

SelfWealth Hits 100k Active Traders and Increases Market Share to #4 in Market

Melbourne, Australia – 10th August 2021: SelfWealth Ltd (ASX:SWF) (“SelfWealth” or “the Company”) is delighted to update the market on achieving the 100,000 Active Traders[^] milestone and to inform the market of new independent research which reports SelfWealth as the fourth largest player in the online broking industry.

This week, SelfWealth will achieve the major operational milestone of 100,000 Active Traders, up from 95,189 on 30 June 2021. Our customer base is highly engaged, and we continue to receive high levels of new customer acquisition through member referrals. The scalability of this substantial customer base will drive future revenue growth from new product development.

Independent market research firm, Investment Trends, has just released updated industry data which reports SelfWealth as the number four player in the online broking market in Australia in terms of share of primary relationships among online investors, surpassing one of the Big Four banks¹.

Investment Trends is a market research company that delivers independent, deep insights research on the behaviours and needs of investors and intermediaries to help financial services companies develop market-leading products and services that help them stay ahead of the curve. Our large customer base and our track record of market share expansion give us confidence that our scalable, HIN based and CHESS sponsored business model will continue to deliver exceptional growth over the years ahead.

In July 2021, the Company completed a \$10 million placement to institutional and sophisticated investors and is currently finalising an SPP of up to \$2 million to eligible shareholders. These funds will be used to accelerate investment in broadening the product range, improving the user experience, pursuing a more aggressive marketing strategy and implementing a leading-edge data analytics strategy.

The Company’s growth strategy is to continue diversifying revenue streams by offering a broad product portfolio to investors, supporting their wealth creation journey while continuing to challenge the incumbent bank-backed online investment platforms in Australia.

[^] Active Traders are portfolios that are ready to trade, with cash and/or equities in their portfolio.

¹ Investment Trends, May 2021 First Half Australia Online Investing Report

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Cath Whitaker, CEO of SelfWealth Pty Ltd, has authorised the release of this announcement to the market.