

SelfWealth Investor Presentation

Melbourne, Australia – 13th October 2020: SelfWealth Ltd (ASX: SWF) advises that Managing Director, Rob Edgley, will be presenting the following presentation at the Morgan Stanley Virtual Alpha Ex-100 Conference on the Tuesday 13th October 2020, as well as the Market Eye's TechOpps Virtual Conference on Wednesday, 14th October 2020 at 11:00am Sydney time.

To register for free for the Market Eye's TechOpps Virtual Conference and to view the full program please visit <https://techopps.live>

Robert Edgley, Managing Director of SelfWealth Pty Ltd, has authorised the release of this announcement to the market.

SelfWealth[®]

Delivering Exceptional Growth

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Australia's #1 low-cost online broker. Only \$9.50 per trade!

Trade smarter. Every time.

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US Trading Coming Soon!

We'll be launching US trading for all SelfWealth members in the coming months. Check out our information page to answer any questions you might have.

FIND OUT MORE »

Disclaimer

The material in this presentation has been prepared by SelfWealth Ltd and is general background information about SelfWealth's activities current as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products or instruments.

This presentation may contain forward looking statements including statements regarding our intent, belief or current expectations with respect to SelfWealth's businesses and operations, market conditions, results of operation and financial condition, capital adequacy, specific provisions and risk management practices. Readers are cautioned not to place undue reliance on these forward looking statements.

SelfWealth does not undertake any obligation to publicly release the result of any revisions to these forward looking statements to reflect events or circumstances after the date hereof to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to uncertainty and contingencies outside SelfWealth's control. Past performance is not a reliable indication of future performance.

Who We Are

SelfWealth is the solution to a problem Australian investors have been frustrated with for years: how to access the world's most cutting edge investment insights, without breaking the bank.

Our History

2012. Founded by Andrew Ward. Australia's first P2P investing community is created.

2016. Australia's first flat-fee online broker launched.

2017. SelfWealth lists on the ASX under ticker code SWF.

2020. Milestones: \$3bn funds under administration (FUA) and 50,000 active traders.

Our Products

Retail trading platform. \$9.50 flat-fee brokerage. No account fees or commission.

SelfWealth Adviser Platform. Advisers can now access flat-fee brokerage.

The SelfWealth SMSF Leaders ETF. \$100m seeding at launch in 2019.

FY21 First Half: US trading launch followed by a brand new iOS and Android app.

Structural Changes

A generation of savers is transforming into a generation of investors.



Wealth creation has been turned on it's head. Ultra-low interest rates, term deposits no longer attractive, stagnant wage growth.



A momentous shift in the digitisation of investment markets.



COVID-19 has accelerated tailwinds for broker platforms, and SelfWealth was positioned well to capture the uptick.

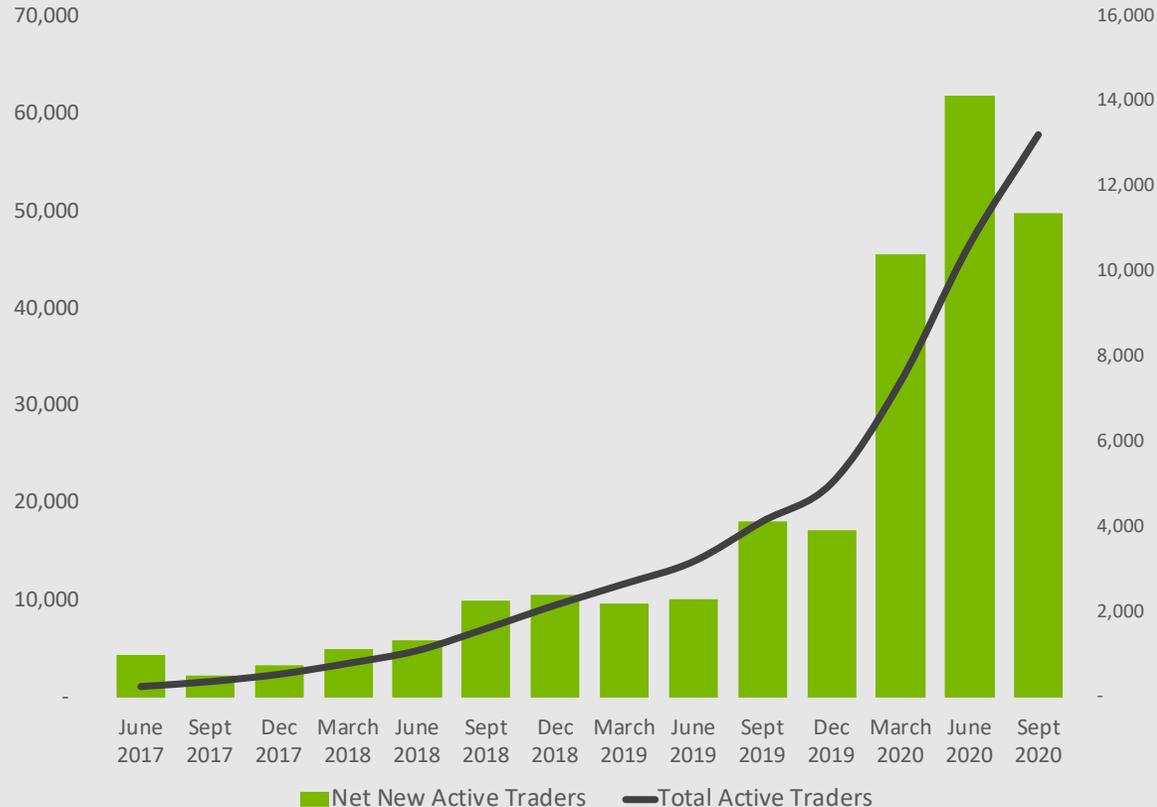


Australians more likely to start or increase investing than before COVID-19*

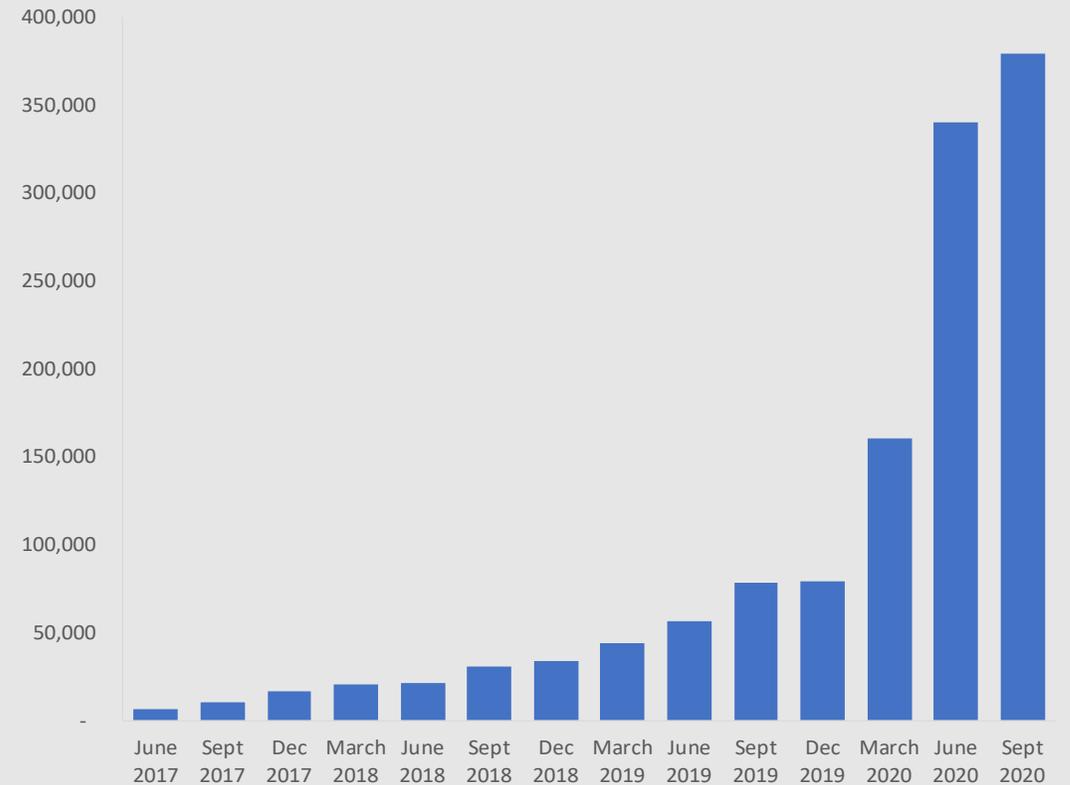
Visualising Our Growth

SelfWealth's growth is best represented visually. The sharp increase in active traders through the pandemic tells the story of a young brand developing into one of Australia's most trusted in the investment industry.

Active Trader Growth by Quarter



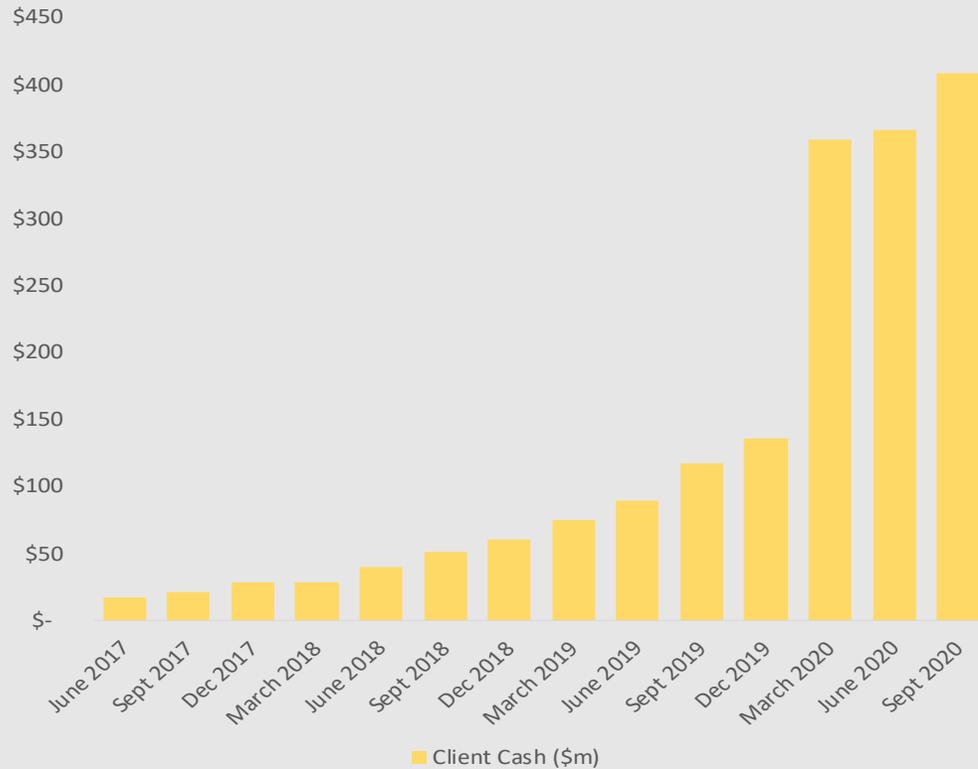
Trade Volumes by Quarter



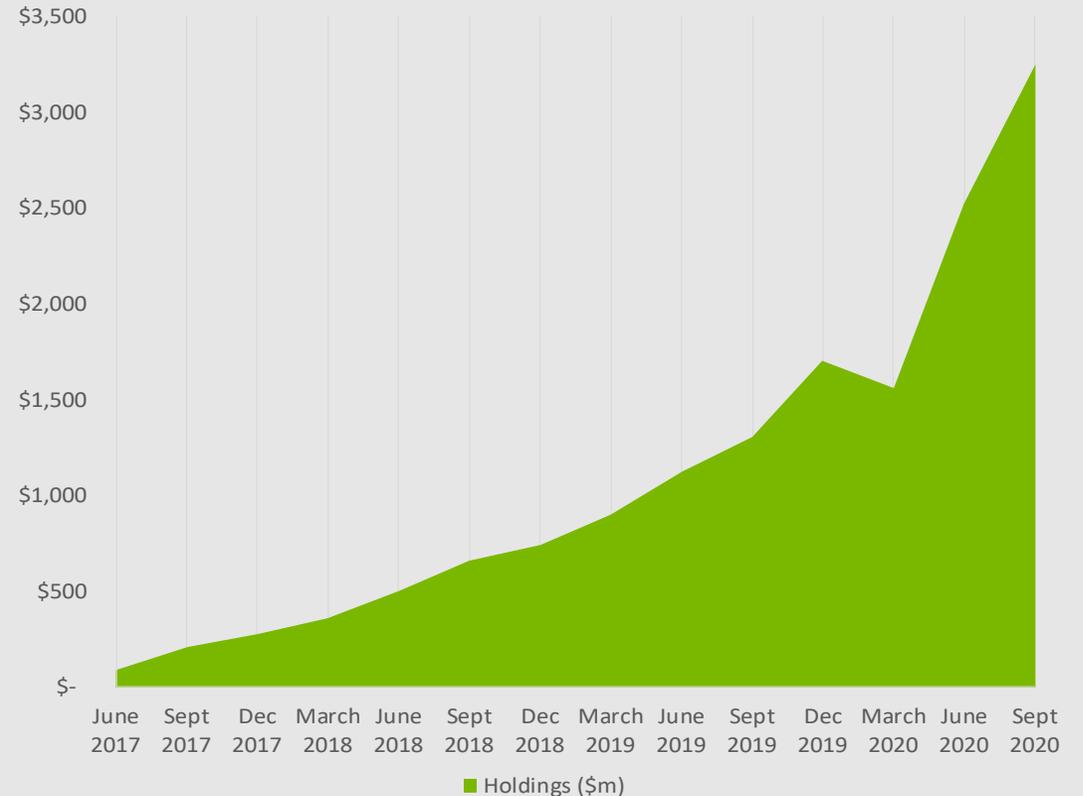
Visualising Our Growth (cont)

Client cash grew in line with new client acquisitions and assets on HIN continue to grow, due to recovering markets and new active traders.

Client Cash Growth by Quarter (\$m)

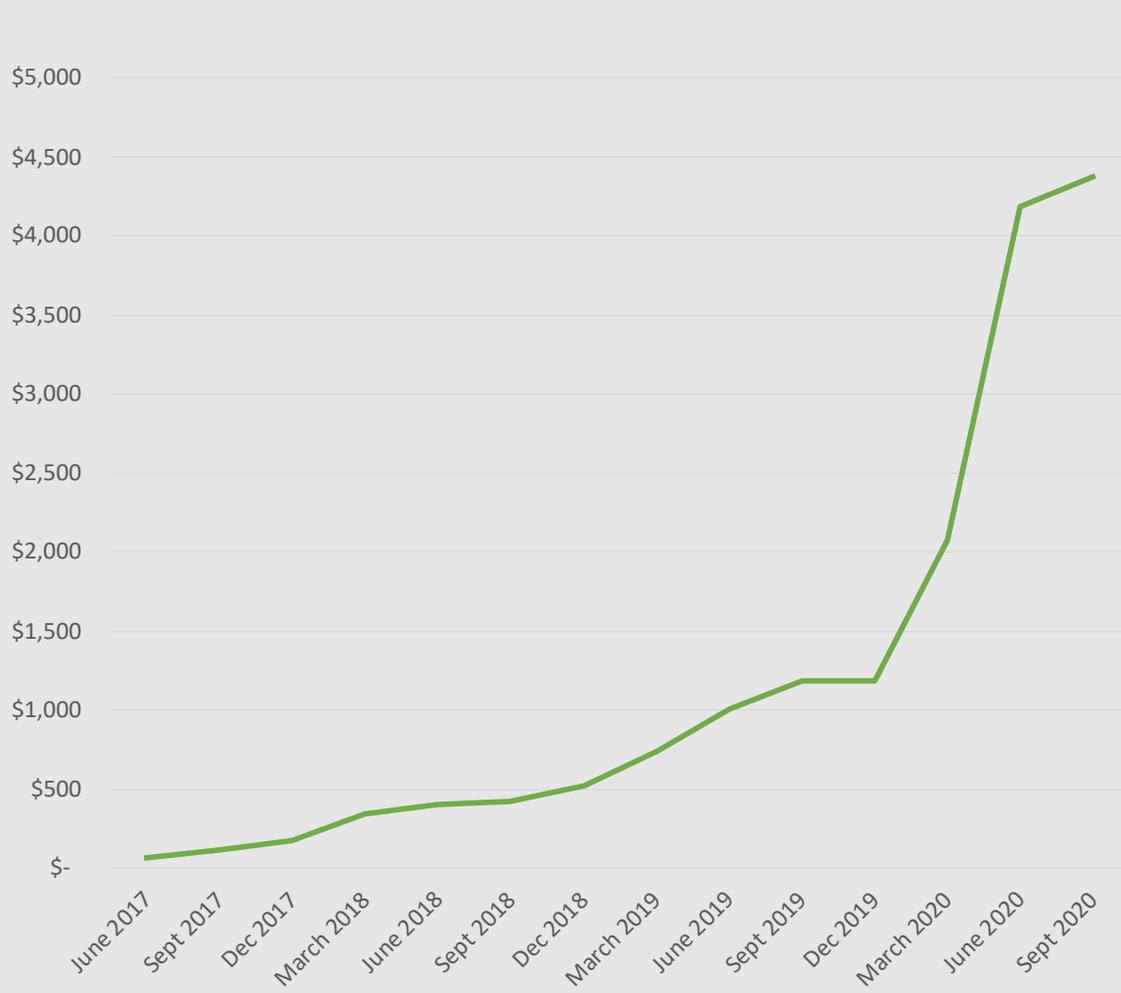


Assets on HIN (\$m)

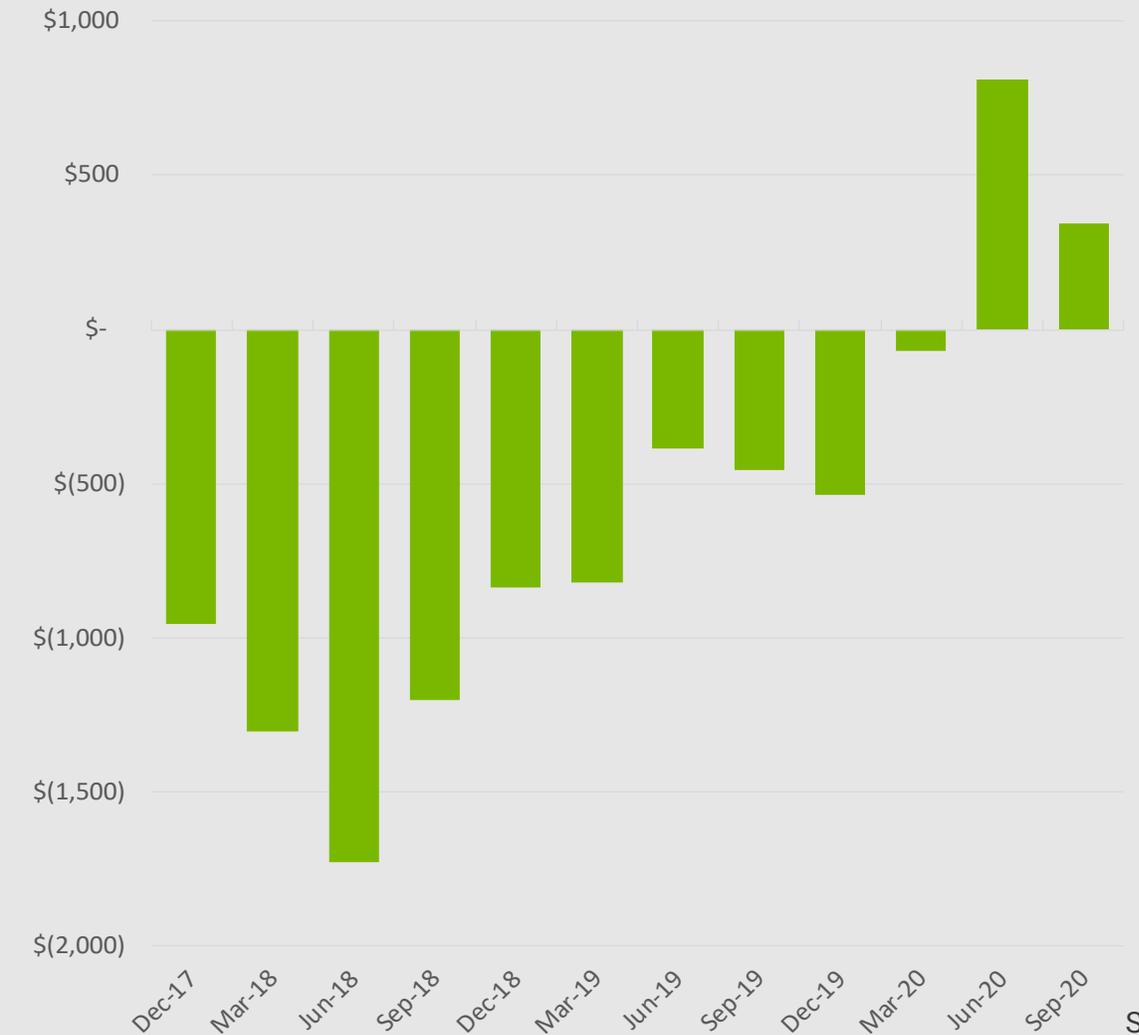


Financial Results

Operating Revenue by Quarter ('000s)



Cash Flow by Quarter (\$m)



Growth in the Addressable Market

Total Online Investor Market Over Time ('000s)



Market Share

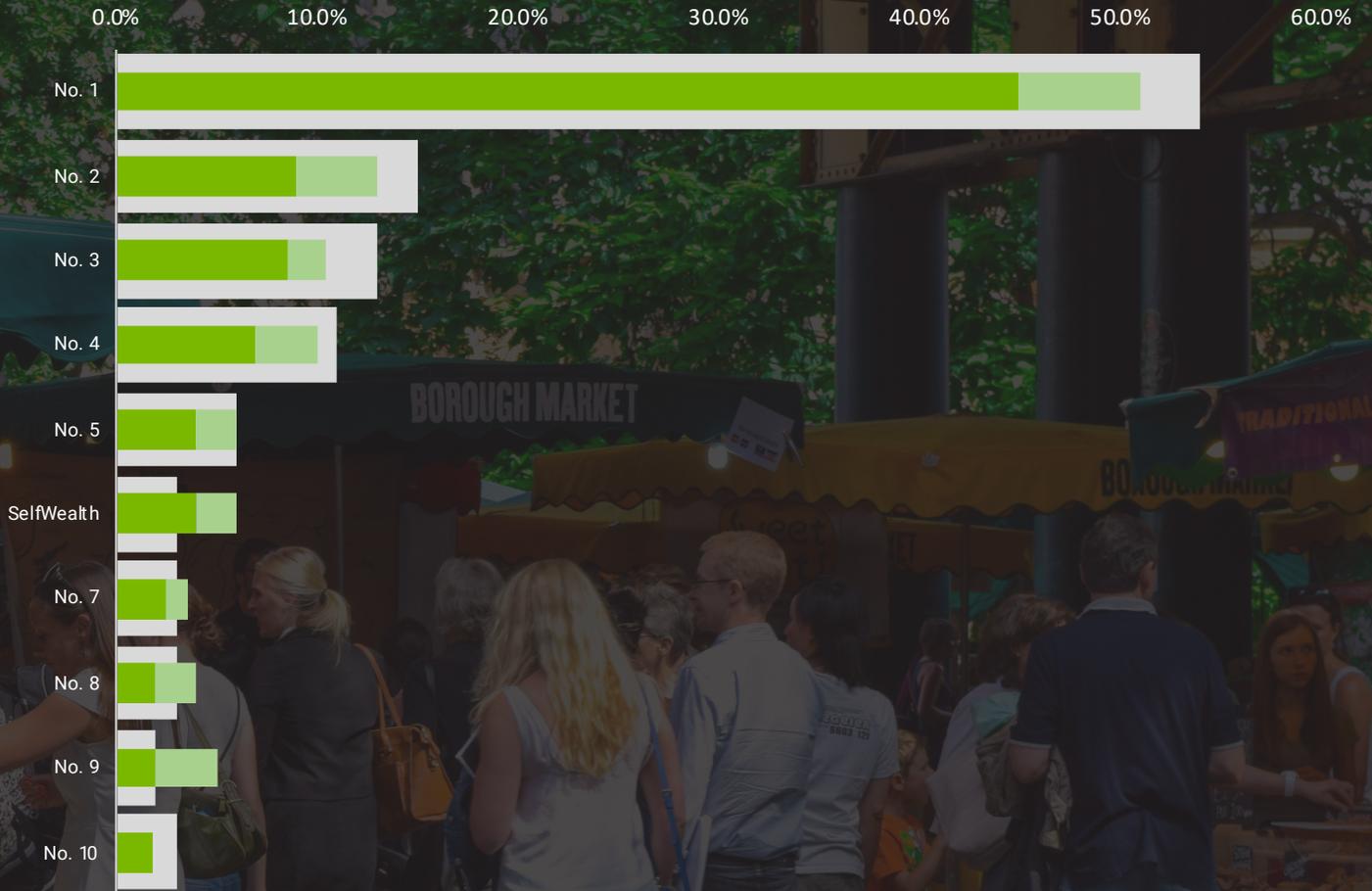
SelfWealth continues to take market share from incumbents.

6% of all online investors use SelfWealth.
Up from 4% in Dec. 2019.

12% of all new online investors choose SelfWealth.

11% of all online investors changing brokers choose SelfWealth.

#1 in the industry for value for money.



Investment Trends, 2020 First Half Australia Online Investing Report. Graph: Top 10 brokers by Primary and Secondary Relationships with investors. Secondary Relationship = an investor places less than the majority of their trades. Survey of 11,492 Australian investors.

■ Total Relationship Dec. 2019 ■ Primary Relationship ■ Secondary Relationship

Looking Forward

International Trading

SelfWealth will be launching US trading in the December quarter. SelfWealth intends to become the home for direct equities trading, with a highly-competitive fee structure and the ability for Australian investors to invest in the US and Australia, all in the once place. More international markets to be added in the future via a partnership with PhillipCapital.



\$9.50 USD flat-fee trading. No account fees. No further commissions.



Access to all major US exchanges through a SelfWealth account. There will be a massive 7,500+ financial instruments to choose from.



A competitive FX spread of 0.60% when transferring to or from USD. This compares to banks and other competitors who can charge up to 1.00%.



USD cash account. Transfer money from your SelfWealth AUD cash account to your USD cash account with ease. No need to get hit multiple times with FX fees. No withdrawal fees.

Thank You

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For retail trading visit selfwealth.com.au

For more information on US trading visit trade.selfwealth.com.au/us-share-trading

For more information on the SelfWealth SMSF Leaders ETF visit etf.selfwealth.com.au

For more information on the SelfWealth Adviser Platform visit advisers.selfwealth.com.au

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