



## MARKET RELEASE

### **XERO CELEBRATES 100,000 UK SUBSCRIBER MILESTONE**

**30 September, 2015** - Xero Limited (NZX/ASX: XRO) announces that it has recently surpassed the significant milestone of 100,000 subscribers in the United Kingdom to its global online accounting software platform. Xero has scaled quickly across the world with a product of proven capability and rapidly gained popularity amongst small businesses by replacing complex and time-consuming accounting tasks with an easy-to-use, cloud-based accounts management system.

Xero CEO, Rod Drury said, "Two years ago we reached 30,000 subscribers in the UK and we celebrate constant growth to achieve the significant milestone of 100,000 subscribers in the UK. In that time we solidified our position as the UK's leading cloud accounting platform. Xero's growth globally can be attributed to constant innovation and delivering best in class tools to our partners and small businesses who inspire us every day to keep raising the bar."

**ENDS**

#### **About Xero**

Xero is a global cloud accounting platform used by over half a million subscribers in more than 180 countries with staff across the United States, United Kingdom, Australia and New Zealand. Xero seamlessly integrates with over 400 third-party tools, and was ranked No. 1 by Forbes as the [World's Most Innovative Growth Company](#) in 2014 and 2015. Through Xero's commitment to continual innovation, it has introduced new features to its core online accounting software solution and released over 500 new features and updates this calendar year.

#### **For more information contact:**

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