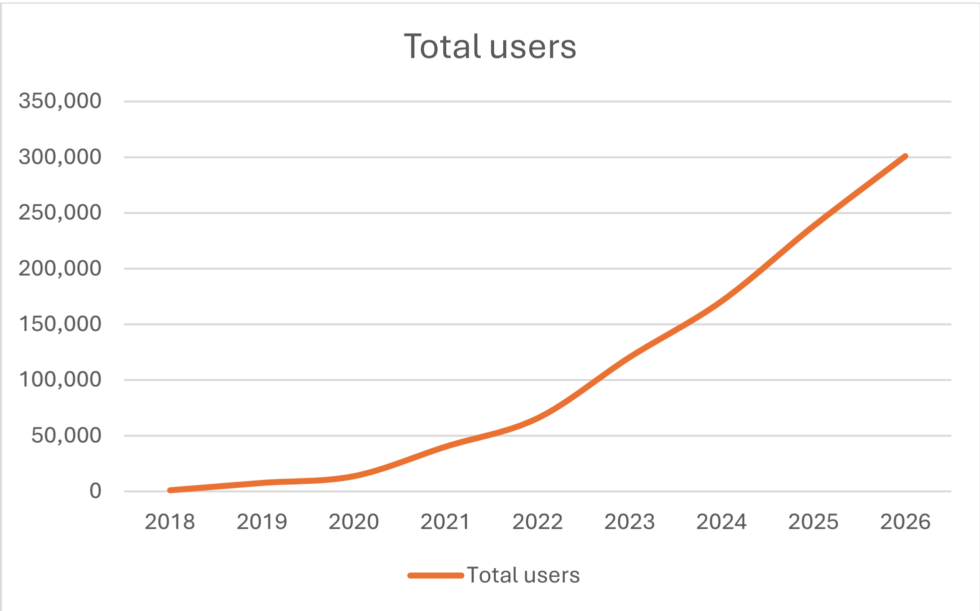
ASX / MEDIA RELEASE
24 September 2026

300,000 User Milestone Achieved

One Click Group Limited (ASX: 1CG) ("Company"), a fast-growing digital fin-tech platform providing tax, lending and wealth solutions to more than 300,000 registered users, is pleased to provide the following update.

Highlights:

- **One Click Group has surpassed 300,000 registered users on the platform, having added ~70,000 users (+30%) since 1 January 2026.**
- **The milestone reflects the continued success in user acquisition and increasing reach of the One Click Life digital financial services platform.**
- **With its growing tax business providing a strong foundation, One Click is scaling lending and progressing wealth products to support the next stage of growth.**
- **The expanding product suite provides opportunities to deepen customer engagement, increase cross-product adoption and grow customer lifetime value.**
- **Management remains focused on attracting new users, while converting its scale into sustainable revenue growth.**



From Strong User Growth to Greater Customer Lifetime Value

The 300,000-user milestone expands the addressable customer base available to One Click as it broadens beyond its established online tax offering. The Company's strategy is to use the scale and engagement created by tax to introduce additional financial products that meet adjacent customer needs.

With more than 300,000 registered users now on the platform, the Company has a larger audience through which to deepen engagement and increase customer lifetime value by moving users from single-product relationships to multiple-product relationships over time.

Lending is a key component of that next phase. The recent appointment of Shane Lavagna-Slater strengthens the Company's lending capability, while the Little Money cash advance business is progressing into scale-up mode following its successful testing phase.

Management's priorities remain:

1. Continue growing its audience, building on the momentum that has seen registered users increase +30% during 2026;
2. Scale the lending offering;
3. Launch wealth products;
4. Broaden the product ecosystem, with the addition of other complementary financial products; and
5. Increase customer lifetime value by growing the number of users adopting multiple One Click products over time.

Managing Director, Mark Waller said:

> *"Surpassing 300,000 registered users is another important milestone and demonstrates the scale we have built in our user acquisition models.*
>
> *The opportunity now is to deepen those customer relationships by scaling our lending products, launching wealth products and broadening the financial services available through One Click Life.*
>
> *With approximately 70,000 users added since the start of 2026, we enter this next phase with strong momentum and a materially larger customer base from which to grow sustainable revenue over time."*

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

For further information please contact:

One Click Group Limited

T: 1300 707 117
E: mark@oneclicklife.com.au
W: www.oneclickgroup.com.au
www.oneclicklife.com.au

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.

One Click LIFE
Your Financial Life MADE SIMPLE

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.