

28 April 2021

Douough appoints ex Xero Executive Leanne Graham to the Board

- *Douough is delighted to announce the appointment of Leanne Graham to the Douough board as Non-Executive Director.*
- *Leanne is a highly experienced technology Executive, with a comprehensive understanding of Software-as-a-Service (SaaS) based business models, and in developing scalable distribution channels in mature international markets.*
- *Leanne's experience in designing and executing global growth strategies for software companies will significantly bolster the Company's skillset, as it looks to scale the Douough platform internationally once establishing product market fit in the US.*

28 April 2021 (Sydney | New York) AI-driven financial wellness App provider **Douough Ltd** (ASX: DOU) (**Company** or **Douough**) is pleased to advise that Leanne Graham will join the Douough Board as a non-executive director, effective 1 May 2021.

Leanne has over 30 years experience in the software industry and is recognised as one of New Zealand's few female IT entrepreneurs and CEOs of a NZX company, after investing in GeoOp and becoming its CEO. Prior to this, she was the Country Manager for Xero in NZ, designing and executing its global growth strategy; instrumental in propelling Xero from a newcomer SaaS product to becoming the global accounting software standard.

In 2018, she was awarded the New Zealand Order of Merit for services to the software industry. She is currently Non-exec director of Nomosone, ASX listed Bid Energy (ASX: BID) and ArchTis (ASX: AT9).



Douough's newly appointed director,
Leanne Graham

Newly appointed Douough director, Leanne Graham said:

"I am so excited to take up this appointment with Douough. The accelerated shift to integrated SaaS based banking and investing models has created the perfect environment for the Douough platform to proliferate and establish itself as a market leader in the sector, starting in the US.

I found myself drawn to the fintech's purpose and mission to make the world financially healthier through a fully integrated financial wellness App that helps people manage and grow their money. I look forward to working with Andy to help him and his team execute on his ambitious vision."

Douough Founder and CEO Andy Taylor commented:

"We are delighted to welcome Leanne to the Douough Board. The Company undertook to review its composition to ensure that it had the necessary mix of qualifications, experience and expertise. Leanne bolsters these requirements handsomely. Her appointment further structures the Board and Douough for future success as we look to scale up."

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About Douugh

Douugh is a purpose-led fintech company, on a mission to help customers autonomously manage AND grow their money to live financially healthier.

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