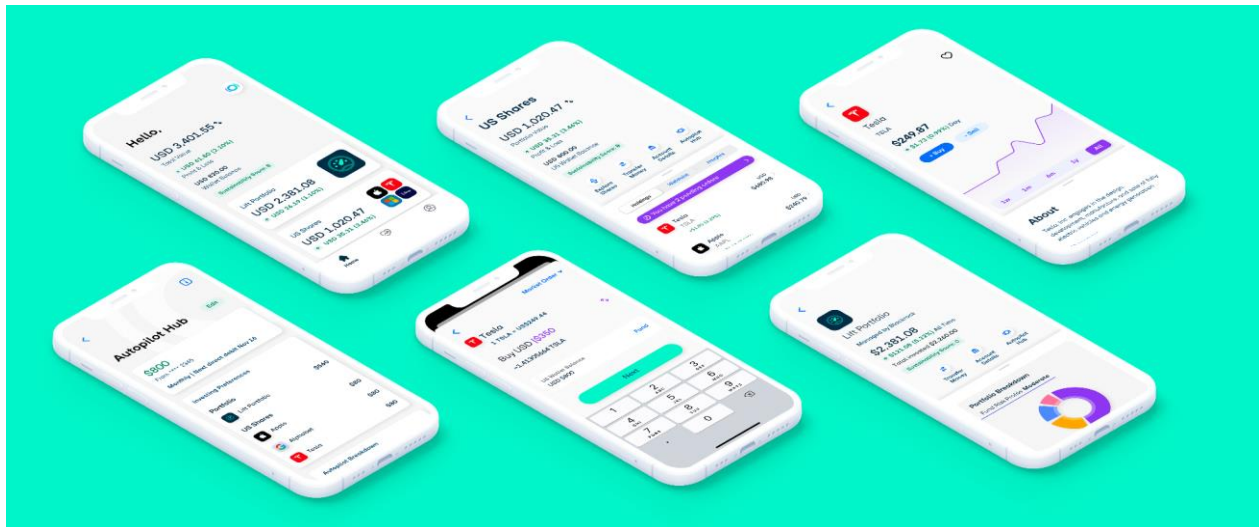


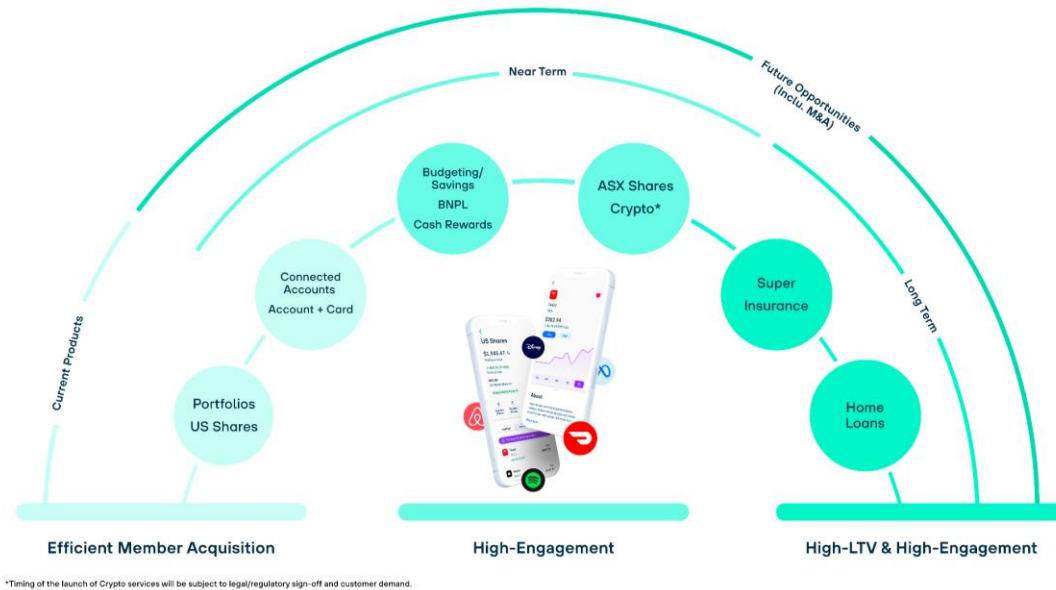
Douough secures additional growth funding to accelerate its AU rollout

- [Douough](#) is delighted to announce it has raised \$1.94m in additional growth capital led by Canaccord Genuity, to fund its Australian launch and ongoing R&D of its Financial Super App.
- The initial launch is centred around micro-investing, helping customers save and invest on autopilot via a diversified Portfolio managed by BlackRock, whilst allowing them to customise with high conviction U.S stocks like Tesla, Disney or Nike.
- The Company is targeting long-term retail investors and savers rather than sophisticated day traders.
- Douough is currently working to migrate its ~27k Goodments customer base over to Douough platform before the end of December, prior to ramping up growth activities in January.
- The next phases of the Super App rollout will see the introduction of a re-imagined Banking & Credit services to challenge current traditional Debit/Credit Card & BNPL offerings in the market. ASX Share and Crypto trading services will also be introduced.
- Douough earns revenue via account, trading, transaction, and foreign exchange fees in conjunction with interest on cash balances. This will be expanded to include card interchange and a NIM spread on lending activities.

Sydney|New York, 12 December 2022 – [Douough](#) Ltd (ASX: DOU), the consumer fintech company on a mission to empower everyday people to grow & manage their money by creating winning habits through a financial super app, is delighted to announce it has secured additional growth funding to launch and scale its Australian operation with a placement to sophisticated and professional investors.



We're building the future of banking & investing and investing for consumers who are more active today than ever before in financial services. Australian's now have in excess of 6 fintech apps on their phone. Because of these monoline banking, share & crypto investing services – 77% of people today say they've lost track of their money, resulting in increased money stress.



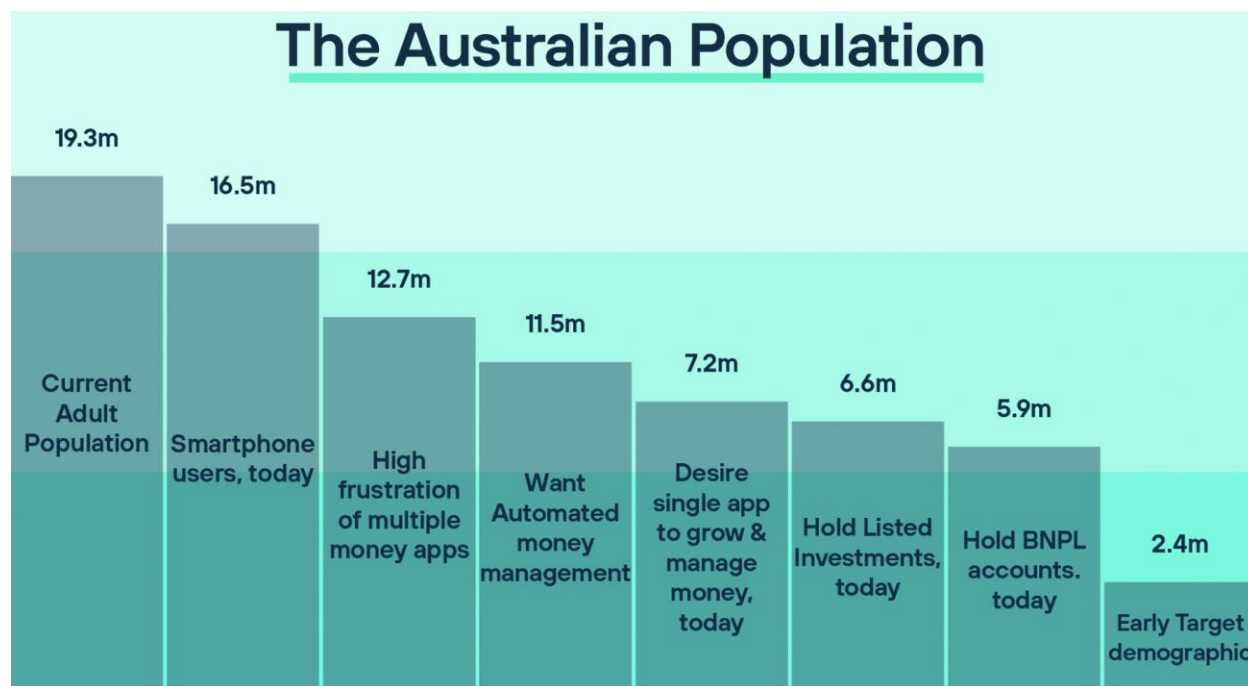
Money management is in sharp focus, with the mass adoption of non-big 4 bank applications demonstrating that our target market is active and engaged in attempting to manage their finances but yearning for smarter technology, a more seamless customer experience and education to help them get ahead.

The Australian Landscape



As such, we have a large addressable market in Australia alone, with growth opportunities that increase with product expansion in the short term and with population shifts over the long term.

- Gen Z = 18.24%, 48% of whom identify as “Wealth Seekers”¹
- 14.8m hold credit card debt. With changing economic conditions, cash flow smoothing and debt consolidation will become a primary driver.²
- 77% are highly frustrated by multiple money apps³
- 90% want automation to help achieve financial independence⁴
- 57% want one app for their money combining spending, credit and investing, today.⁵
- 2m new traders joined the market in the last 24 months. 900k new traders intent to join in the next 12 months.⁶
- Significant growth in the ETF market, Investing in Diversified, low costs ETFs surged 44% in 2021 and is expected to outstrip all other investing in the next 5 years⁷.



Rollout plan

The first phase of the launch lets Australians setup a recurring micro-investing savings plan via Dough's proprietary Autopilot feature - investing in risk-weighted diversified portfolios managed by BlackRock, as well as thousands of US shares, all rated for Sustainability. This service supports the first of Dough's strategic pillars, delivers on the mission of helping customers adopt winning financial habits to create long term wealth on autopilot.

Dough will then look to roll out the second phase of its financial super app. Re-imagined everyday spending & budgeting features designed to empower customers to better manage their expenditure and smooth their cash flow, with the goal of helping people save more to invest in their future by further lowering the barrier to entry.

¹ The Super App Shift Paypal July 2022

² Credit Card Nation, Illion 2021

³ Dough Research July 2022

⁴ Dough Research July 2022

⁵ The Super App Shift Paypal July 2022

⁶ AFR May 2022

⁷ [Financial Times](#) February 2022

How we will make money

We are adopting a diversified platform based revenue stream that will span across investing, banking and technology services. Revenue will be predominantly generated from;

- Monthly recurring Plan and Account based fees
- Trading and Transaction fees
- Currency conversion
- Interest of cash balances
- NIM on lending

Use of Funds

The Placement to institutional and sophisticated investors will see the issue of 121.25m shares at a price of \$0.016 (1.6 cents) per Share. Canaccord Genuity Acted as Sole Lead Manager to the Placement which has been conducted using the Company's current Listing Rule 7.1 and 7.1A placement capacity. The Shares from the Placement are expected to be quoted on ASX on Monday, 19 December 2022. Subscribers will also receive a 1-for-1 free attaching option. The options will be exercisable at A\$0.04 and expire on 31 July 2024 and it is intended that the class will be listed.

The Placement will accelerate Douough's take-up in Australia. The funds raised under the Placement will be applied as follows:

Item	\$1,940,000 Placement
Marketing and promotional activity ¹	\$600,000
Research and development ²	\$750,000
Expenses of the Placement	\$160,000
Additional working capital and administrative expenses	\$430,000
TOTAL	\$1,940,000

1. Marketing activities to increase the level of customer acquisition across key digital channels, growth hacking initiatives and PR.

2. Research and development to accelerate the Company's product development roadmap to expand its financial super app.

The above table is a statement of current intentions as at the date of this announcement. Intervening events may alter the way funds raised by the Placement are ultimately applied by the Company.

The Company is also continuing efforts to further reduce its cash burn and is now in the process of winding down its U.S banking subsidiary. This will save Douough a further ~\$200k per month in operating expenses. M&A discussions continue to find a path forward to monetise the customer base and licence the technology.

The Placement will be conducted in two tranches:

- Tranche 1: 121,250,000 Shares will be issued to raise \$1.94m utilising the Company's available placement capacities pursuant to ASX Listing Rules 7.1 and 7.1A. Specifically, 84,024,243 Shares will be issued under the Company's Listing Rule 7.1A capacity, and 37,225,757 Shares will be issued under its Listing Rule 7.1 capacity.
- Tranche 2: 121,250,000 listed options will be issued on a 1:1 per share subscribed for basis.

Completion of Tranche 2 is subject to shareholder approval under ASX Listing Rule 7.1, which the Company intends to seek at an extraordinary general meeting to be convened shortly. Allotment of the Tranche 2 securities will occur after the general meeting. The Placement Share issue price of \$0.016 was a 20% discount to the last closing price of Douugh Shares.

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

"We are delighted and grateful to secure additional growth capital from investors during these tough economic times to launch the Australian service and begin to turn back on revenue growth. We believe the time is right to lean into our core responsible micro-investing service that will help everyday Australians adopt the right money habits to live financially healthier lives in a time of such great economic uncertainty.

Right now many Australians are feeling stressed about their finances. Especially those that have never experienced an economic downturn in their adult lives. As interest rates increase to combat rising inflation, people are seeing the value of their money erode, as well as their investment gains. Our research shows that nearly 80% of retail investors that entered the market in the last 2 years are over exposed to 'meme' stocks that have cratered in value. The need to educate individuals on creating a diversified investment plan through dollar cost averaging as a way to build long-term wealth has never been more important.

We will now look to focus on incorporating an enhanced version of the banking and spending card functionality operational in the U.S app to round out the Financial Super App offering and increase its utility for everyday Australians, which will further lower the barrier for people to adopt a regular investing habit. This will also allow us to further diversify our revenue streams and increase ARPU (Average Revenue Per User).

Our pivot to now focus our internal efforts on the Australian market in the short-term is consistent with our strategy to deliver shareholders sustainable revenue growth and a clear path to cash-flow breakeven in the shortest period of time."

--End--

About Douugh

[Douugh](#) is a consumer fintech, on a mission to empower everyday people to grow & manage their money by creating winning habits through a financial super app.

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ASX Release approved by the CEO on behalf of the Board.