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Shane Lavagna-Slater Appointment Marks the Next Stage of Little Money Product Scale Up

One Click Group Limited (ASX: 1CG) ("Company"), a fast-growing digital fin-tech platform providing tax, lending and wealth solutions to more than 265,000 users, is pleased to provide the following update.

Highlights:

- **Shane Lavagna-Slater appointed to the newly created role of General Manager of Lending, commencing immediately to lead the commercial scale-up of One Click Little Money.**
- **Shane is an experienced commercial and financial services executive with more than 20 years' experience across fintech, banking, payments, credit and digital financial products in Australia and international markets.**
- **This appointment marks the next stage for the Little Money product, following 12 months of extensive testing, which showed strong demand exists within One Click's highly qualified existing user base.**
- **Offering cash advances to existing users means this product provides an opportunity to generate additional revenue without the incremental CAC associated with acquiring new customers.**

Experienced Financial Services Executive to Lead Lending Business

Shane has held a range of senior commercial and executive roles across the financial services and technology sectors in Australia and South Africa spanning more than 20 years. His experience includes business strategy, product development, payments, credit, strategic partnerships and customer experience, giving him a broad understanding of how technology can be used to create new products and scalable revenue opportunities.

Prior to joining the Company, Shane was General Manager – Financial Products at Rent.com.au (ASX: RNT), where he was responsible for the growth and commercial performance of their financial services division. His role included the development of lending products and rental payment services, as well as building strategic partnerships to support the growth of the business.

He also brings experience in education and governance, having completed a PhD specialising in finance, amongst other financial qualifications and the Australian Institute of Company Directors' course.

Shane's combination of commercial experience, financial services expertise and technology sector knowledge will support the Company as it continues to execute its growth strategy, develop new opportunities and expand its market presence.

Shane said:

> *"I am excited to be joining One Click Group at such a pivotal stage in its growth journey. The business has built a strong reputation for innovation, customer focus and delivering accessible financial solutions, supported by a clear strategic vision and a compelling platform for future expansion.*
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> *The early success of the Little Money product demonstrates One Click Group's ability to identify and address customer needs in a highly competitive market. I look forward to working with the team to drive the next stage of growth for the Little Money product, enhancing its offering and reach while continuing to deliver positive outcomes for customers.*
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> *Beyond Little Money, I see significant opportunities to leverage the Group's capabilities, technology platform and customer base to expand into complementary credit products and financial services. I am excited to work alongside the Board and management team to build on the strong momentum already established."*

Managing Director, Mark Waller said:

> *"It's great to welcome Shane to the One Click team. He brings a strong track record of building and scaling high-quality lending businesses, and his experience is extremely relevant to the opportunity we see ahead of us.*
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> *Over the past 12 months, we have seen strong demand for our Little Money cash advance product from within our existing user base. We believe there is a significant opportunity to build a scalable cash advance and lending business around this user base, generating meaningful recurring revenue for the Group.*
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> *With Shane's experience in lending, financial products and commercial scale-up, we believe we're well positioned to accelerate the growth of Little Money and develop lending into an important long-term revenue stream for One Click."*

Little Money to Unlock Value Through One Click's Growing User Base

Little Money gives One Click customers quick access to a $500 cash advance when they need extra money. The product is designed for short-term expenses and is repaid over 28 days, providing customers with a simple way to manage unexpected costs. For One Click, it provides an additional service to its growing customer base and the potential to generate revenue outside the traditional tax season.

Launched in June 2025, Little Money builds on One Click's experience with its Next Day Refund product, which allows eligible tax customers to access their tax refund sooner. The initial launch allowed One Click to test demand for short-term finance among its existing customers, with management subsequently introducing an updated version of the product.

A key advantage of Little Money is the quality of the existing customer base to which it can be offered. Rather than acquiring new customers through additional marketing spend, the product can be made available directly to One Click users who have already been onboarded, identified and, in many cases, have an established tax and financial history with the Company. This creates an opportunity to generate additional revenue from an existing customer relationship with no incremental customer acquisition cost.

The model also provides scope to increase the value generated from each customer over time. One Click has already invested in acquiring and servicing these customers and can now introduce additional financial products through the same established relationship, creating opportunities to grow revenue while increasing engagement across the platform.

This ASX Announcement has been authorised for release by the Board.

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About One Click Group

One Click Life is a fast-growing Australian based financial technology platform positioned to disrupt and capitalise on the increasing market demand for online self-directed digital financial and life admin services.

The platform's primary competency and revenue stream at the moment is online tax. The One Click Life platform now contains a lending competency and a number of other products for users, with online wills and private health insurance already available with more new products to come in the future. One Click Life aims to be the go-to platform where Australian's can manage all of their financial life in a simple, low-cost, mobile first platform.