

ASX Release  
27 February 2017

## **DROPSUITE REACHES 140,000 ACTIVE PAID SMB SUBSCRIBERS**

- ***Achievement comes two months after Dropsuite hit 125,000 paid user mark***
- ***Showcasing continued***
- ***Strong SMB demand for Dropsuite's cloud backup services***

**Dropsuite Limited (ASX: DSE) (Dropsuite)** is pleased to announce that it has exceeded the paid user numbers on the Company's cloud software platform by 35%, after reaching the milestone of 140,000 subscribers, with continued growth in user numbers expected. This latest news confirms the Company's preeminent position and status in the cloud backup services market, especially within the small-to-medium business (SMB) sector.

Dropsuite's growth is being fueled, in part, by the exponential rise in the number of reported cyber attacks and fears of future cyber threats with SMBs worldwide now needing to act diligently to protect their business data. Dropsuite has deployed affordable cloud solutions for backing up and recovering data that are easy to use, affordable and secure — ensuring business continuity and providing peace of mind that mission-critical data is safe.

Dropsuite recently announced reseller partnerships with Atomia ([18 January 2017](#)) and Keenondots ([14 February 2017](#)). These partnerships are part of Dropsuite's European expansion plans. The Company has also launched new marketing initiatives within the Managed Service Provider (MSP) channel, specifically through its arrangement with Ingram Micro. Additionally, Dropsuite is collaborating with hosting providers such as GoDaddy, OzHosting, HostPapa and Crazy Domains to increase product adoption via targeted sales and marketing programs.

**In commenting on the increase in Dropsuite's user number, and the interconnectedness of today's society, Charif Elansari, Chief Executive Officer of Dropsuite, said:**

"We are excited to have exceeded our user expectations and to see growth of this quantum in our user numbers, we are confident that these figures will increase.

"As people, systems and businesses are increasingly interconnected via the internet, cyber security threats are real for businesses of all sizes, and those threats can be disruptive. Globally, 30,000 websites get hacked every single day, and 20% of emails are hacked every year, yet businesses and consumers still don't routinely backup their data.

"We hear horror stories everyday about companies who fall prey to hacking, like the Census Bureau or Yahoo, and it is only a matter of time until a security breach affects an unprotected company with no data protection in place."

---

**Dropsuite Ltd**

ABN 91 008 021 118

**Suite 2, Ground Floor, 16 Ord Street, West Perth WA 6005**

**Post Office Box 1779, West Perth WA 6872**

**Telephone: (+61 8) 9429 2900 Facsimile: (+61 8) 9486 1011**



Encrypted backup services like Dropsuite are becoming increasingly pertinent in today's cloud based society, as statistics have shown that 90% of companies say they have been hacked at least once (Juniper), and that 71% of data breaches occur in businesses with less than 100 employees (Verizon Enterprise). Kaspersky Lab also claims that 42% of small and medium-sized businesses experienced a ransomware incident in the past 12 months. Companies need to have a comprehensive data protection plan in place that includes prevention, monitoring, detection, backup, archiving and recovery.

According to a [report based on IDC's cloud adoption survey](#), U.S. SMB adoption of cloud services has grown rapidly in the past five years, rising from below 20% of SMBs to now 75% of small companies (those with fewer than 100 employees) and 95% of mid-market companies (those with 100 to 999 employees).

Australia is a case in point in terms of online interconnectedness, as 90% of Australians are online, along with 84% of businesses, and 1 in 2 small to medium sized enterprises receive payments through an online channel. Given the alarming rate of cyber breaches, and that the estimated cost of cyber crime is around \$1 billion, the Prime Minister has set a cyber security strategy, highlighting the importance of this topic to the country's national security.

#### **About Dropsuite**

Dropsuite is a global cloud software platform enabling SMBs in over 100 countries to easily backup, recover and protect their digital assets. Dropsuite's network of preferred reseller partners has a combined customer reach of millions of small and medium-sized businesses worldwide. Dropsuite's products include website and database backup, email backup and archiving and file-based server backup.

Dropsuite partners with some of the biggest global names in the hosting and IT service provider market, including GoDaddy, the world's largest domain name registrar, and Ingram Micro, the world's largest distributor of computer and technology products. Dropsuite was launched in 2012 and is headquartered in Singapore with a sales presence in the US, Europe, Japan, and Australia.

For more information please visit: [www.dropsuite.com](http://www.dropsuite.com)

**Roland Berzins**  
**Company Secretary**

**For further investor information, please contact:**

**Rod North**, Managing Director,  
**Bourse Communications Pty Ltd**  
T: (03) 9510 8309, M: 0408 670 706,  
E: [rod@boursecommunications.com.au](mailto:rod@boursecommunications.com.au)

---

#### **Dropsuite Ltd**

ABN 91 008 021 118

**Suite 2, Ground Floor, 16 Ord Street, West Perth WA 6005**

**Post Office Box 1779, West Perth WA 6872**

**Telephone: (+61 8) 9429 2900 Facsimile: (+61 8) 9486 1011**