

Dough builds momentum in Q1 with growth in loan originations & investment deposits

- Following the successful launch of the first phase of its integrated short-term loan feature (Spot Jar) and unique Stockback™ rewards program, Dough has seen an increase in customer activity across all product sets.
- Dough advanced \$55k in loans in the quarter, showing a compounded monthly growth rate (CMGR) of 137%, with an average loan size of ~\$160.
- The Company saw a record total of \$191.5k in investment deposits onto the platform, with an average deposit size of ~\$186. Showing a CMGR of 25%.
- Total trading volume on the platform is also increasing, showing a CMGR of 19%.
- Dough is now close to rolling out its unique (B2B2C) Stockback™ rewards PNPL gateway (Dough Pay) in Q2, partnering with Merchants to materially scale up its acquisition efforts.

Sydney, 10 October 2023 – [Dough](#) Ltd (ASX: DOU), the award winning fintech on a mission to empower everyday Aussies to take control of their money and build long-term wealth on autopilot, is pleased to give an update on Q1FY24 performance.

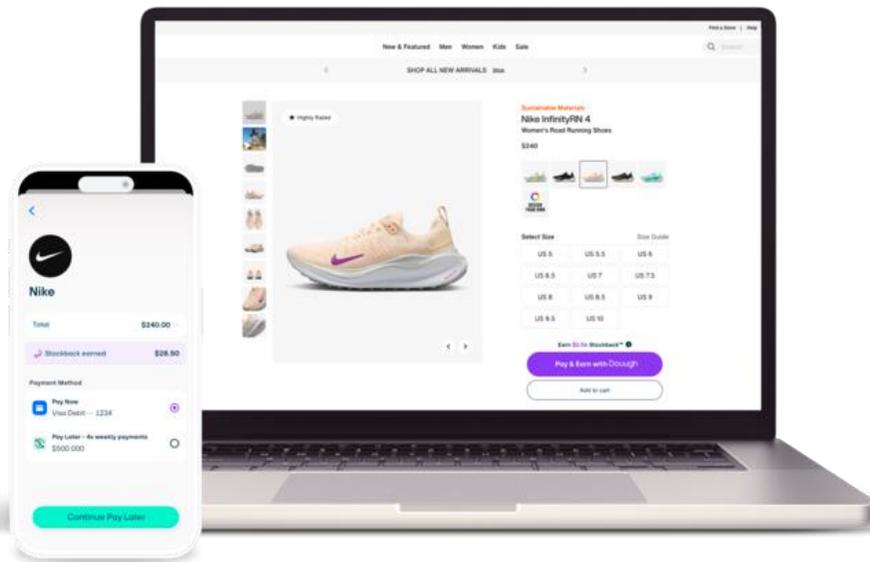
	July 23	Aug 23	Sept 23	CMGR %
Registered Customers	7,589	10,236	13,935	↑ 22%
Total Spot Loans (\$)	\$2,560	\$18,063	\$34,087	↑ 137%
Total Spot Loans (Number)	20	102	224	↑ 124%
Total Investment Deposit (\$)	\$52,100,000	\$37,700,000	\$101,700,000	↑ 25%
Total Trades (\$)	\$135,900,000	\$97,600,000	\$230,700,000	↑ 19%

Dough commenced **growth activities** in July following the successful launch of the first phase of its integrated lending feature (Spot Jar). The Company has subsequently seen a strong uplift in customer numbers and originated loans, as it has focused its marketing activities specifically on loan growth. Growth was achieved through community activation and a limited advertising media spend of ~\$40k for the quarter.

The Company is taking a measured approach to growth, centred exclusively on the bottom of the marketing funnel targeting to convert an active loan customer. This is to drive a faster path to revenue and allow optimisation of the sign up and activation process for customers.

Scaling up via Merchant partnerships

In order to scale the business, the company will soon launch its B2B2C offering with Merchants called Dough Pay.



For the first time, Merchants will be able to offer their customers Douough's unique **Stockback™** reward program, with the flexibility of 'Pay Now' or 'Pay Later' features integrated into a seamless checkout experience at point of sale.

Cashback and points based loyalty programs have significantly transformed customer shopping behaviour in Australia, leading to increased purchasing frequency and brand loyalty. Notably, retail organisations have experienced the highest engagement with their loyalty programs, with 64% of shoppers reporting the use of their grocery loyalty programs every time they shop. With the added benefit of enabling customers to build their wealth as they spend, **Douough Pay** offers an exciting alternative solution to this growing market place.¹

The **Douough Pay** solution is an open loop solution with mass market appeal. It will attract both debit paying customers as well as those who need the support of **interest-free instalment credit**. Enabling them to start the journey of building wealth as they spend by earning **Stockback™**.

The Company expects it will see a higher weighting to debit transactions and a rise in customers establishing recurring investment savings plans on the Douough platform as a result.

Stockback™ offer Merchants a way to promote 'responsible spending' to build deeper engagement with their customers, due to the fact they will be facilitating a direct investment into a customers chosen managed investment Portfolio with the goal of helping them build long-term wealth.

The **Douough Pay** gateway product is still on track to launch in Q2FY24.

Commenting on the Company's announcement, Douough's Founder & CEO **Andy Taylor** said:

1 - "Australia Loyalty Programs Market Intelligence and Future Growth Dynamics Databook - Q1 2023 Update" which has been published on [Yahoo Finance](#)

"We are delighted to announce the building of momentum on customer growth activities following the recent launch of our new Spot product. We are making rapid improvements to the marketing targeting, credit decisioning model and overall sign up funnel to improve conversion and better attract our target customer.

Our recent [Wealth Health Report](#) revealed that 9 in 10 people worry about their financial situation, Additionally, while 86% agree building long term wealth is important, the biggest barriers are the rising cost of living (67%), followed by a lack of savings, unexpected expenses, and living paycheck to paycheck (each 37%).

*Consumers simply need a smarter way to **manage & grow their money!** Spot is a responsible pay in 4 instalment loan product, designed to help customers smooth their cashflow and repay in full over a short period of time for a fixed fee. With Stockback™ being designed to help people save and invest as they spend their money.*

We are now in position to stand behind a truly unique, mass market value proposition that will disrupt and challenge monoline providers of financial services. Supported by a scalable distribution model through merchant partnerships.

We believe that Stockback™ will become the critical catalyst to deliver a viral growth coefficient that will allow us to reduce reliance on paid marketing activities over time, once the PNPL Card and Douugh Pay products are launched."

Douugh Investor Hub

For more information on the Douugh business in general, engage with the Company directly by asking questions, watching video summaries and seeing what other shareholders have to say about this, as well as past announcements, at our Investor Hub <https://investorhub.douugh.com/>.

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About Douugh

[Douugh](#) is an Australian fintech company committed to helping Aussies build long-term wealth through its innovative money management platform. Led by Founder & CEO Andy Taylor, Douugh offers a user-friendly interface, personalised investment options, and comprehensive educational resources to empower customers in their financial journeys. By constantly seeking new ways to innovate and improve, Douugh is revolutionising the banking and investment landscape in Australia.

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