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Market Announcements Office  
ASX Limited

#### **MYOB UPDATES ON CLOUD AND INNOVATION AT “MYOB INCITE” ROADSHOW**

Leading online accounting software provider MYOB Group Limited (ASX: MYO) announced at its annual roadshow “MYOB INCITE” that it has reached 170,000 online users for FY2015, up 46 per cent year on year.

This milestone was supported by research and development expenditure in 2015 of more than \$45 million, and a rapid growth in active API (Application Programming Interface) partners to 3,500 in December 2015 (up from 2,000 in December 2014).

Commencing in Melbourne today, and visiting all major capital cities across Australia and New Zealand over the coming weeks, MYOB INCITE is on track to have a record number of attendees, with registrations trending above last year’s record 10,000.

MYOB INCITE will unite MYOB accountants, book keepers, certified consultants and add-on partners under one roof, to connect, inspire and enable them to take advantage of the transformations occurring within the industry, supported and enabled by the move to online accounting.

**MYOB CEO Tim Reed said:** *“We’re delighted with the level of support we are seeing from our accounting and book keeping partners, who are engaging with us like never before and driving strong online subscriber growth. We have a strong vision for our industry and the support we are getting from our partners, is testament to the fact our partners share this vision and are excited about our joint future.”*

*“Online solutions offer significant benefits to small businesses and accountants. With over 60% of all Australian & New Zealand accounting practices currently using an MYOB solution, MYOB is in a unique position to enable SMEs and their advisors to make the most of this opportunity.”*

As previously announced, MYOB intends to issue its full year results for the twelve months ended 31 December 2015 on Thursday 25 February 2016. A conference call for analysts will be held at 10am (AEDT) on the day.

For more information on the MYOB INCITE road show event please visit the [MYOB INCITE website](#).

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## About MYOB

MYOB Group Ltd (ASX: MYO) is a leading provider of online business management solutions. It makes business life easier for approximately 1.2 million businesses across Australia and New Zealand by simplifying accounting, payroll, tax, practice management, CRM, job costing, inventory and more. MYOB provides ongoing support via many client service channels including a network of over 40,000 accountants, bookkeepers and other consultants. It is committed to ongoing innovation, particularly in cloud computing solutions, and in 2015 was awarded the BRW award for the most innovative large company for 500+ employees and placed 2nd in BRW's Most Innovative Companies Award list across all categories nationally. For more information, visit <http://investors.myob.com.au/Investors/> or follow @MYOB on Twitter.