitement and emotion. From a brand perspective, it offers a rare, ultra-impactful and cost-effective outcome, as we introduce millions of Australians to a smarter, fairer experience underpinned by a groundbreaking customer experience that improves financial wellness.”*



“As one of Australia’s fastest growing and most innovative companies, we have completely reimagined the whole digital experience with Wisr, taking consumers to a level of service, integration and smarts that hasn’t been seen in our industry. We can’t wait to be there over the next few weeks with Australians as they watch our nation’s and the world’s best athletes create truly memorable sporting moments. It’s all the more exciting knowing we soon start a new journey to Brisbane as the 2032 Olympic Games host city.” finished Mr. Nantes.

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This announcement has been approved in accordance with the Company’s Continuous Disclosure Policy and authorised for release by the Board of Directors.

For further investor enquiries, please contact:

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About Wisr Limited

Wisr (ASX: WZR) is Australia’s first neo-lender with a commitment to the financial wellness of all Australians, through providing a smarter, fairer and wiser collection of financial products and services. Wisr provides a unique Financial Wellness Platform underpinned by consumer finance products, the Wisr App to help Australians pay down debt, multiple credit score comparison service, combined with content and other products that use technology to provide better outcomes for borrowers, investors and everyday Australians.

For more information visit www.wisr.com.au