



19 September 2022

**Subject: Traction Update**

The Directors of Elevate Money Limited (“Elevate Money”) are pleased to release the attached Traction Update to Shareholders. The information in the attached is current as of September 2022.

On behalf of the Board of Elevate Money,

A handwritten signature in black ink, appearing to read "Tom McDonald".

Tom McDonald  
Company Secretary

**Important notice**

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# Traction Update

September 2022

Private + Confidential



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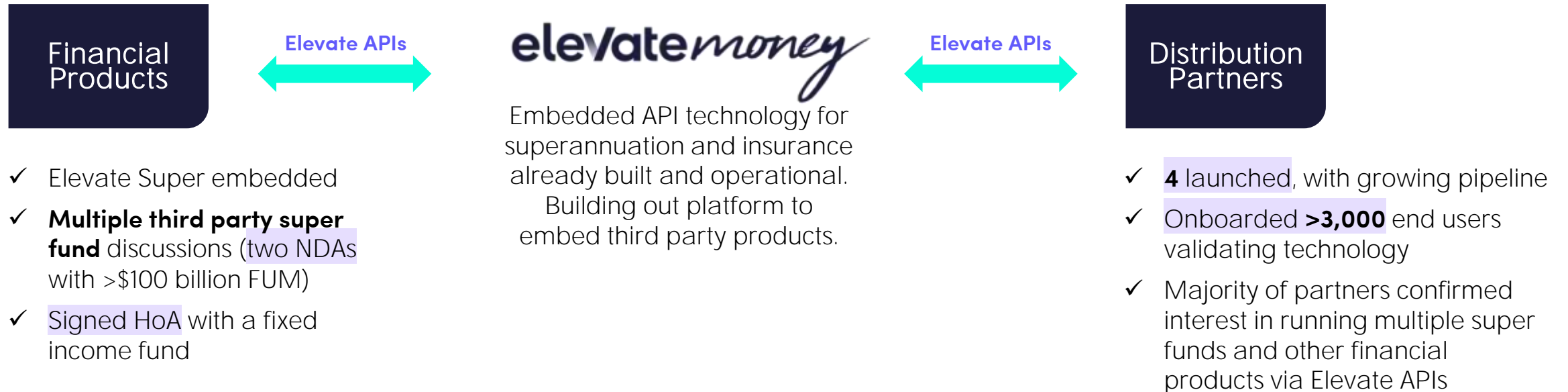
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# Significant traction across Elevate Money ecosystem

Rapid growth in distribution partner pipeline, increases attractiveness of Elevate's 'embedded railway' as a new distribution channel for financial product providers.



# 4 embedded distribution partners launched

Elevate Super offered as a choice superannuation fund in HR/payroll and other fintech apps.

## TANDA

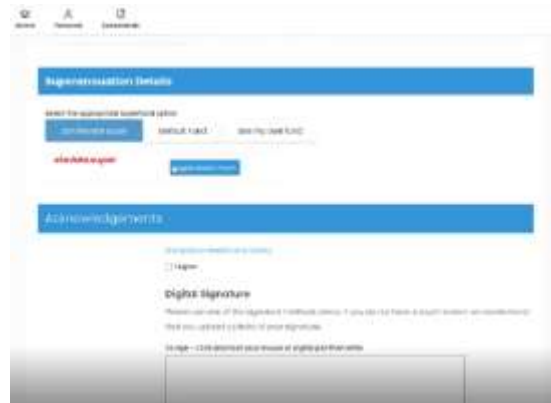
Transformational partnership to embed Elevate Super and other super funds/products via Elevate's APIs.

Tanda is Australia's leading rostering and attendance software provider used by >10,000 Australian businesses.

Received feedback that Elevate's superannuation embedded technology is the most advanced in the industry.

## foundU

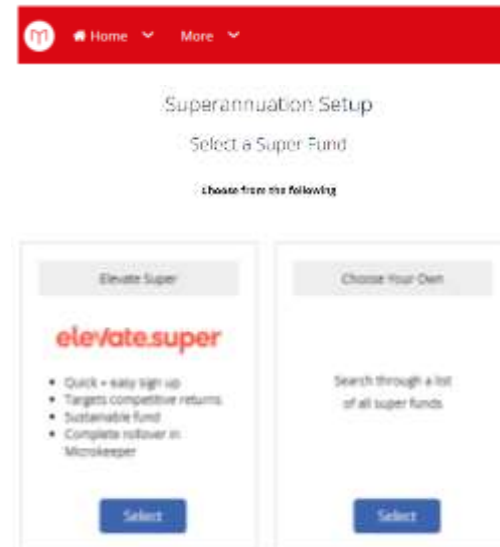
Workforce management platform with 500 employer clients.



## Microkeeper

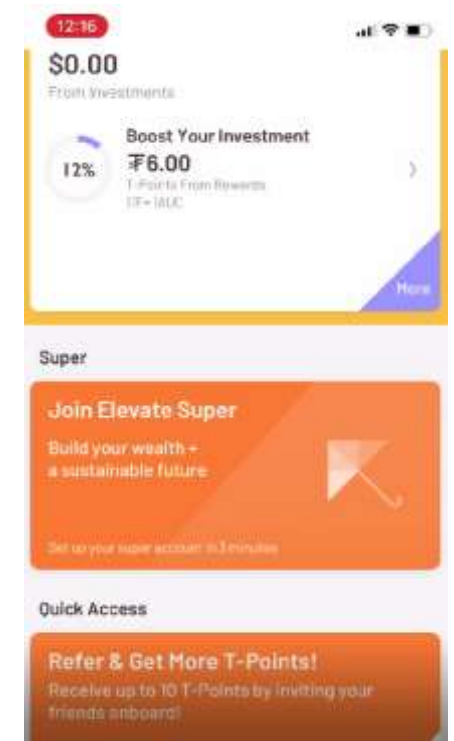
Rosters | Timesheets | Payroll

Workforce management and payroll platform, with ~190,000 end users and strong user growth.



## tangram

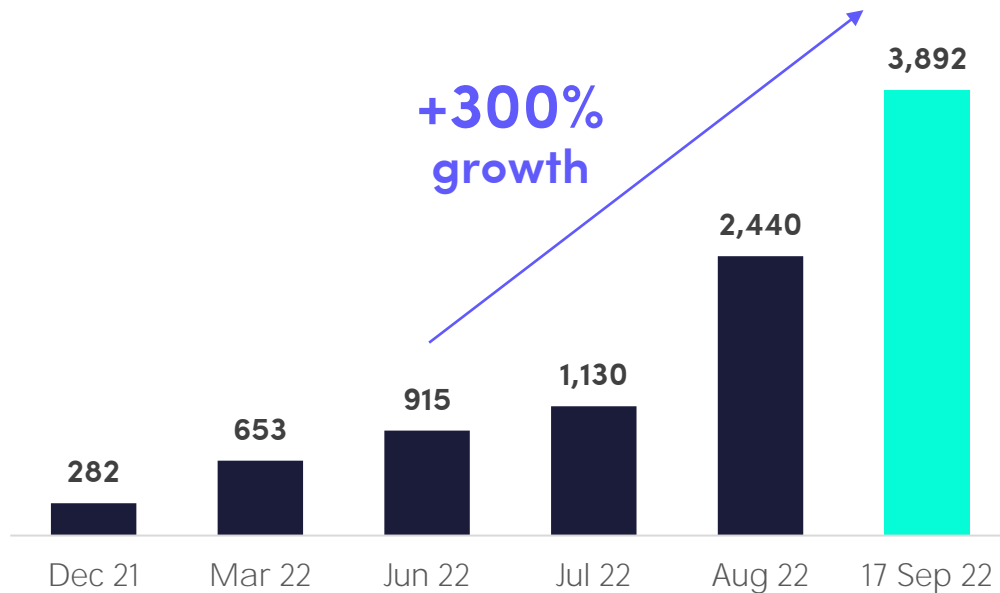
Fintech with >70,000 subscribers, that turns shopping rewards into investments.



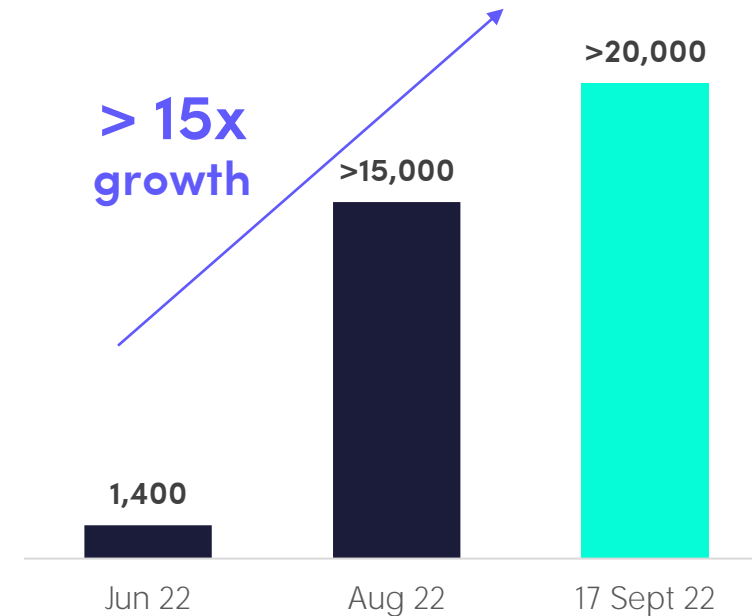
# Launched partners driving strong conversions

2 partners launched in August, driving 15x increase in annualised end user accounts to >20,000.

Number of End User Accounts



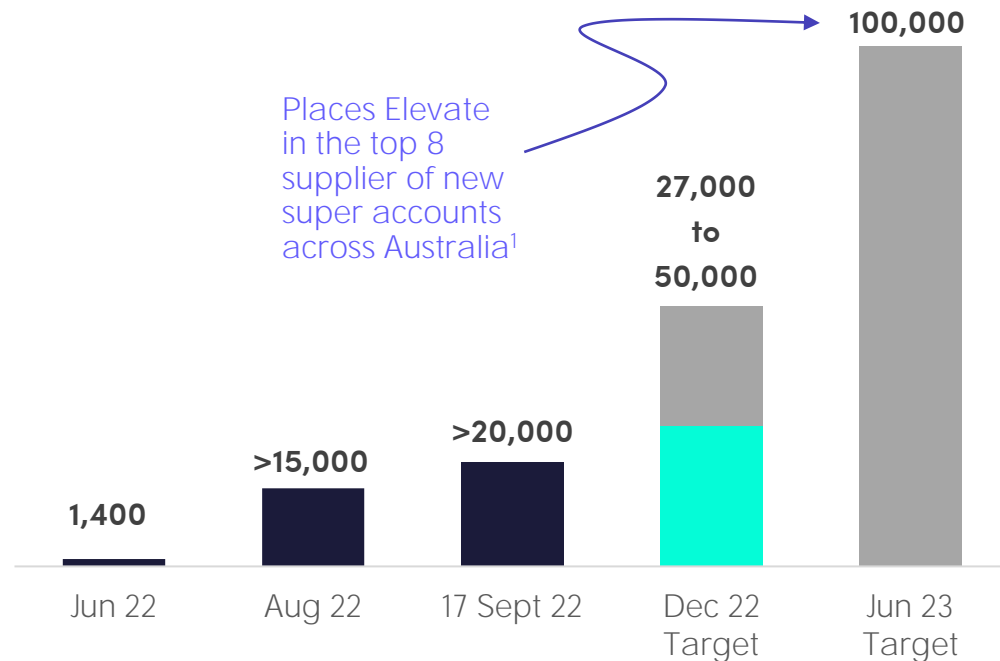
Annualised New End User Accounts Per Annum (of launched partners)



# Pathway to annualising 100,000 end user accounts

Based on advanced partnership discussions with multiple significantly large-scale groups.

**Annualised New End User Accounts  
Per Annum (of launched partners)**



Targets assume signing up 1 to 3 of the following major groups already in advanced discussions:

Large cloud-based HR onboarding and rostering platform.

Cloud software servicing >1m businesses.

Large recruitment and workforce management group.

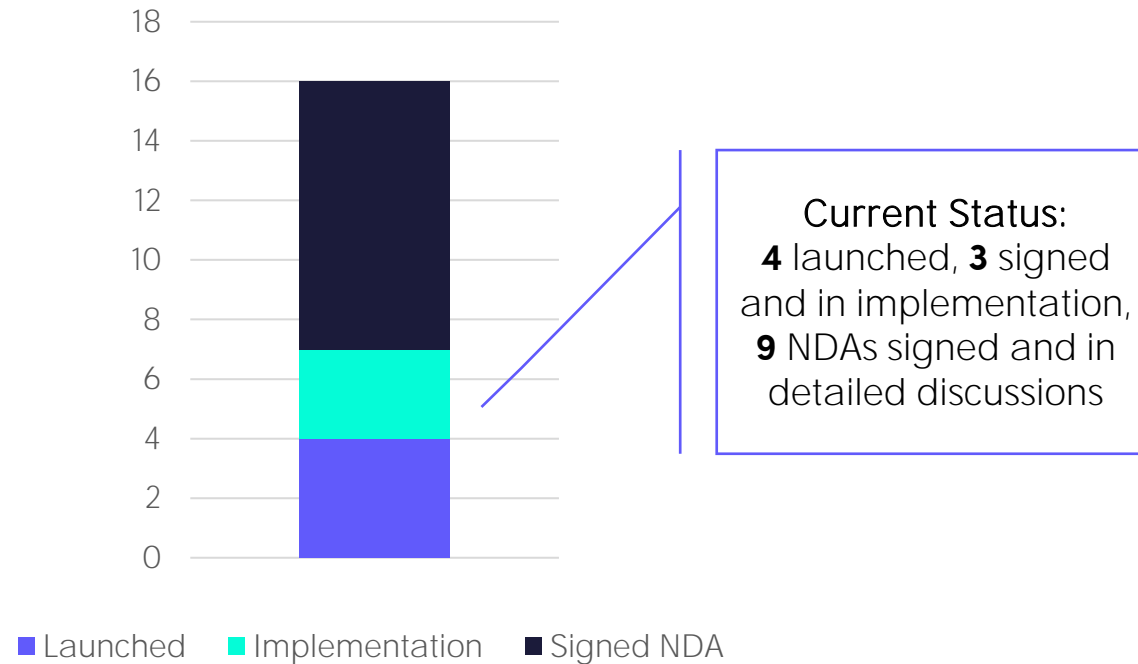
People and business management software solution with >10% market share in Australia.

Established compliance and workforce management solution for shift-based workers.

1. Based on APRA 2021 statistics of new superannuation member accounts (excluding successor fund transfers)

# Partnership pipeline growing rapidly

Current Partnership Pipeline Status  
(by number)





# Thank you



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