

Chairman's Address for the SelfWealth 2019 Annual General Meeting

ASX Release, 21st November 2019

Good afternoon ladies and gentlemen.

My name is Tony Lally and I am the Chairman of the SelfWealth Board. On behalf of all the Directors, I am pleased to welcome you to the second Annual General Meeting of SelfWealth Limited.

I am advised that the Notices of Meeting have been properly dispatched and that a quorum of members is present. Accordingly, I call the meeting to order and thank you all for your attendance today.

As most of you are well aware, SelfWealth has been using innovative and functional technology, as well as Australia's cheapest flat-fee brokerage, to shake up the traditional securities brokerage offering. This has been very successful over the last 12 months, as our market share grows to beyond 4% -- more than doubling since our last AGM. We continue to be awarded and acknowledged by the industry for our success.

The company has also expanded its product offerings, with the SelfWealth Adviser Platform officially launching in September and already gaining significant momentum, as well as the SelfWealth SMSF Leaders ETF going live on the ASX Tuesday last week. We're all extremely excited by the activity and conversations that have been generated by the launch of these two innovative products.

As a fintech company, technology is both the backbone of the services we provide and the driver of growth. Our technology supports a trading platform that services both retail and advised clients alike, while also producing the data needed for the SelfWealth SMSF Leaders fund index. We have a dedicated and hard-working team of developers who make up a third of the company. Most their efforts over the last 12 months have been concentrated on launching the SelfWealth Adviser Platform and supporting the launch of the ETF, we consider this period a great success.

We will continue to develop these products into 2020 while also working on new initiatives to support growth of the retail and advised clients.

The retail trading platform continues to be the main source of revenue growth for the business, with active

traders up almost 200% year-on-year to end of June. They're trading, too, with trades up to 164,000 in the 2019 financial year from 67,000 in the previous year.

We've achieved this growth while we also continue to drive the cost per new trader down. Word-of-mouth and the snowballing effect of positive reviews and referrals has been key to our organic growth, coupled with targeted online advertising.

All of this momentum has converted into a 157% increase in operating revenue -- \$2.70m up from \$1.05m the year before. This momentum has continued into the current financial year.

On behalf of the Board, I want to thank our investors, both continued and new, who support SelfWealth's vision with continued confidence in our company. And thank you to my fellow Board members and our Managing Director Andrew Ward and his hard-working staff for their tireless dedication and hard work.

We believe that our new additions to the SelfWealth product suite, together with the growing foundation of the retail trading platform, puts SelfWealth in a strong position for the years to come.

Now I propose to run through the formal business of today's meeting and then our CEO & Managing Director, Mr Andrew Ward, will conduct a presentation on our current operations. After the presentation, you will have an opportunity to ask any questions.

Tony Lally
Chairman of SelfWealth Limited

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