



Australian Shareholders Association Conference 22nd May 2024



Who is Selfwealth



Selfwealth was founded in 2012, initially created as community for investors to share information and facilitate discussion around investing.



SelfWealth Ltd is an Australian owned and operated and became a publicly listed company on the Australian Securities Exchange (ASX: SWF) in 2017. Being ASX listed means greater transparency for shareholders and customers.

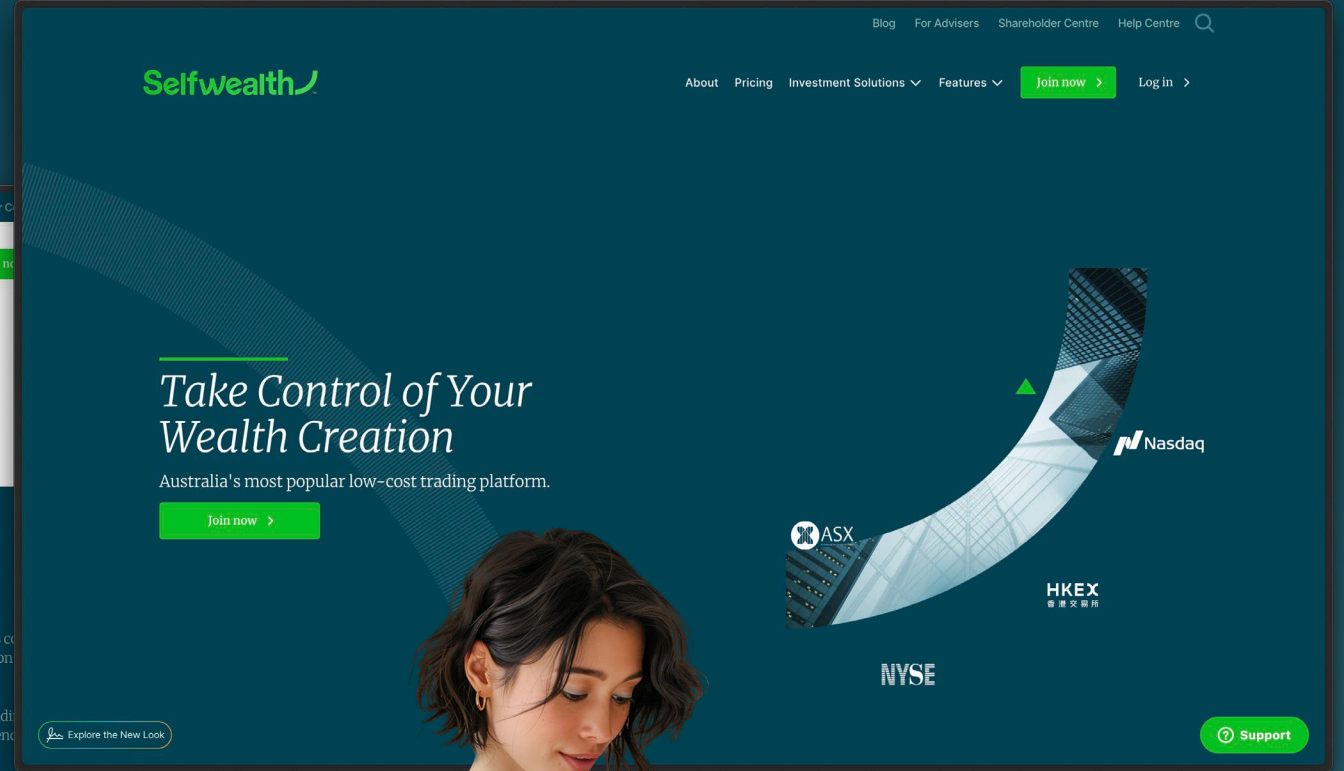
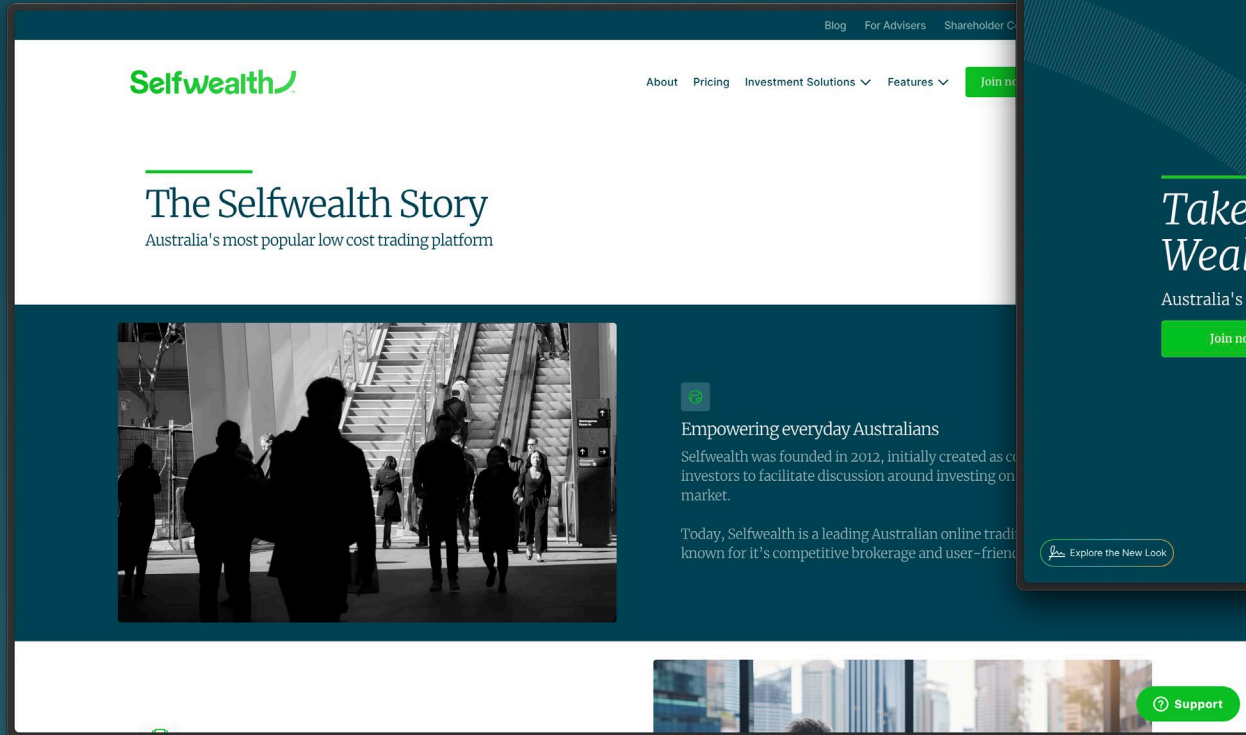


Today, Selfwealth is a leading Australian online trading platform known for its competitive brokerage and user-friendly interface. Investors can trade in markets across Australia, United States of America and Hong Kong across a range of exchanges (ASX, Cboe, Nasdaq, NYSE and HKEX).



Selfwealth entered the Adviser space in 2019 with the platform available for financial professionals to manage their clients' wealth.

The Selfwealth Website



H1 24 overview

<p>Revenue down 6% to</p> <p>\$13.6 m</p> <p>pcp \$14.5 m</p>	<p>FUA* up 14% to</p> <p>\$10.1 bn</p> <p>pcp \$8.9 bn</p>
<p>Underlying EBITDA up 45% to</p> <p>\$3.5 m</p> <p>pcp \$2.4 m</p>	<p>Active Traders** steady at</p> <p>128.6 k</p> <p>pcp 128.4 k</p>
<p>Underlying EBIT up 79% to</p> <p>\$3.2 m</p> <p>pcp \$1.8m</p>	<p>Operating cash flows up 125% to</p> <p>\$1.3 m</p> <p>pcp \$0.6m</p>
<p>NPAT up \$1.5 m to</p> <p>\$1.6 m</p> <p>pcp \$0.1m</p>	<p>Cash balance up 11% to</p> <p>\$12.0 m</p> <p>pcp \$10.8m</p>

Key callouts

- Continued profitability after maiden profit in FY23
- Record half year NPAT of \$1.6m, up \$1.5m
- Operating cash flow up 125% to \$1.3m
- Have now achieved five consecutive quarters of positive cash flow.
- Strong financial position with cash balance now at \$12m and no debt
- FUA up 14% and Active client base retention is stable
- Focus on scaling the business to be positioned for growth
- Trading conditions were subdued with ASX market trading volumes down compared to the previous corresponding period (pcp).

* Funds Under Administration includes Australian, US and HK securities and customer cash expressed in Australian dollars

** Active Traders are portfolios that are ready to trade, with cash and/or equities in their portfolio

New leadership team

Relevant industry experience and expertise



Craig Keary

Chief Executive Officer
(Appointed Oct 2023)

Over 30 years in financial services, with a strong depth of leadership experience in wealth, investments and share trading blue-chip global companies.

Will lead the business transformation and customer experience uplift to best in class.



Paul Cullinan

Chief Commercial Officer
(Appointed Oct 2023)

30 years in financial services, both in professional services and commercial roles including CFO and now CCO in rapidly growing businesses.

Will drive business strategy, financial performance and equity value creation.



Cameron McDonald

Chief Technology Officer
(Appointed Jan 2024)

30 years' experience in financial services technology, inc. State Street, HSBC, Challenger and Genworth.

Will oversee building out platform development, mobile and cyber security.

New leadership team (continued)

Relevant industry experience and expertise



Erin McWilliams

Head of People and Culture
(Appointed May 2023)

10 years' experience in large Fintech, inc. Xero and Culture Amp.

Will own the people and culture strategy and implementation, training and recruitment.



Samantha Powell

Head of Marketing and Communications
(Appointed Jan 2024)

20 years' experience in wealth management and banking marketing, inc. Vanguard, NAB, BT and Macquarie.

Will reconfigure our value proposition to deliver a targeted and personalised experience.



Brendan Mutton

Head of Partnerships and Sales
(Appointed Apr 2018)

25 years' experience in intermediary wealth distribution, inc. NAB and Macquarie.

Will drive the Adviser and HNW growth strategies.



Janelle McQueen-Paice

Chief Experience Officer
(Appointed Feb 2024)

25 years' experience in financial services, inc. BT, Westpac and MLC Life Insurance.

Will own the improvement of digital led, user centric customer experience.

Strategic focus and delivery

The new leadership team focused on scaling the business to be fit for purpose and positioned for long-term, sustainable growth.

Trusted Brand

Leading retail, 'fixed-cost, low-cost' broker differentiates Selfwealth and its offerings

1. A stable and simple to use platform at a fixed \$9.50 price and with no hidden commissions.
2. Focus on customers
3. Improving processes in the business.
4. Operating model enhanced to enable improved and nimble decision making

Elevated customer experience positions for growth

1. Renewed focus on the segmented customer strategy to improve the customer experience (CX) with concentrated focus on High Net Worth (HNW) and active traders.
2. Increased focus on improving the platform to meet customer needs.
3. Exploring opportunities to provide suitable and attractive adjacent products and solutions to our loyal customer base.
4. Increased engagement, including face to face meetings, webinars, and deeper insights.

A stronger business

1. Selfwealth has achieved five consecutive quarters of positive operating cashflow.
2. Funds under administration (FUA) and the customer base have continued an upward trajectory.
3. Specific focus on growing HNW and active traders with H1 FY24 average FUA per customer of \$79k, up 13.4% from \$70k pcp.

Disclaimer

Important information for investors

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Selfwealth™



HKEX
香港交易所

ASX
AUSTRALIAN SECURITIES EXCHANGE

NYSE

Nasdaq