

Corporate Presentation

AGM 21st November 2019

A smiling man with a beard, wearing a white shirt, is sitting at a wooden desk in a modern office. He is holding a white mug and looking at a laptop. The background shows large windows and a blurred office environment.

SelfWealth[®]

Trade smarter. Every time.

Who is SelfWealth?

- SelfWealth (ASX: SWF) is an exciting FinTech pioneer for traders and investors
- Leading as Australia's lowest-cost, flat-fee ASX share trading provider
- High-value community of 80,000+ portfolios provides Members with invaluable insights into leading traders' portfolios
- SelfWealth Adviser Portal -- a platform for advisers to access cost-saving tools and the famous low-cost brokerage
- Index provider for a World-First ETF, the SelfWealth SMSF Leaders ETF (ASX:SELF), seeded with \$100m

Financial Year 2019 Performance

Metric	Quarter on Quarter			Year on Year		
	Q4 FY19	Q1 FY20	Change	FY18	FY19	Change
Revenue (\$m)	\$ 1.01	\$ 1.19	17%	\$ 1.05	\$ 2.70	157%
Active Users	13,856	17,981	30%	4,694	13,856	195%
Trade Volume	56,437	78,452	39%	67,894	164,999	143%
FUA (\$m)	\$ 1,126	\$ 1,308	16%	\$ 502	\$ 1,126	124%
Client Cash (\$m)	\$ 90	\$ 118	31%	\$ 40	\$ 90	126%

Current Revenue Streams

Retail Trades

- ✓ Flat-fee \$9.50 per trade
- ✓ Market leader on price

Adviser Trades

- ✓ \$9.50 per trade
- ✓ Market leader on price
- ✓ Innovative Rebalancing tools

Interest on Cash Balances

- ✓ RBA cash rate + 0.80% p.a
- ✓ Income from clients' cash account held at ANZ

ETF

- ✓ 0.48% of total FUM (Ex Seed Funding)

Premium Trading Subscription

- ✓ \$20 per month
- ✓ Recurring revenue

Data Licensing

International Shares

Future Potential Revenue Streams

Investment Highlights

- Continuing to experience high month-on-month growth since launch of retail trading platform
- FUM of ETF already at \$103.7m
- SelfWealth Adviser Platform gaining traction as Adviser Groups are onboarded daily
- Cash burn reducing in recent quarters



Retail Trading Platform Performance

Current State of Play (end of October)

Our Business

Market Leading \$9.50 Flat-fee
Brokerage

Penetrating the Advised Space with Low
Brokerage and Innovative Features

Doubled Market Share in 12 Months

Diversified Revenue with ETF Launch

Validation

>20,000
Actively Trading Members

>A\$1.5bn
Total value of client HINs

>A\$130m
Total client cash holdings

120k Trades
already in FY20 (vs 160k all FY19)

Recognition



2020, 2019, 2018 Winner
Money Magazine
Cheapest Online Broker

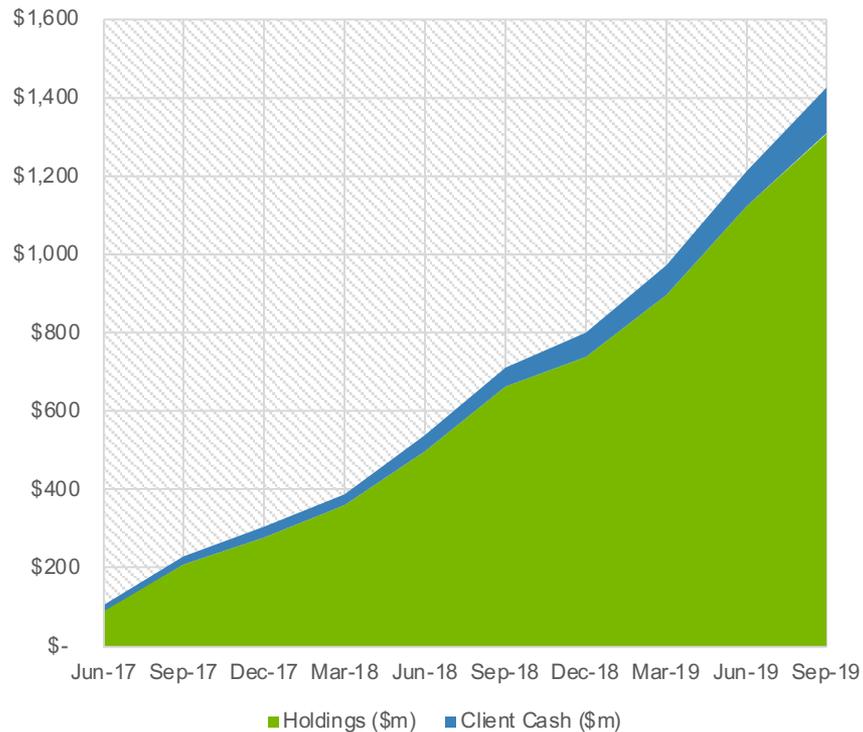


Finder Awards
Best Australian Share
Trading Account

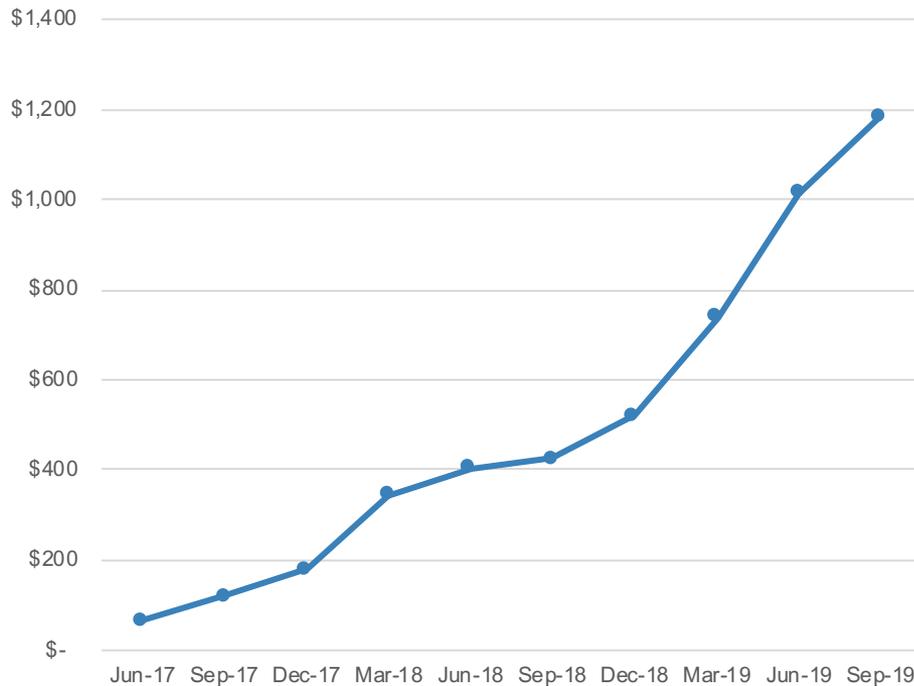
Countless Awards from
2016 - 2018

KPI Traction

Member Securities and Cash Holdings (\$m)

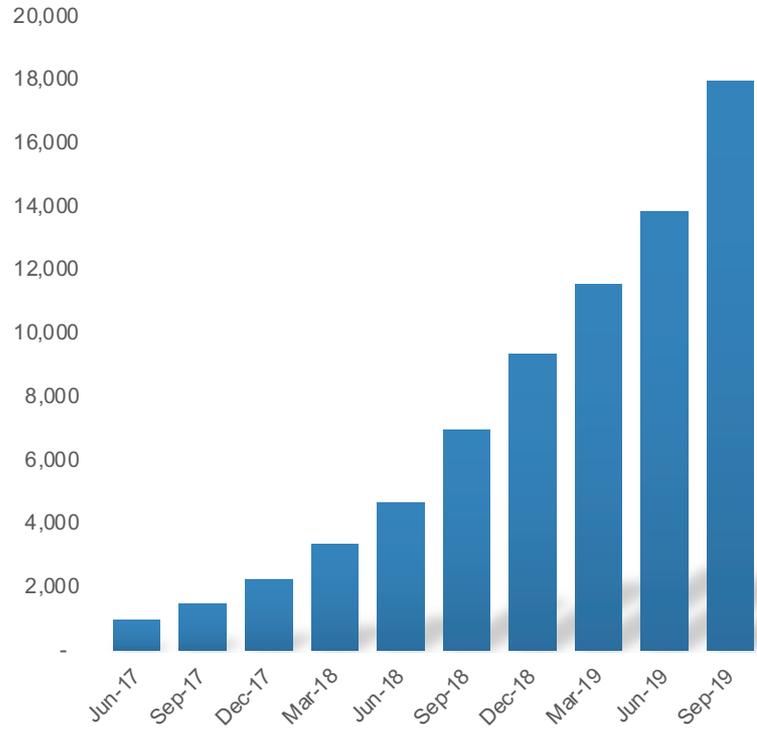


Quarterly Revenue (\$000s)

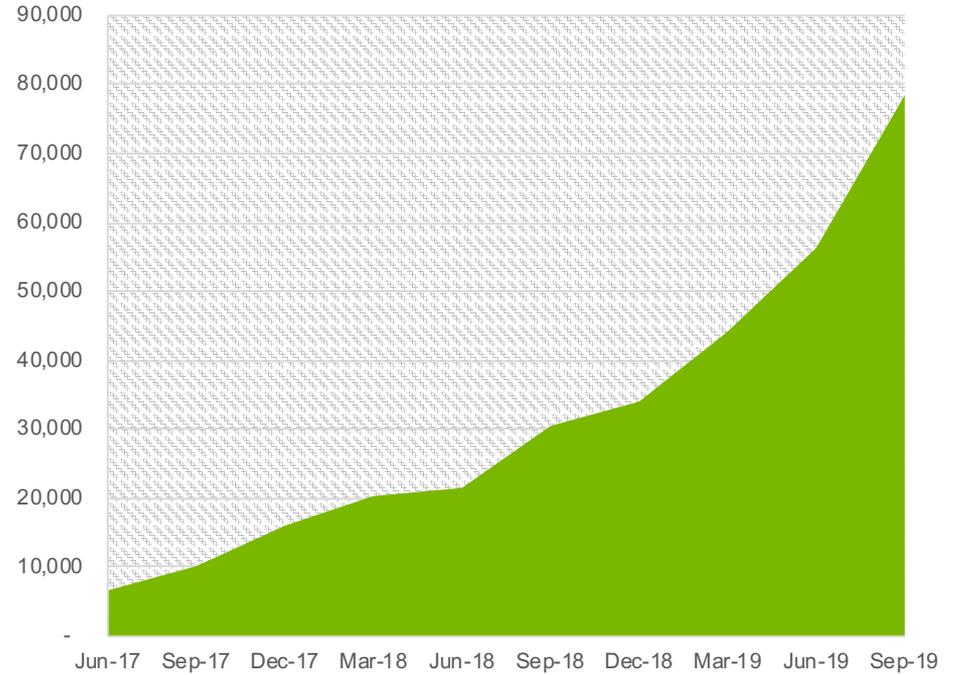


KPI Traction

Total Active Traders by Quarter



Trade Volume by Quarter



SelfWealth Adviser Platform

SelfWealth Adviser Platform

- Strong pipeline of new business opportunities building
- A commitment to a targeted strategy focussing on Self Licensed IFA groups and 'Independent' Dealer groups
- 28 AFSL 'Dealer Group' agreements signed with another 5 pending
- Over 80 Advisers now registered and access to over 700 with the agreements we have signed and the licensees who have approved the Adviser Platform for their Adviser networks
- Focus shift towards onboarding advisers and providing training on the platform to get client accounts opened and trading volumes increasing
- Development still required for outstanding functionality

The SelfWealth SMSF Leaders ETF

A world-first ETF construction method.

SelfWealth

Key Details

- The world's first crowd-sourced index using collaborative intelligence
- Concentrated selection of Australian equities
- Data sourced from a large SMSF data base, 80,000+ and growing
- Seeded with \$100m from ETFS Capital
- Management fee of 0.88% pa, SelfWealth retains 0.48% of non-seed FUM
- \$103.7m in FUM as at 20th November
- \$200m in FUM would represent \$480k in additional annual revenue to SelfWealth

ETF Portfolio Construction



1. Take the top 10% based on time-weighted performance.



2. Remove REITs, ETFs, LICs, etc. Rank remaining stocks on how they're held by the portfolios.



3. Apply an ASX200 Filter



4. Remaining stocks must appear in 45 of the top portfolios.



5. Equally weight the portfolios and rebalance quarterly.

Simulated Performance vs Market Benchmark



Market Benchmark is the Solactive Australia 200 Index (SOLAUBMG). Past performance is not a reliable indicator of future results. Time period is 28/9/2012 to 30/09/2019. Currency AUD.

Scorecard Since the Last AGM

- ✓ Continue to eat into online share trading market **DONE**
- ✓ High cash burn balanced by more efficient and effective marketing strategies **DONE**
- ✓ New revenue stream to be introduced via ETF launch **DONE**
- ✓ Acquiring more regular share traders at a lower price **DONE**

Looking Forward

- ✓ Continue phenomenal growth in the retail trading industry
- ✓ Disrupt adviser broker industry and increase trading revenue
- ✓ Build on ETF FUM to generate revenue from management fee
- ✓ Manage cash burn towards a breakeven goal, while not sacrificing growth
- ✓ Introduce international trading for retail and adviser platforms

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