

SquareOne

1 Million Job Report

After 1 MILLION JOBS completed...

we know a thing or two about how our kids earn, save & spend!

We hit a huge milestone with over 1 MILLION JOBS being completed in the SquareOne app by Kiwi kids up & down Aotearoa.

We're so grateful for the community of parents & kids that have joined us on this journey to improving financial literacy across our amazing country, so we thought we'd give you a little insight into what our kids have achieved in 2023!

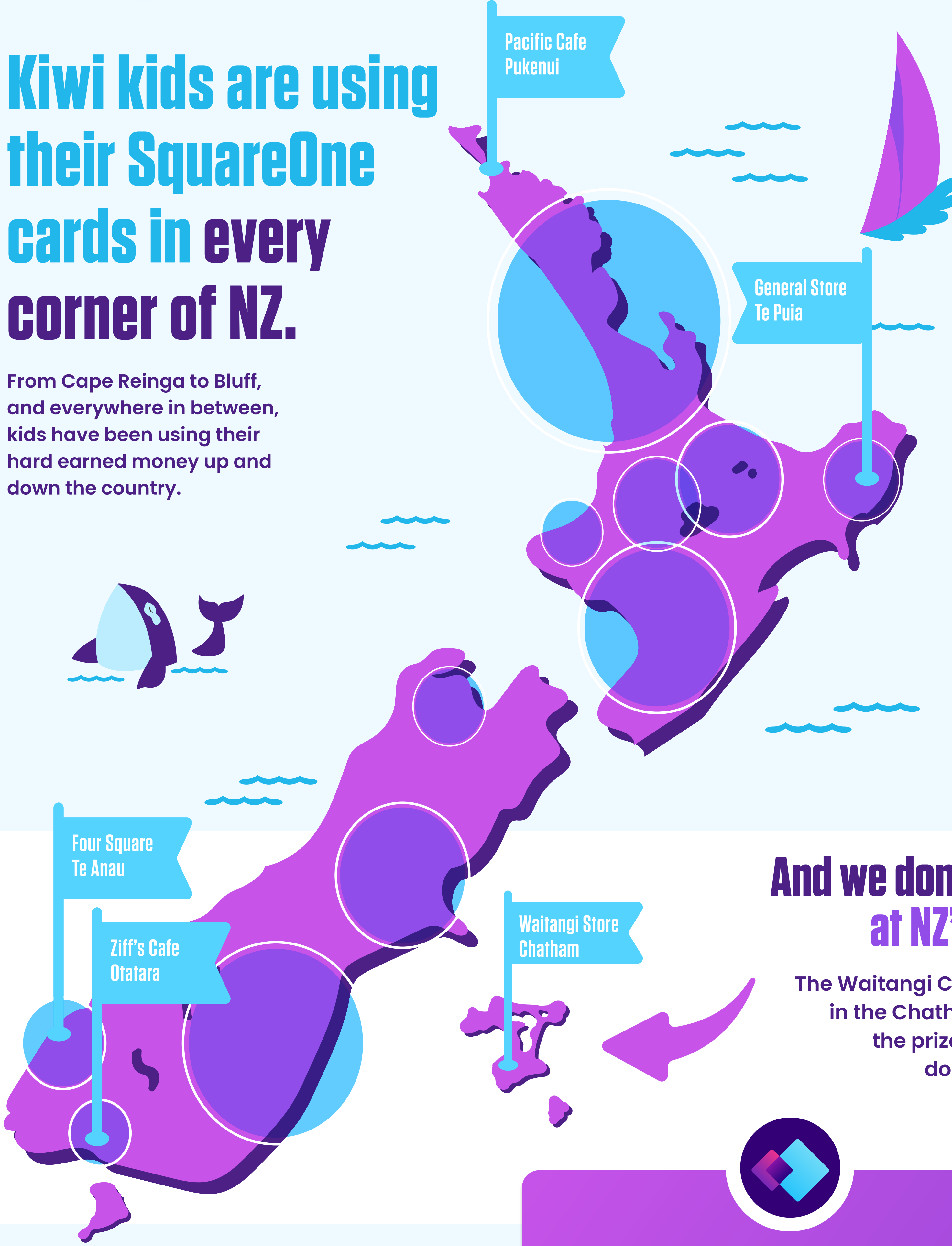
Want to know what our kids are saving for?

The top 5 most common saving goals from all the amazing jobs our kids are completing around the house are...



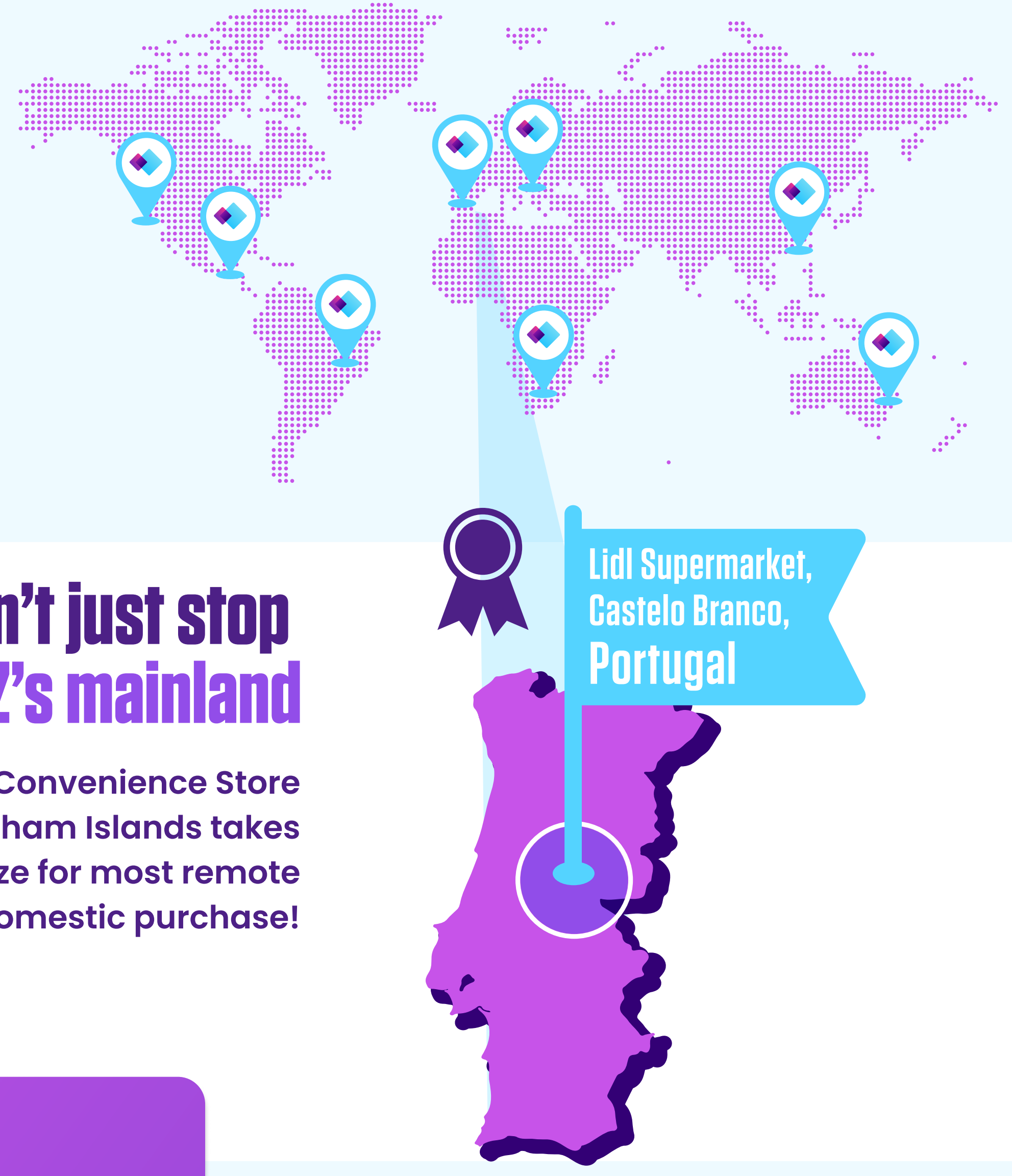
Kiwi kids are using their SquareOne cards in every corner of NZ.

From Cape Reinga to Bluff, and everywhere in between, kids have been using their hard earned money up and down the country.



And we've gone global like never before...

We've seen SquareOne used in every single continent except Antarctica (c'mon team - we can do it!!) With the winner for furthest purchase from NZ happening in Castelo Branco, Portugal!



And we don't just stop at NZ's mainland

The Waitangi Convenience Store in the Chatham Islands takes the prize for most remote domestic purchase!

Jobs around the house aren't immune to inflation...

The average paid job or chore around Kiwi homes hit an all-time high of \$2.32 per job!

The most common job completed in the app (for the second year in a row) "Emptying the Dishwasher."

Even our kids aren't immune from inflation it seems as if that's up \$0.18 from the start of 2023 when we were averaging around \$2.14 per job.

Empty the dishwasher \$2.32

SquareOne kids save a whopping 22% of their income!

With an average saving goal of \$100!

We adults might be poor savers... But our kids are doing great!

Kiwis are notoriously poor at saving money - with less than 40% of households having \$5,000 saved away for a rainy day.

We could learn a thing or two from our kids about delayed gratification and saving our hard earned money!

Doing the mahi to get the treats (and helping out at home)

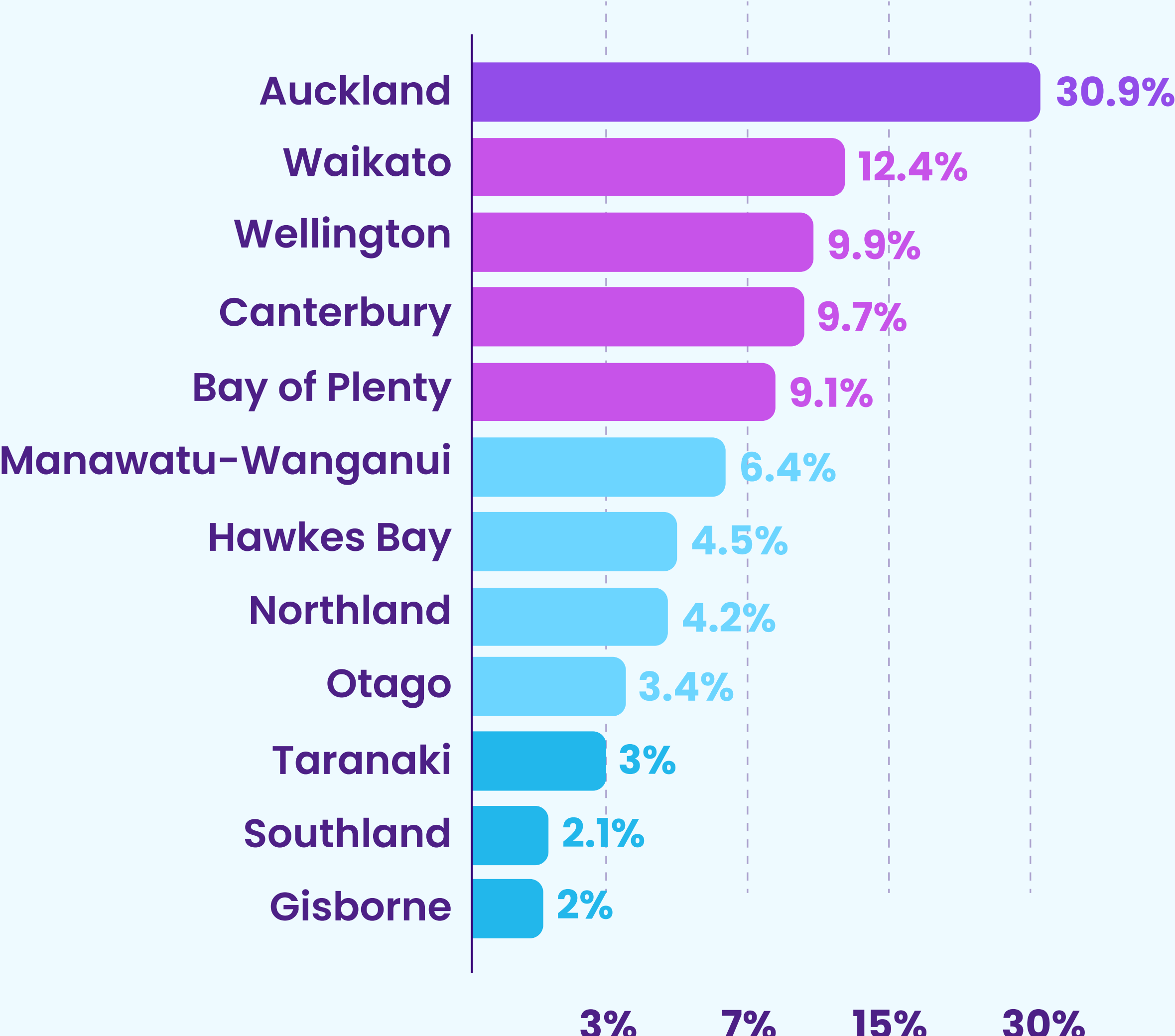
A massive 1,089,192 jobs have been ticked off by our SquareOne kids.

That's over 1 MILLION epic money lessons... 2 Million+ hands around home... and a massive \$2.32 Million in extra pocket money earned by Kiwi kids.

KIWI KIDS HAVE SPENT OVER \$20M WITH SQUAREONE



Where our SquareOne families are based



Our Kids's Buying Habits

In-Store Shopping

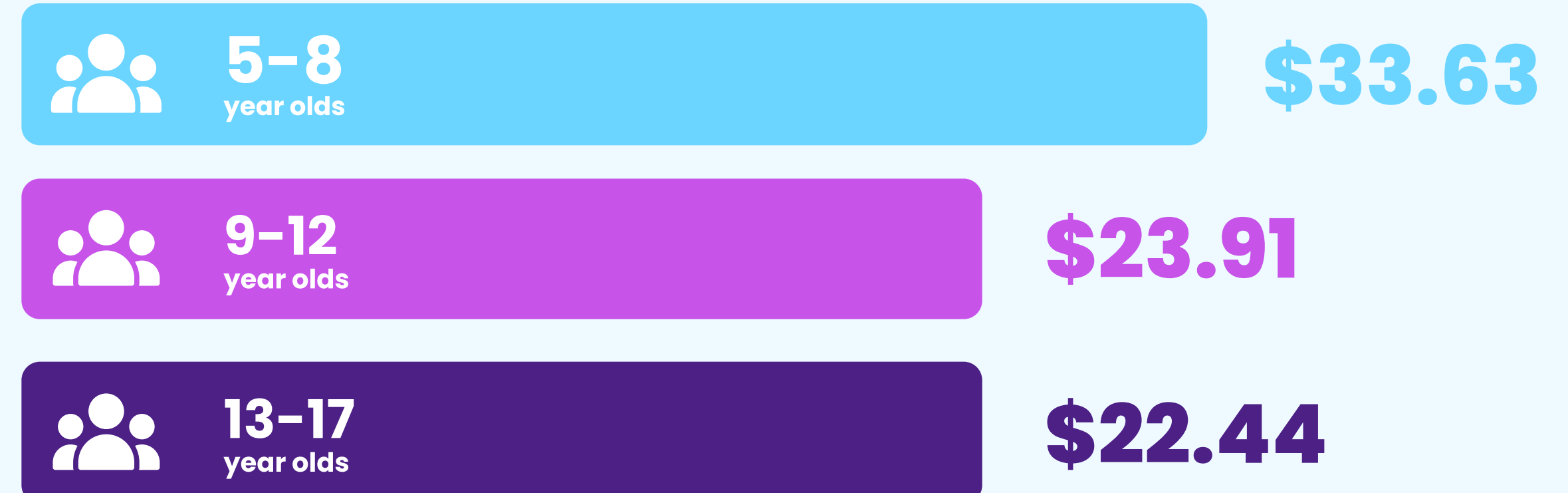
\$14.19
Average spend in the last 12 months

Online Shopping

\$18.04
Average spend in the last 12 months

Diving into how spending changes by age...

As our kids transition from child to pre-teen to teen, their average purchase amount actually decreases but the FREQUENCY with which they purchase sky rockets!



Here's to 1 MILLION more epic money lessons for Kiwi kids!

Want to help our kids get ahead? Visit getsquareone.app

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