

ASX: 9SP

ASX Release

23 August, 2017

9 Spokes passes 15,000-user milestone, adding 5,000 in record 31 days

Highlights:

- User adoption continues to accelerate exponentially, **surpassing 15,000 businesses signed up to the 9 Spokes platform.**
- 5,000 businesses joined the platform in the past 31 days, ahead of 54 days for the previous 5,000, a 74% increase in adoption run rate during the period.
- August month to date has again surpassed the record run rate in July.
- Further acceleration supported by greater marketing efficiency for Direct and Barclays Bank's national roll-out.

9 Spokes (ASX: 9SP) ("the Company"), the business insights dashboard for SMEs, is pleased to advise it has surpassed 15,000 businesses on its platform, with the addition of 5,000 businesses in just 31 days.

The Company announced it had achieved the 10,000-user milestone on 21 July and has since surpassed the 15,000-user mark ahead of schedule (anticipated in September), following a record rate of user adoption. Exponential adoption continues to be driven by both Barclays and Direct channels.

While the speed of adoption continues to accelerate, as demonstrated in the charts overleaf, this pleasingly has resulted from more efficient marketing campaigns, Barclays' user adoption increasing and continued improvements of platform feature sets. Demonstrating the increased velocity of adoption, the past 5,000 users have signed in 31 days, while the previous 5,000 users had signed in 54 days, and compared to 216 days for the first 5,000.

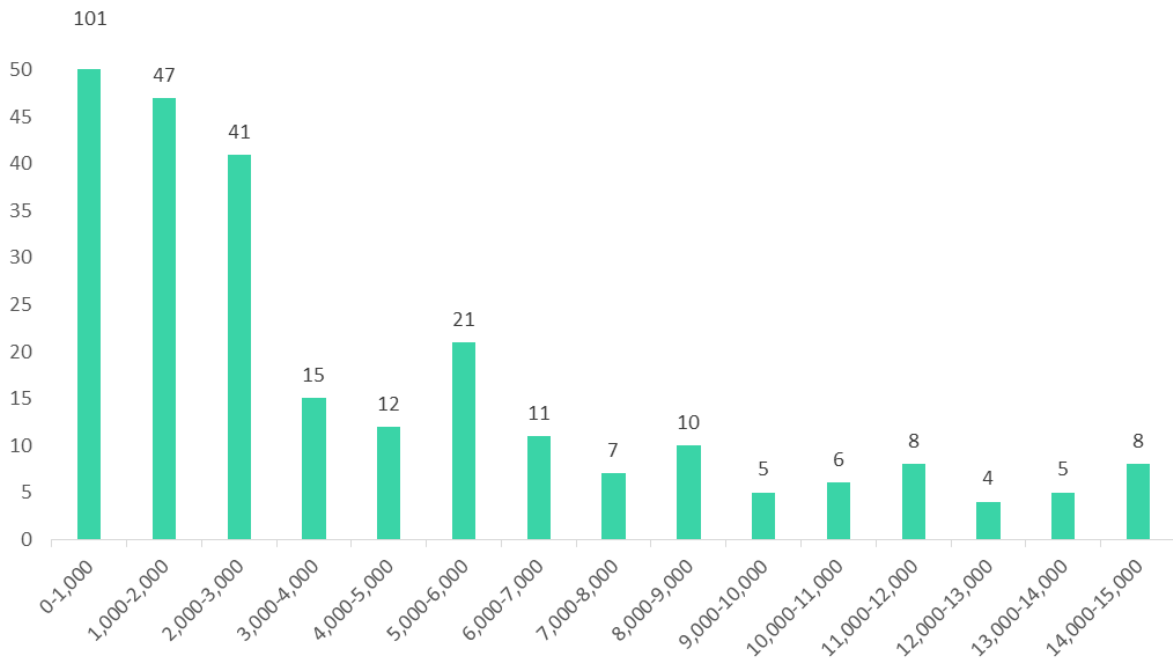
9 Spokes Co-Founder and CEO Mark Estall said: *"We continue to be extremely pleased with the enhanced adoption of the 9 Spokes platform. The crucial feedback from our users and our large channel partners is very positive and bodes well for sustained, long-term adoption, as best evidenced by written Barclays' feedback from bank relationship managers and small business customers. We continue to be ahead of schedule on adoption. Coupled with a large, diverse business development pipeline that continues to advance, and strong cash balance, the Company has never been in a stronger position."*

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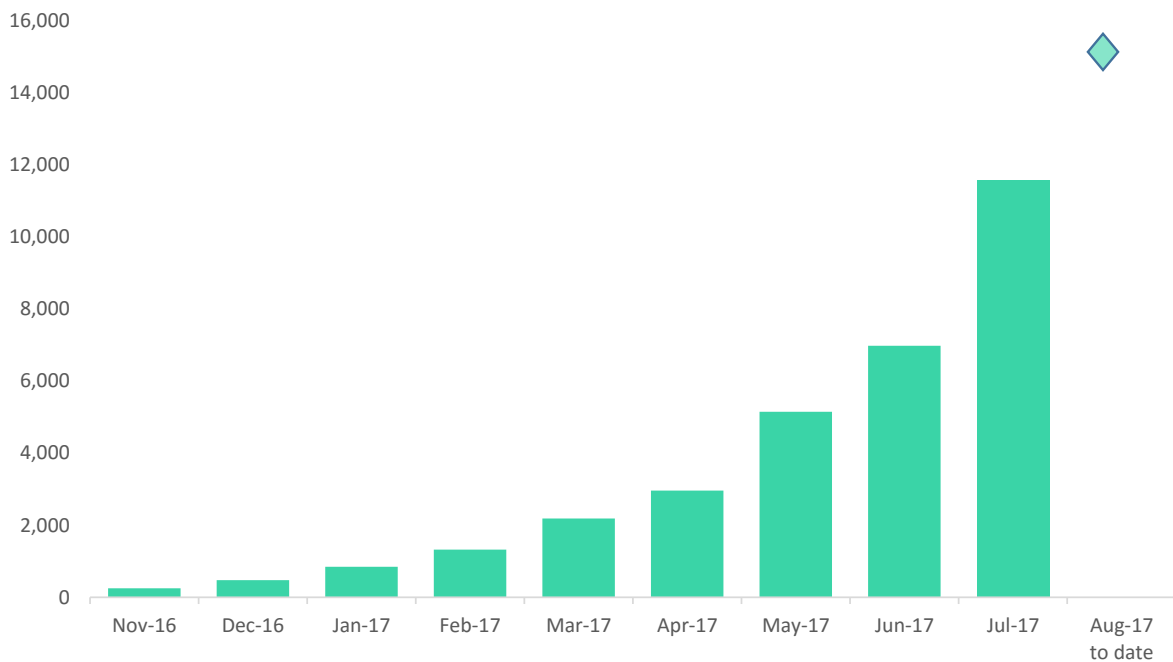


GET STARTED

Number of days to reach each 1,000 user milestone (truncated to 50 days)



Cumulative user adoption (diamond shows MTD to 15k)



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For more information:

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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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