

ASX: 9SP

ASX Release

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First co-sell success for 9 Spokes and Microsoft partnership Bank of New Zealand showing early signs of strong user traction

Highlights:

- 9 Spokes and Microsoft recognise first Microsoft One Commercial Partner co-sell success with Bank of New Zealand (BNZ) contract.
- BNZ officially went live with the white label 9 Spokes platform approximately one month ago and is seeing excellent initial user traction.
- First month user adoption rates tracking at strongest level seen to date for white-label deployments demonstrating strong go-to-market activation and collaboration with 9 Spokes.
- Strengthening working relationship between Microsoft and 9 Spokes extends to enabling technologies and collaboration on innovative product integrations to improve co-selling success.
- 9 Spokes continues to demonstrate solid user growth, surpassing 100,000 active SMB users.

Auckland, NZ 17 June, 9 Spokes (ASX: 9SP or "the Company"), a leading Marketplace and Insights company to small businesses, is pleased to advise that its most recent banking partner contract with Bank of New Zealand, achieved through the Microsoft One Commercial Partner co-selling partnership, is progressing strongly in its first month since launch.

BNZ's My Business Live service, delivered on the 9 Spokes platform, has seen excellent initial user traction with adoption rates tracking at the strongest level seen to date on a 9 Spokes white-label deployment. Effective collaboration between BNZ and 9 Spokes, including strong go to market activation, has been central to achieving early success.

9 Spokes CEO Adrian Grant said: **"Both 9 Spokes and BNZ have been very happy with progress since the 9 Spokes SMB platform went live with BNZ last month. User adoption, engagement and feedback has been very pleasing and are well ahead of any first-month metrics seen to date on a 9 Spokes white-label deployment.**

Further, when we announced our IP co-sell status with Microsoft, we highlighted the fact that Microsoft has established credentials with key banking clients in Europe, Asia-Pacific, and Australia & New Zealand. We also said that we would move quickly with Microsoft to capitalise on the partnership. We're delighted

to recognise the BNZ contract as the first success under our co-selling arrangement with Microsoft and look forward to announcing future contracts as a result of our deepening relationship.

Importantly, our relationship with Microsoft is about much more than co-selling, it extends to enabling technologies and we look forward to announcing deeper technology collaborations in due course,” said Mr Grant.

As part of the One Commercial Partner program, Microsoft incentivises its sales teams to co-sell the 9 Spokes platform into key global banking communities. The model is specifically designed to help approved partners like 9 Spokes enter new markets, and scale quickly, by tapping into the deep customer relationships and technical expertise of Microsoft’s enterprise sales teams around the world.

Microsoft’s One Commercial Director Sarah Bowden said: “It’s fantastic to see this IP co-sell win with 9 Spokes and BNZ, it really highlights the power of Microsoft’s Partner Network, enabling our partners to take their IP and sell-with our field account teams both locally and globally. 9 Spokes is a great example of an IP co-sell partner that is driving business growth through new partner to partner motions, enabling SMEs to operate more effectively and efficiently”.

Background on 9 Spokes

[9 Spokes](#) is a tracking tool designed to help SMEs enhance their performance and be their best business self. It collates and sorts the SME’s data, so they can more easily see their progress against the things that matter most to their business.

SMEs can connect their cloud software to 9 Spokes to get a comprehensive picture of their business performance through a single smart dashboard-so it’s easier to make the big and small decisions required to manage and grow their business effectively. As well as connecting their existing supported software to the dashboard, businesses can choose from a selection of other recommended and accredited apps to suit their industry.

9 Spokes is provided under a direct model to small businesses and as a white labelled platform allowing key Banking Partners to offer 9 Spokes to their SME customers under their own brand.

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