

ASX: 9SP

ASX Release

10 February 2020

Bank of America officially launches white-label 9 Spokes platform

Highlights

- Bank of America officially launches its white-label 9 Spokes platform; read [Bank of America's announcement](#)
- The white-label platform adds capability to Bank of America's award-winning Business Advantage 360 dashboard
- Business Advantage 360 launched one year ago; over one million of the Bank's business owner clients have already engaged with the platform
- The dashboard can now integrate key third-party data, giving the bank's small business customers greater ability to manage their businesses' complete financial picture
- The platform launches with leading business apps: QuickBooks Online, RUN powered by ADP Payroll, Google G Suite and Google Analytics

Auckland, NZ | 10 February 9 Spokes (ASX: 9SP or the "Company"), a leading technology marketplace and insights company to small businesses, is pleased to advise that Bank of America (the "Bank") officially launched its white-label 9 Spokes platform. The Bank announced that its award-winning Business Advantage 360, a digital cash flow management dashboard for entrepreneurs, now integrates data from key third-party business applications (apps).

The 9 Spokes platform compliments Business Advantage 360 and extends its functionality to provide a more complete, data-driven picture of a business' performance. Launching with connections to best-of-breed apps, QuickBooks Online, RUN powered by ADP Payroll, Google G Suite and Google Analytics, Business Advantage 360 users will benefit from deeper insights on various aspects of their business – with more apps, insights and features to come.

Business Advantage 360 launched in February 2019 and already over one million of the Bank's business owner clients have engaged with the platform. The new insight and data integration upgrades create a tool of convenience for entrepreneurs to manage their business' complete financial picture.

Adrian Grant, Chief Executive of 9 Spokes, said: "Delivering the platform to Bank of America and, subsequently, to see it go live is incredibly satisfying for the team. Going live marks the start of a new period in our relationship with Bank of America and we look forward to extending the number of business apps and platform functionality as we work with our bank partners to provide a richer experience to SMBs enabling them to make faster, better-informed business decisions."

Read [Bank of America's announcement](#).

Announcement authorised by Adrian Grant, Chief Executive of 9 Spokes.

For further information, please contact:

Investor enquiries:

investors@9spokes.com

Media enquiries:

Marie Cahalane, Content & Comms

marie.cahalane@9spokes.com

About 9 Spokes

9 Spokes is a business tracking and insights tool that enables SMBs to harness the power of their data to improve performance. SMBs can connect their cloud software to the 9 Spokes platform and use the Tracker tool to get a comprehensive, near real-time picture of how they're performing across the metrics that matter most – so they can make quick, sharp decisions that impact growth.

9 Spokes is available to SMBs directly through 9spokes.com and as a white-labelled platform for enterprise customers, including banks and other financial services providers. The Enterprise Edition allows banks, under their own brand, to deliver richer and more engaging experiences to their SMB customers. Through permissioned access to their SMB clients' data, banks get the insights they need to offer products and services that are better tailored to their small business customers' needs.

Find out more at 9spokes.com