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ASX Release

21 July 2021

## **Email to Raiz Invest (RZI) customers from George Lucas, Managing Director/CEO**

One of the best things about working for Raiz Invest is the interaction we have with our customers. Our best ideas come from our customers, so, please, keep them coming.

In my last letter, I spoke about our decision to offer customers the opportunity to select their own asset weightings via the Custom Portfolio – a concept we developed based on customer feedback.

This feature allows users to personalise their portfolios by selecting their own ETF and Bitcoin target weightings – an option that is proving extremely popular with more than 10,000 clients taking up this option since its launch early this year, representing over \$48 million in Funds under Management (FUM).

We are conscious of the fact more clients want greater choice, something we quickly discovered when we began offering the Sapphire portfolio as part of the investment strategy in 2020.

We are now offering our platform to the \$750 billion self-managed super fund (SMSF) sector. Our belief that the wide investment choice on offer, as well as the very competitive platform fee (including all brokerage for unlimited trades, no switching fees and automatic rebalancing), would be popular with SMSFs is starting to bear fruit.

Some questioned whether we were stepping outside our traditional base – Millennials – but we believed we could not ignore this very dynamic part of the financial services market. And it's worth remembering that Raiz already had a diverse client base that included more than 30,000 clients aged 50 or over when we made this offering to SMSFs.

These strategies have helped accelerate our FUM growth on our way to our target of \$1 billion by the end of this calendar year, making Raiz a stronger, more profitable company, that will be better placed to expand its product and service offerings.

It's worth noting that despite the economic and social restrictions caused by the pandemic, and the fact that our two Southeast Asian markets, Indonesia and Malaysia, have just emerged from a month of fasting, we continue to grow globally.

Certainly, we remain acutely aware that we are in a very competitive market, and that we must continue to earn your business. This is why we place such emphasis on improving the customer experience, whether it be in Australia, Indonesia or Malaysia. Your feedback, whether positive or negative, is always welcomed, and we will always consider any suggestion made.

The team remains deeply concerned about our staff and customers in Indonesia and Malaysia due to the increase in infection rates of COVID. No doubt you have seen the images of the human cost of this pandemic in Indonesia. While none of our staff has been seriously affected, so far, we remain very conscious of this reality.

The situation in Malaysia and Indonesia is not having a material impact on the business, although at times like this that is very much a secondary concern compared with the health and safety of our staff, their friends and family, and customers. Our thoughts are with them.



Let me conclude by saying the growth Raiz is enjoying could not happen without you, our loyal customers. We are not a transactional business, like the Buy Now, Pay later (BNPL) players. We rely on your trust in us to look after your money, knowing that you expect us to deliver for you.

It's a loyalty that's not taken for granted – we know we must work hard to keep it. So, please, tell us when we fall short of the mark. By doing so you can only improve us, and consequently, your customer experience.

As always, keep safe.

**George Lucas**  
**Managing Director /CEO**  
**Raiz Invest Limited**

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