

Revolut

Australia 

Building a business model to sustain in a challenging market

Strategy Playbook by

WHITESIGHT

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WS Research Methodology

For the purpose of this report, research was conducted through secondary sources. Desktop research formed the basis of secondary sources, which included analysis of company websites, annual reports, press releases, blogs, social media pages, news articles, industry reports, government publications and statistical data, and information from private databases like Tracxn, Crunchbase, etc. All of the information stated in this report is publicly available information.

For any queries, and to access the underlying data with further coverage and references, please reach out to us at hello@whitesight.net.



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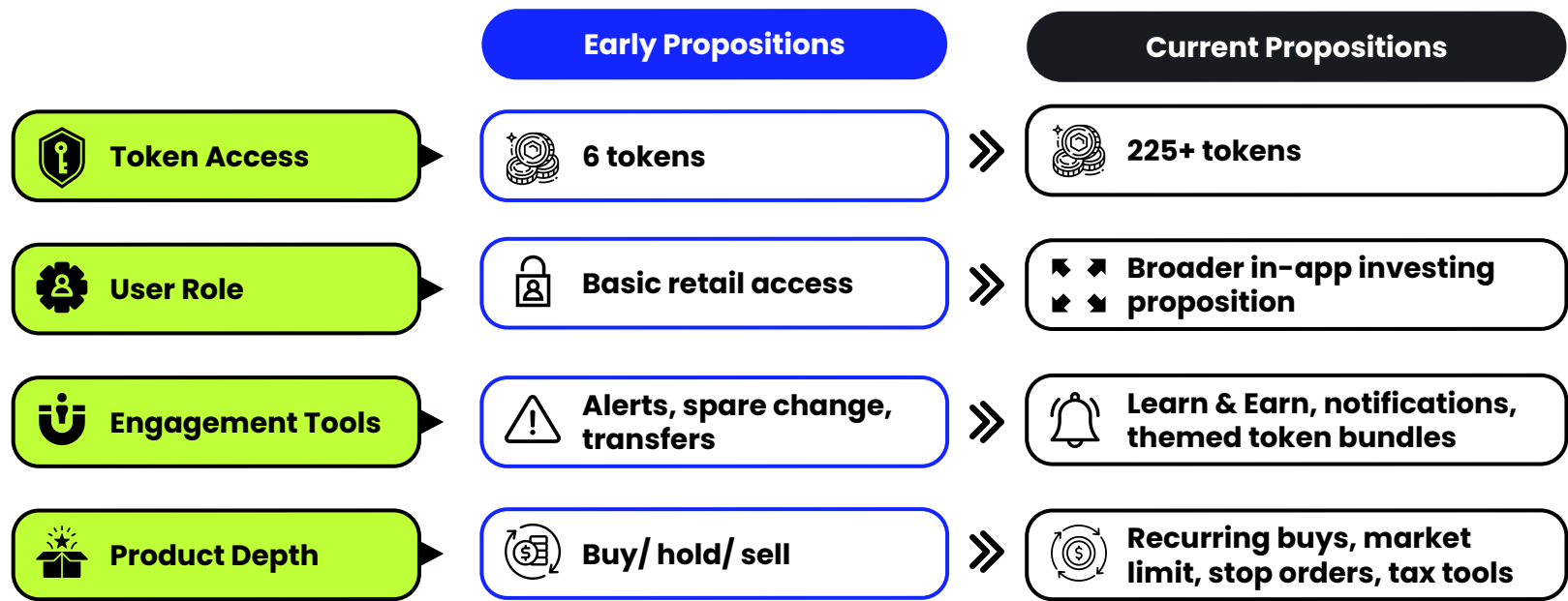


CONTENTS

	1 Product Stack	07
	2 Australia's Execution Strategy	08
	3 Australia Market Analysis	09
	4 Payment Strategy	10
	5 SME Proposition Strategy	11
	6 Non-Financial Offerings	12
	7 Big 4 Comparison	13
	8 Product & Licencing Strategy	14
	9 Crypto Strategy	15

Revolut | Capturing crypto demand within the ecosystem

Revolut's crypto offer in Australia is designed to capture the economics of retail crypto participation while keeping the proposition tightly embedded within its own ecosystem. This supports stronger engagement and monetisation without requiring the full complexity of a crypto-native platform.



Revolut launched crypto as an **accessible retail feature** within a broader super-app, then layered in more tokens, education, automation and tax tooling over time.

The early design choices including AUD conversion, spare change, in-app transfers, alerts, and later Learn & Earn all point to a mainstream **onboarding strategy**, not a crypto-native exchange strategy.

Revolut also states that its crypto services in Australia **are not regulated** and are not provided under its AFSL.

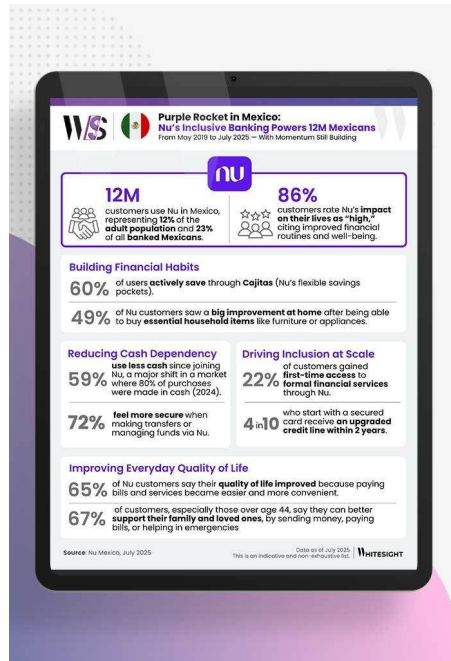
Performance Indicators:

73% YoY increase in new crypto users in 2022 and a **300%** increase in the Q3 2022

10% increase in new crypto users after the launch of Learn & Earn in 2022.

500% increase in revenue was recorded from the wealth and cryptocurrency product lines in 2024.

WS Further reading that might interest you



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