

## Launch of new product on Platform – Business Insights

- **Launch of Business Insights to further support customers in optimising their finances**
- **Represents the first data-driven product to be launched on the Platform**
- **Business Insights is one of several products that will be launched in the coming months, to continue to expand the addressable audience of relevant customers and improve engagement**
- **Represents the first of a multi-stage strategy to deliver business health-checks and 360° insights that will become both a key differentiator, and the foundation of a premium subscription service**

Leading SME focused Fintech, Propell Holdings Limited (ASX:PHL, Propell or the Company) is pleased to announce the launch of its Business Insights tool to further support customers to manage and optimise their finances. Propell has built a leading digital, cloud-based platform offering tailored finance products to help small to medium businesses manage and optimise their cash flow, with products including funds for operating and growth (lending) and broad payment acceptance (Instant Payment receipts).

This first stage of Business Insights represents the foundation of a premium subscription offering that will ultimately deliver business health-checks incorporating external data sources, comparisons and 360° insights. This includes a customer dashboard of relevant analysis including, for example, average daily balances and credit scores. Business Insights will be provided to all customers that join the Platform, delivering on Propell's mission of supporting businesses in achieving their goals irrespective of their stage of development.

Business Insights will support growth in total customers on the Platform, providing a rapidly growing group of engaged, relevant customers for current product utilisation as well as future product launches. Furthermore, the launch of Business Insights is expected to reduce Propell's average cost of customer acquisition.

Propell has a well-defined strategy to continue to attract new customers and further enhance the Platform by adding additional proprietary and third-party products to drive growth in both overall revenues and revenue per customer. The launch of Business Insights represents the first of two new products which are expected to be launched during June 2021.

Propell CEO, Michael Davidson said: "The launch of this first stage of Business Insights was ahead of schedule and represents progress on our strategy to attract new customers and enhance the Platform by adding proprietary and third-party products. Importantly, Business Insights represents the first product to capitalise on our increasing proprietary data relating to a broad range of SMEs."

Authorised for release by the Board of Propell Holdings Limited.

### About Propell

Propell Holdings Limited (ASX:PHL) is an Australian fintech company providing intelligent finance solutions to small-medium enterprises (SMEs).

Propell's digital platform is aimed at improving SME cashflow by aggregating a range of finance products and services including lending, payments and cashflow forecasting tools. The company leverages its extensive customer data with an artificial intelligence (AI) based engine to deliver its products in an entirely digital manner.

Propell launched the platform in mid-2020 and is focused on further customer growth and development of its product suite.

For more information see <https://propellme.com.au/> and the investor website <https://propellholdings.com/>.

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