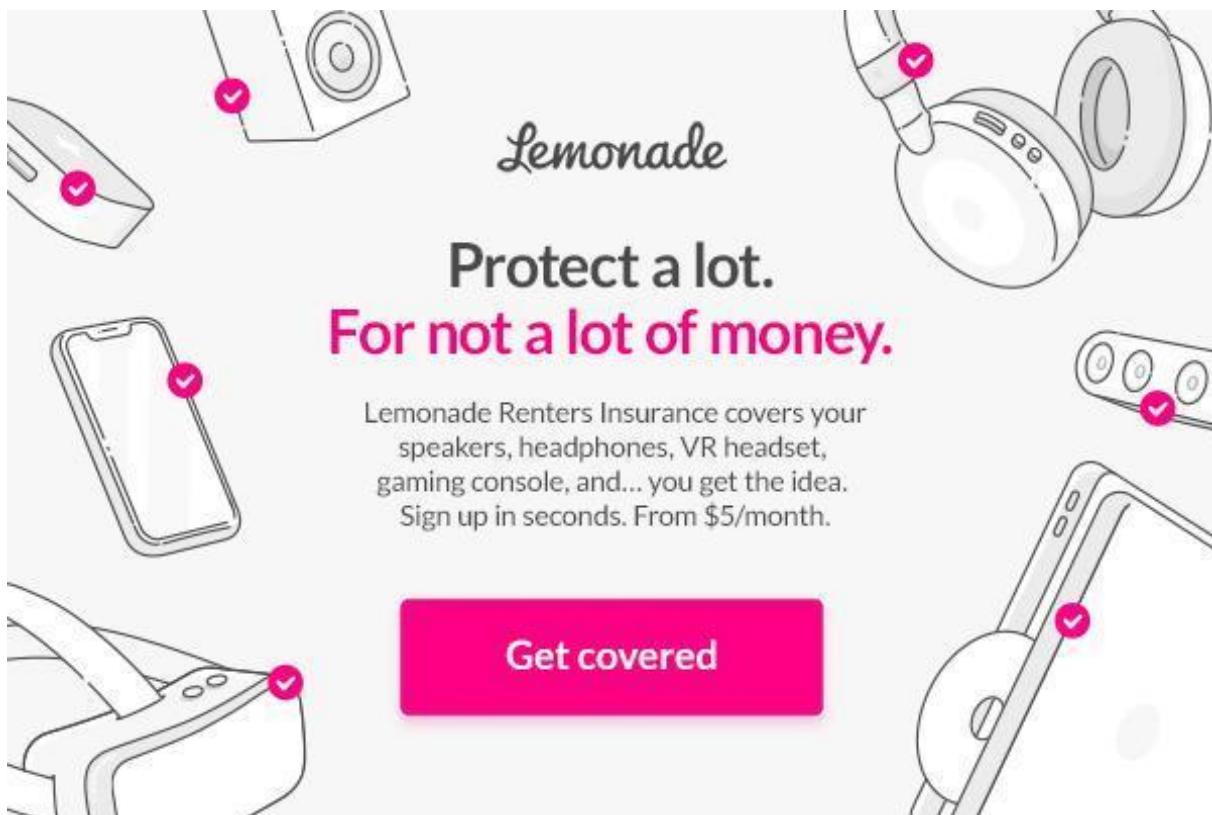


Dough partners with Lemonade to offer insurance products to its US customers

- *Dough has partnered with leading insurance provider Lemonade to offer its insurance products to its US customers.*
- *Lemonade currently offers renters, homeowners, pet, car and life insurance.*
- *This is the first step in the testing of Dough's proposed curated marketplace strategy, working with select strategic branded technology partners to tightly integrate value added financial services inside its responsible financial super app.*
- *The partnership with Lemonade opens up a new affiliate revenue stream for Dough.*

Sydney|New York, 9 December 2021 -- Dough Ltd (ASX: DOU), the responsible financial super app helping customers autonomously manage and grow their money to live financially healthier lives, today announced it has sealed a partnership with leading insurance provider Lemonade to offer its award-winning insurance products to Dough's US customers.



The partnership will see Lemonade offering its insurance products as part of Dough's proposed curated marketplace strategy, which will see the Company work with a small selection of innovative strategic brand partners in the financial services sector to tightly integrate value added financial services (and consolidate subscriptions) within its responsible financial super app.

Customers will initially click on a link and be taken through to a Lemonade portal. Over time, this process will be integrated and occur within the Douough app.

Commenting on the Company's partnership, Douough's Founder and CEO **Andy Taylor** said:

"Douough's purpose is to help customers to manage and grow their money to live financially healthier lives via an integrated financial super app. This is the first branded partnership that we are looking to undertake in the US as we look to build out a marketplace of curated and tightly integrated value added solutions that can help our customers better manage their financial needs and provide greater convenience. Lemonade is the leading insurtech brand for millennials and gen-z in the US and we believe they align well with the Douough brand and proposition, helping customers the things they love in a simple way!"

Although the financial impact of the agreement is not yet determinable, it is deemed material due to the introduction yet another revenue stream to the Douough platform, which represents the commencement of Douough's curated marketplace strategy. Lemonade will remunerate Douough for each new insurance policy lead it originates through the Douough platform. The agreement commences immediately with a continuous term and a forty-eight hours' prior written notice termination clause. The offering is expected to be live before the end of December 2021.

--End--

About Douough

[Douough](#) is a responsible financial super app, on a mission to help customers autonomously manage and grow their money to live financially healthier lives. Douough was founded in 2016 by Andy Taylor, Co-founder of SocietyOne, Australia's first and leading P2P Lending platform.

For more information contact:

Investor

info@douough.com

Media

press@douough.com

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