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ASX Announcement | 1 November 2023
DomaCom Limited (ASX: DCL)

DomaCom Announces Strategic Partnership with Super Fierce to Offer Residential Property Investments to Superannuation Members

We are pleased to announce that DomaCom Limited (ASX:DCL) ("DomaCom") has entered into a non-binding Memorandum of Understanding to establish a strategic partnership with Super Fierce, Australia's premier superannuation advice technology platform. This collaboration is set to redefine investment opportunities in the residential property sector for superannuation members, offering innovative financial products and a broader spectrum of investment choices. Our partnership with Super Fierce is a significant milestone in our mission to provide accessible and diversified investment solutions for all Australians.

Key Highlights:

1. **Strategic Partnership**: DomaCom is joining forces with Super Fierce, the exclusive superannuation advice technology platform in Australia, to create a strategic partnership.

2. **Residential Property Investments**: Pending a thorough due diligence process, the DomaCom platform will introduce residential property investments for superannuation members using Super Fierce's technology.

3. **Expanding Market Reach**: This partnership is expected to unlock new avenues to market, enabling the development of innovative financial products that merge property investments with superannuation.

4. **Strategic Benefits**: DomaCom is poised to achieve the following advantages through this collaboration:
    - Expand its investment product offerings.
    - Provide more cost-effective, fully digitized personal financial advice.
    - Leverage the robust capabilities of its platform, including the secondary market trading.
    - Introduce an appealing product tailored for first-time homebuyers.

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Memorandum of Understanding:

The Memorandum of Understanding (MoU) sets out the objectives, responsibilities and timeline for completing mutual due diligence and the execution of legally binding documentation. The MoU sets out a period of 4-6 weeks to carry out the initial due diligence with a target date of 15 December 2023 for entering into a binding agreement. The structure of the transaction will partially depend on the results of the due diligence and relative entity valuations. The MoU notes the initial proposed structure will include a limited share swap. The transaction structuring, if it proceeds, may require regulatory approval and may require shareholder approval. There is risk that approval will not be provided and the transaction will not proceed. There is also a risk that after the initial due diligence mutually agreed terms are not reached and the proposed transaction does not go ahead.

Our Vision and Commitment:

At DomaCom, we recognise the significance of superannuation and residential property in the wealth portfolios of Australians. Currently, access to residential property as part of a balanced superannuation investment is limited to a small percentage of the population. With this partnership, we aim to change that paradigm.

DomaCom's collaboration with Super Fierce will empower every Australian to invest in residential property using their superannuation savings. This transformative capability results from the fusion of DomaCom's fractionalised investment platform and Super Fierce's cutting-edge digital personal advice service.

The superannuation industry is a A$3.5 trillion market, growing faster than the Australian economy, with approximately 18 million Australians holding superannuation savings. We have already offered residential property investment options through superannuation, primarily catering to Self-Managed Superannuation Fund (SMSF) owners. However, this partnership enables us to tap into the entire Australian superannuation market, making digital personal advice accessible to all investors, including those seeking fractional property investments and first home buyers.

Our Leadership's Perspective:

John Hewson, DomaCom's Non-executive Chairman, stated, "Superannuation and residential property are the two largest financial assets owned by Australians. However, access to residential property as a component of a

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balanced superannuation investment is currently limited to the wealthiest 5% of Australians. DomaCom is set to change this."

John Elkovich, DomaCom's CEO, added, "DomaCom has been exploring strategies to leverage our fractional investing and secondary market capabilities to move into other wealth strategies. With valuable expertise, financial IP, and assets, including their proprietary advice tech platform, Super Fierce enhances our in-house capabilities positioning us to accelerate development of new products and channels."

Trenna Probert, CEO, Super Fierce, emphasised, "At Super Fierce, we offer unbiased personal superannuation advice in a pure digital format. We are passionate about democratising economic security and helping all people to build wealth. By harnessing the power of super, DomaCom's assets, and our advice platform, we can accelerate product development and create innovative solutions for mutual benefit."

DomaCom is excited to embark on this journey of financial innovation and accessibility in collaboration with Super Fierce. We believe that this partnership will not only enhance our position in the market but also open new avenues for us to collaborate on exciting innovations. Both DomaCom and Super Fierce have commenced due diligence and are targeting to complete the process by end calendar 2023.

This announcement has been authorised for release to the market by Company Secretary Philip Chard.

End

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About DomaCom

DomaCom Limited (ASX:DCL) is the operator of an innovative managed investments platform for a wide range of assets across wholesale and retail markets. The platform offers investors and financial advisers easy access, reporting and transparency with comparatively lower minimum investments and

competitive costs and structures. Investments on the platform can include a range of unique assets from agriculture, energy, securities, commercial and residential property.

As a leader in the Australian financial sector, DomaCom has a reputation for innovative structures and making portfolio diversification a reality for investors.

To learn more, please visit: https://domacom.com.au/

About Super Fierce

Super Fierce is a personal wealth platform designed to empower people with financial knowledge, tools and services. Our goal is to make it easier for you to make informed decisions about your financial situation. We always strive to provide clear information in language you understand, which is easy to find, and available exactly when you need it.

Super Fierce does not offer its own financial products. We are not owned by, or licensed through, a bank, insurance company, superannuation fund, or investment manager. We act on our own behalf in providing services to you. We are not associated with any product issuers.

To learn more, please visit: www.superfierce.com.au/

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