

# Coffee Microcaps Investor Presentation

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2nd May 2023



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# Selfwealth – Strong fundamentals + growing

## Our Mission

To build a leading wealth management platform for retail and self-directed and advised investors.

## FY 23 (YTD) Fundamentals



**\$22.7m  
Revenue**

FY23 YTD\*



**129K Active  
Traders**

At March 2023



**\$9.3B FUM**

At March 2023



**Cash flow  
breakeven**

-\$65K FY23 YTD\*



**\$11.4m cash  
balance**

At March 2023

\* YTD – Year to Date from 1 July 2022 to 31 March 2023  
Selfwealth market capitalisation of \$46.2m at 28 April 2023

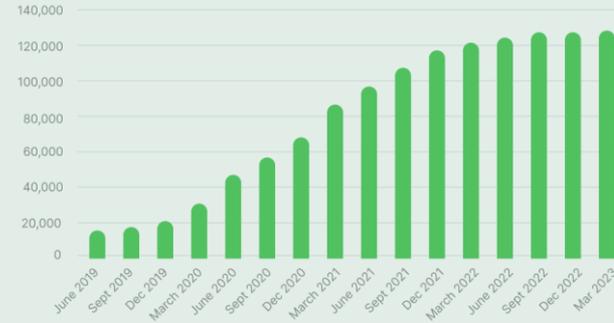


# Continued growth in total assets on platform

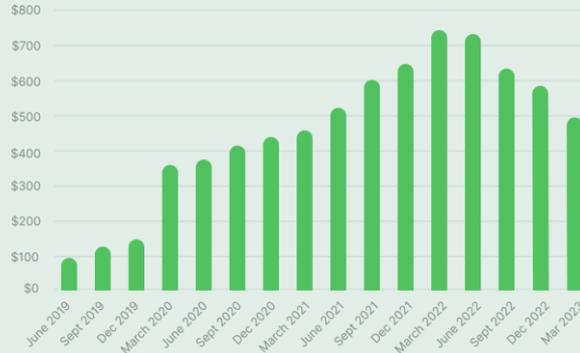
Operating Revenue by Quarter ('000)



Active Trader Growth by Quarter



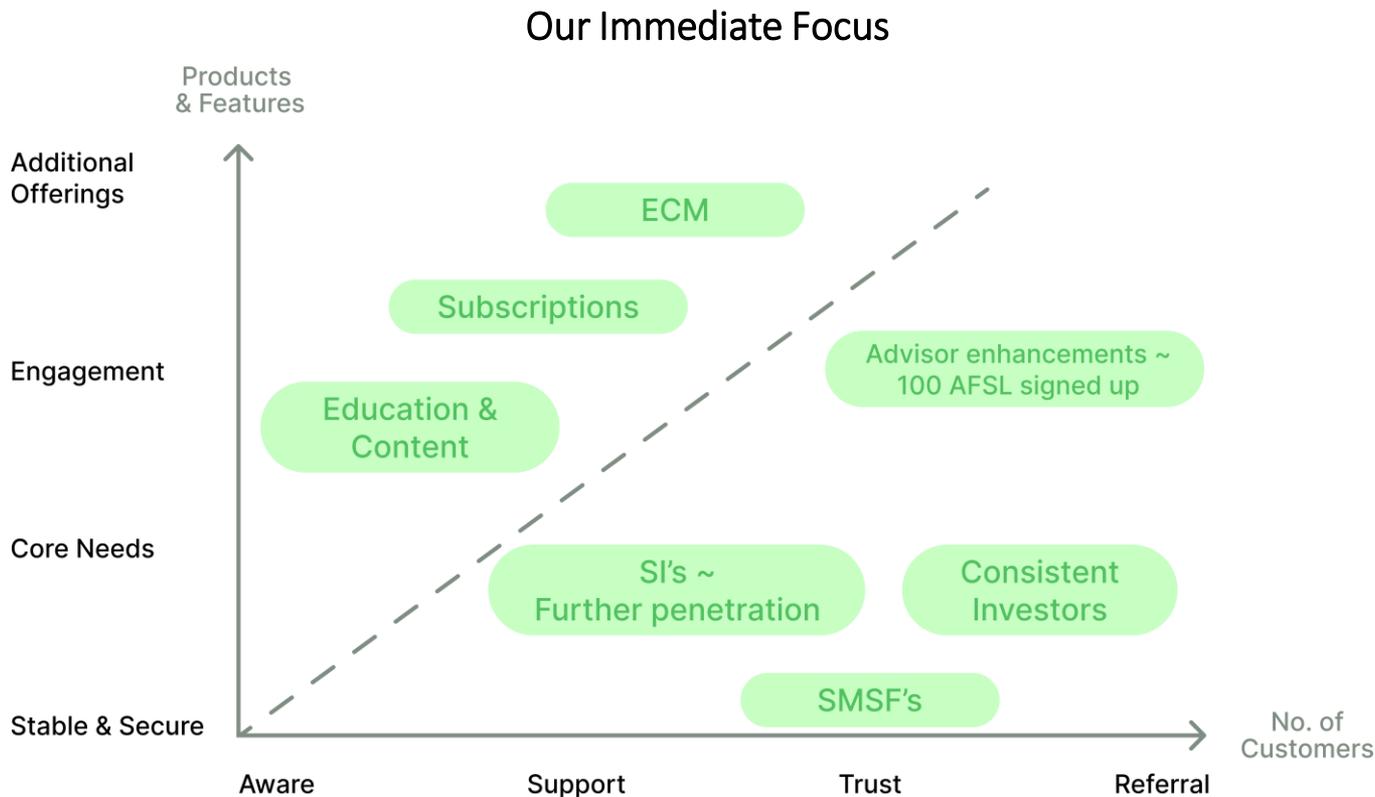
Total Client Cash (\$m)



Total Securities Held on HIN (\$m)



# Building breadth and depth in a wealth management experience



# Multi-stage transformation program



## Reposition & Refocus FY22

- Brand refresh
- Educational content
- Minor accounts
- ESG data
- HKEX
- USA Early access



## Operating Efficiency & Customer Experience FY23

- FNZ – ASX, Settlement Execution clearing ASX
- ANZ - Enhancements with customer / client cash
- Refinitiv - Data partnership
- In-house technology and design uplift
- Conditional orders



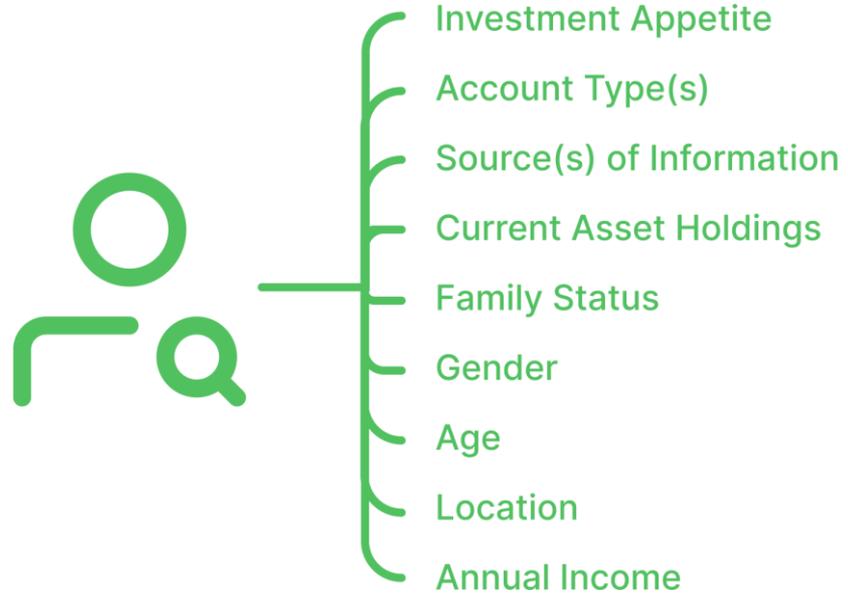
## Sustainable Earnings Growth FY24

- Core platform enhancements
- Advisor oriented functionality
- Equity Capital Markets products
- Continued Mobile enhancements
- Advanced customer analytics
- Personalisation – Salesforce
- Future products....



# Product development driven by in-depth Customer analytics

- Significant investment made in category leading market research, with over 4,500 customers surveyed and 70 interviewed via focus groups
- Detailed segmentation developed to understand customer needs and motivators
- Analysis of data led to the identification of high value segments and their relative size in Australia - highlighting key commercial targets
- 360 Customer view developed to inform all aspects of strategy and product development



# Best in class educational content driving engagement

## Podcast



FY23 YTD

**44,479** downloads

**8,348** hours listened to

**Top 20** Business

Podcast in Australia

## YouTube Live



FY23 YTD

**53,694** hours watched

**245,749** views

## Blog / Personalised Communications



FY23 YTD

**211,398** blog views



# What's New This Quarter....

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## ECM Phase 1

- Focus on Sophisticated Investors and Advisers/B2B channel
- Phased Access to a broad range of capital market transactions including IPO's, capital raises, placements, capital notes, hybrids
- Experienced capital markets team

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## Revitalised Advisor Offering

- 101 AFSL Licensees and 200+ Advisers registered
- Integration into financial planning and accounting software (Xplan, Class Super etc) via enhanced data feed capability
- Enhanced tax and portfolio reporting via Sharesight Pro
- Model portfolio and rebalancing functionality



# Growth Opportunities

- ✓ Experienced in acquiring additional active clients through out cycles, segment approach
- ✓ Strong referral rates, which supports lower CAC than competitors
- ✓ Focus on further diversifying revenues + reducing costs
- ✓ Focus on core platform enhancements to ensure modernisation & speed of development
- ✓ Established credibility. Allows us to co-develop new offerings with confidence
- ✓ Anticipated consolidation in market



# Thank You

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