ASX / MEDIA RELEASE
30 October 2025

One Click Users Up 50,000 & Cost of a New User Down 20%

Key Highlights:

- **One Click Life registered users have increased more than 50,000 YTD**
- **This milestone was reached 9% faster than in 2024**
- **Cost of a new user in 2025 is 20% lower than in 2024**

Fast growing life admin technology platform **One Click Group Limited** (ASX:1CG) ("Company") is pleased to advise that new registered users on the One Click Life fintech platform have surpassed 50,000 already in 2025.

Pleasingly the cost of acquisition of a new user on the One Click Life platform in 2025 has averaged 20% less than a new user in 2024. The Company has been building it's digital presence over a number of years as well as it's user base which now exceed 220,000.

The growth in users numbers and reduction in cost of a new user is as a result of:

- ✓ A mature digital marketing strategy
- ✓ A strong organic presence
- ✓ Scale of existing user base referrals

The One Click Life platform commenced the year with 170,000 users exceeded 200,000 registered users in July and has now exceeded 220,000 registered users prior to the end of October. User growth remains strong with new users signing up to gain access to the Company's Online Tax and Cash Advance products.

Managing Director Mark Waller commented *"We are pleased with the current growth rates in registered user numbers. We usually see a reduction to the rate of growth towards the end of October, however this year with the benefit of the investment in our organic growth strategy over prior years, we're seeing an increase in the rate of growth.*

The cost of a new user has been reducing this year compared to prior years and is 20% lower than in 2024. New users are creating accounts to access our Online Tax and Cash Advance products. We're seeing cross sell from both products which is ultimately the Company's growth strategy. Although early days for our Cash Advance product, we see an outstanding growth opportunity from new users signing up for this product both from providing cash advances and cross sell into our tax product."

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

For further information please contact:

One Click Group Limited

T: + 61 8 9389 3160

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 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. The One Click Life platform aims to be the one stop shop for everyday Australians who want to manage their financial life admin across, tax, wills, insurance, mortgages, investing and more.

One Click Verify is a digital identity verification platform allowing businesses to digitally identity their customers as part of an onboarding or transaction process.