

SelfWealth Board Changes

Melbourne, Australia – 2nd September 2021: SelfWealth Ltd (ASX:SWF) (“SelfWealth” or “the Company”) is delighted to announce the appointment of Cath Whitaker to the Board of SelfWealth, effective Monday 6th of September 2021.

Cath commenced her role as CEO of SelfWealth in April 2021 with a clear mandate to drive the next phase of growth for the Company. Cath has over 20 years’ experience in global financial services with extensive expertise in driving digital transformation in organisations.

Over the past few months, Cath has led and developed SelfWealth’s growth strategy, which is strongly anchored on internal and external data points and customer insights. These insights helped shape the comprehensive Product Roadmap to ensure that ongoing product innovation is aligned with customer demand. Cath has attracted additional senior talent to SelfWealth who are focused on Data & Analytics, Product, Technology and Sales. In addition, SelfWealth completed an \$11.7m capital raise in July to build out product development capability and expand investment in sales and marketing activities.

Cath Whitaker, CEO commented, “I am very pleased to join the SelfWealth Board as an Executive Director as the Company embarks on a really exciting growth phase to broaden our product portfolio and to keep attracting new Active Traders. There are strong industry tailwinds supporting sustained growth in the online broking market and we are focused on the effective implementation of strategies to aggressively grow our market share.”

As part of an ongoing Board refresh, Tony Lally will not be standing for re-election and will retire from the Board at the AGM on 21st October, 2021. Tony Lally was the Chairman of SelfWealth from November 2017 until April 2021, steering the company through its IPO and a number of years of exceptional growth.

Tony Lally stated, “I am very proud of the Company that we have built over the past decade. SelfWealth is now a major player in the online broking industry in Australia with over 100,000 active traders and a diversified product portfolio including US Trading. I would like to thank the Board for the opportunity to contribute as Chair over this period and I wish the team well as the Company continues to grow over the years ahead.”

The Board would like to thank Tony for his wonderful contribution as Chairman and as a Non-Executive Director of SelfWealth.

Investor Inquiries

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The Board of SelfWealth Pty Ltd, has authorised the release of this announcement to the market.