

ASX: 9SP

ASX Release

28 September 2017

9 Spokes achieves 20,000-user milestone, adding 5,000 new users in 37 days

Highlights

- **20,000 businesses** now signed up to the 9 Spokes platform.
- Rapid user adoption continues, with **5,000 businesses added to the platform in 37 days**.
- 9 Spokes took 270 days to reach 10,000 users and just **68 days to reach 20,000 users**.
- High rate of user adoption continued despite planned reduction in promotional activity by Barclays and 9 Spokes due to UK seasonality.

9 Spokes (ASX: 9SP) (“the Company”), the business insights dashboard for SMEs, has achieved the milestone of 20,000 businesses signed up to its platform, with the addition of 5,000 new users in the past 37 days.

The Company achieved the 10,000-user milestone in 270 days on 21 July this year. It has since surpassed the 20,000-user mark in just 68 days, following a record rate of user adoption. Exponential adoption continues to be predominantly driven by both Barclays, 9 Spokes’ largest partner, and 9 Spokes’ direct channel.

The speed of adoption in the most recent 5,000 users, as demonstrated in the chart overleaf, is pleasing given that it was achieved during a planned period of reduced promotional activity from both Barclays and Direct to allow for UK seasonality.

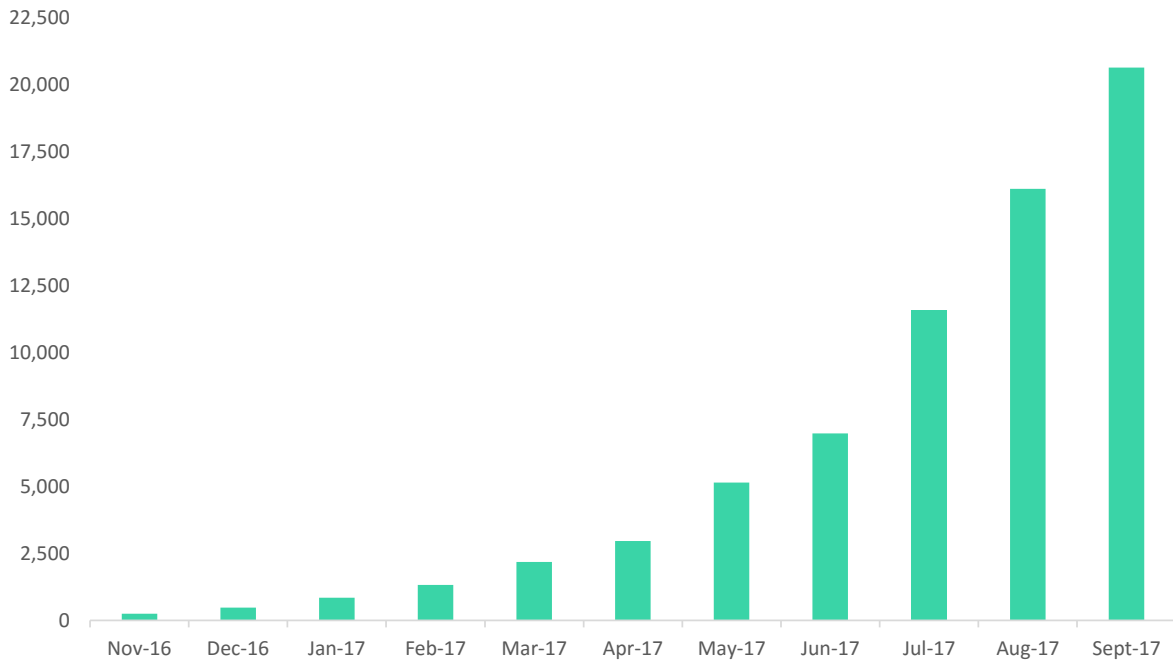
9 Spokes Co-Founder and CEO Mark Estall said: *“The hard work integrating 9 Spokes into Barclays and developing our own marketing efficiencies is paying off with large-scale user adoption. The business has never been in a stronger position: Barclays is actively promoting the platform, its SME customers love the offering and we continue to add global banks to our business development pipeline. We also have the cash position to progress lucrative new partner opportunities.*”

“I’m delighted with the progress we are making with other partners including Royal Bank of Canada (RBC), OCBC Bank in Singapore, a leading New Zealand bank and one of the largest banks in the US, and look forward to updating the market on these and other opportunities.”

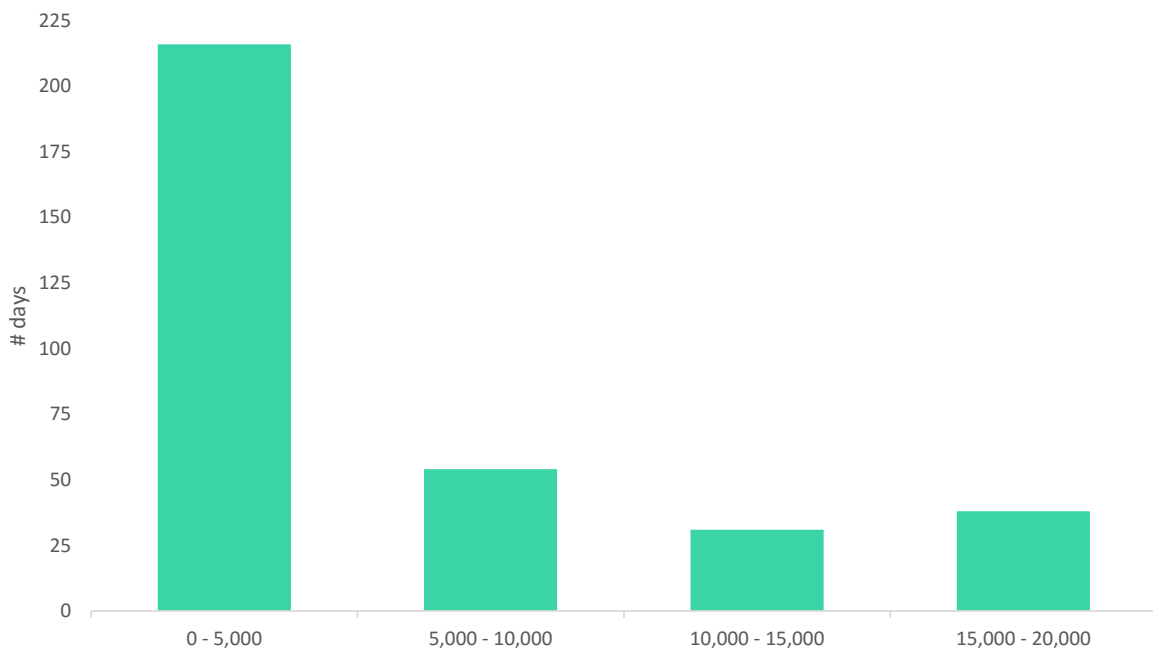
Given its strong user adoption rate and reaching critical mass, as planned, 9 Spokes will now announce its user adoption figures each quarter, with the next update at the end of the December 2017 quarter. In addition to ongoing business development milestones, 9 Spokes will as usual give an operational update in its Quarterly Activity Report next month.

The easier way to track
business performance.

Cumulative user adoption (end of month)



Number of days to reach each 5,000 user milestone



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About 9 Spokes

The 9 Spokes smart dashboard enables SMEs to connect their software to one dynamic interface - giving them a clear overview of their business. It allows management and advisors to access data and new metrics across key areas, from any device at any time. With these insights, it's easier to make the big decisions to either manage or grow a business.

Businesses can integrate their supported software into the dashboard as well as choose from a selection of recommended and accredited apps to suit their industry.

The smart dashboard from 9 Spokes is available as a Direct model to small businesses and as a white labelled platform that Channel Partners can offer to their SME customer base.

Find out more at www.9spokes.com



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