

15 December 2016

Cameron Dawson  
Market Surveillance  
NZX Limited  
By email: [surveillance@nzx.com](mailto:surveillance@nzx.com)

Dear Cameron,

We are responding to your letter of 14 December 2016.

Pushpay Holdings Limited ('Pushpay' or 'the Company') continues to comply with its continuous disclosure obligations under the NZX Listing Rules, including Listing Rule 10.1.1. We are not aware of any material matters relating to company performance that would explain Pushpay's recent share price movements, and do not consider that the current share price is reflective of Pushpay's performance and outlook.

Pushpay wishes to take this opportunity to note the following:

- **Pushpay continues to exceed guidance.** The Company exceeded its target for the quarter ended 30 September 2016 by achieving net Customer (previously Merchant) growth of 795 Customers for the quarter ended 30 September 2016. This exceeded the net Customer growth of 725 Customers in the previous quarter ended 30 June 2016.
- **Pushpay is continuing to make progress in the USA faith sector.** As at 30 September 2016, Pushpay was servicing 30 of the top 100 largest churches in the USA, six more than as at the end of the previous quarter. To give context as to the sizes of these organisations, the largest church that Pushpay services has over 39,000 average weekly attendees.
- **Pushpay is delivering on its growth strategy.** Pushpay increased its total Customer numbers to 5,286 as at 30 September 2016, while also increasing Average Revenue Per Customer (ARPC, previously ARPM), which indicates that deal size is increasing in accordance with the strategy to attract larger customers.
- **Pushpay remains on track to meet its targets.** Since the latest operational update on 23 November 2016, the Company has made good progress and remains on track to meet the targets to:
  - Exceed, in the current quarter ending 31 December 2016, the ACMR increase over the previous quarter ended 30 September 2016;
  - Reach US\$72 million ACMR prior to the end of calendar year 2017; and
  - Reach breakeven on a monthly cash flow basis prior to the end of calendar year 2017.
- **Pushpay's growth is gaining recognition.** Pushpay has been placed number one on the Deloitte Fast 50 New Zealand list and number 10 on the Deloitte Technology Fast 500 Asia Pacific list, with 4,574% revenue growth over three years. This achievement is testament to the commitment and expertise of our team, the growth strategy that we continue to execute on and the industry-leading solution that we offer.

Pushpay will release its next Quarterly Operational Update on Wednesday, 11 January 2017.

Yours sincerely,



Sarah Elder  
Investor Relations  
Pushpay Holdings Limited