

ASX: 9SP

ASX Release

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## 9 Spokes reaches 9,000 users and makes key hire to lead European growth

### Highlights:

- **User adoption continues to accelerate**, reaching 9,000 businesses signed up to the platform.
- The rate of adoption has accelerated with the past **2,000 businesses signing in just 17 days**.
- Barclays and Direct campaigns are expected to drive user adoption **past the major milestone of 10,000 users towards the end of July**.
- The adoption has been supported by **continued improvement in adoption** from the early stages of Barclays' national roll-out. 9 Spokes expects the roll-out to structurally underpin acceleration of adoption going forward.
- **Andy Birch has been appointed** as 9 Spokes' inaugural VP EMEA, joining from Oracle where he was Senior Director of the Communications Global Business Unit.
- **Mr Birch will manage business development and channel management** of existing partners in EMEA. He will also drive other revenue opportunities and partnerships in the UK and into Europe, including via Alliance partners.

9 Spokes (ASX: 9SP) ("the Company"), the business insights dashboard for SMEs, is pleased to provide an update on user adoption. 9 Spokes is pleased to report its user adoption has continued to accelerate, reaching 9,000 users. The Company expects to reach the major milestone of 10,000 users towards the end of the month, based on current run-rate.

Separately, 9 Spokes has made a key hire to lead European growth, with Andy Birch appointed as VP EMEA. The appointment of Mr Birch, a dynamic IT professional with more than 25 years international experience in business development, sales management and solution delivery of complex enterprise software and service offerings, builds on 9 Spokes' business development momentum. More recently, Mr Birch has spent more than 20 years specialising in the Telecommunications Industry selling and implementing Billing and CRM software solutions for retail and wholesale telecoms providers as part of multi-disciplined cost and business transformation programmes.

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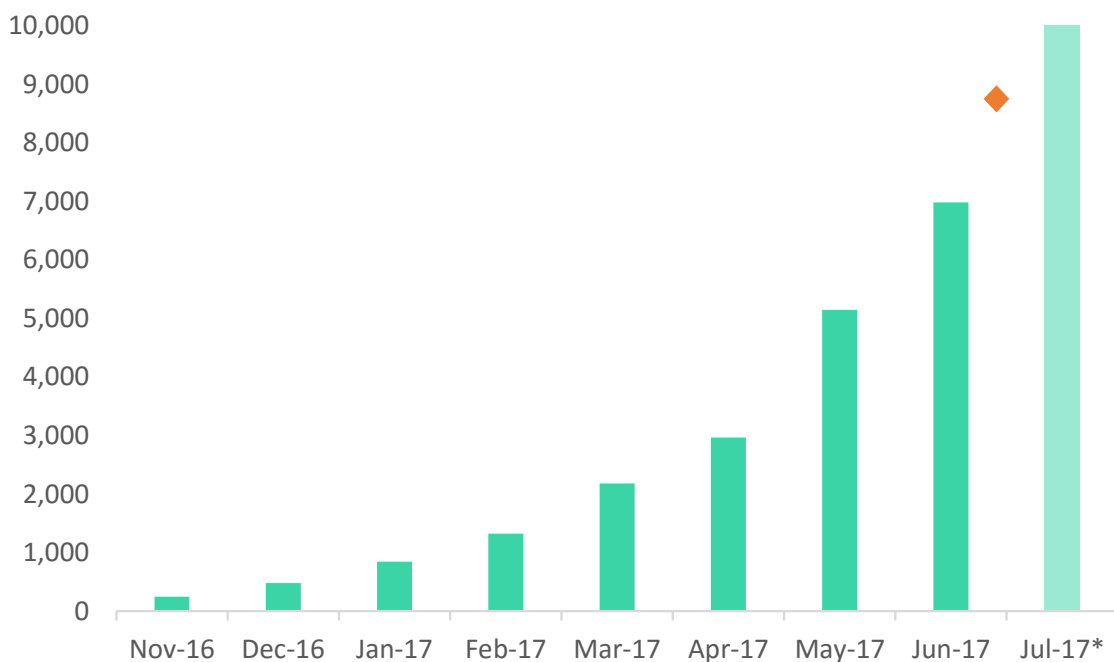
**CEO of 9 Spokes, Mark Estall said:** *"We are delighted by the significant acceleration in user adoption over recent weeks. Adoption has ratchetted up to a new level, as best evidenced by adding the last 2,000 users in 17 days."*

*"We are delighted to have Andy join our team. He is a well-respected IT professional in the region, who will provide leadership of our UK team. Andy's impressive experience in IT sales will build on our recent momentum within business development, as well as amplify revenue opportunities."*

### **9 Spokes adoption ratchets up, reaching 9,000 users and tracking toward 10,000**

At the start of March, the Company stated it expected user adoption to accelerate in the June quarter. This was achieved and as demonstrated in the chart below, adoption continued to increase since the major milestone of 5,000 users was reached in late May. This acceleration has been driven by both the national roll-out by Barclays and continued success of recent campaigns for 9 Spokes' Direct channel. As shown in the chart below, 9,000 small businesses have now signed up to the platform, which implies 10,000 users could be reached by the end of July.

**Cumulative user adoption (orange diamond shows current users at date)**

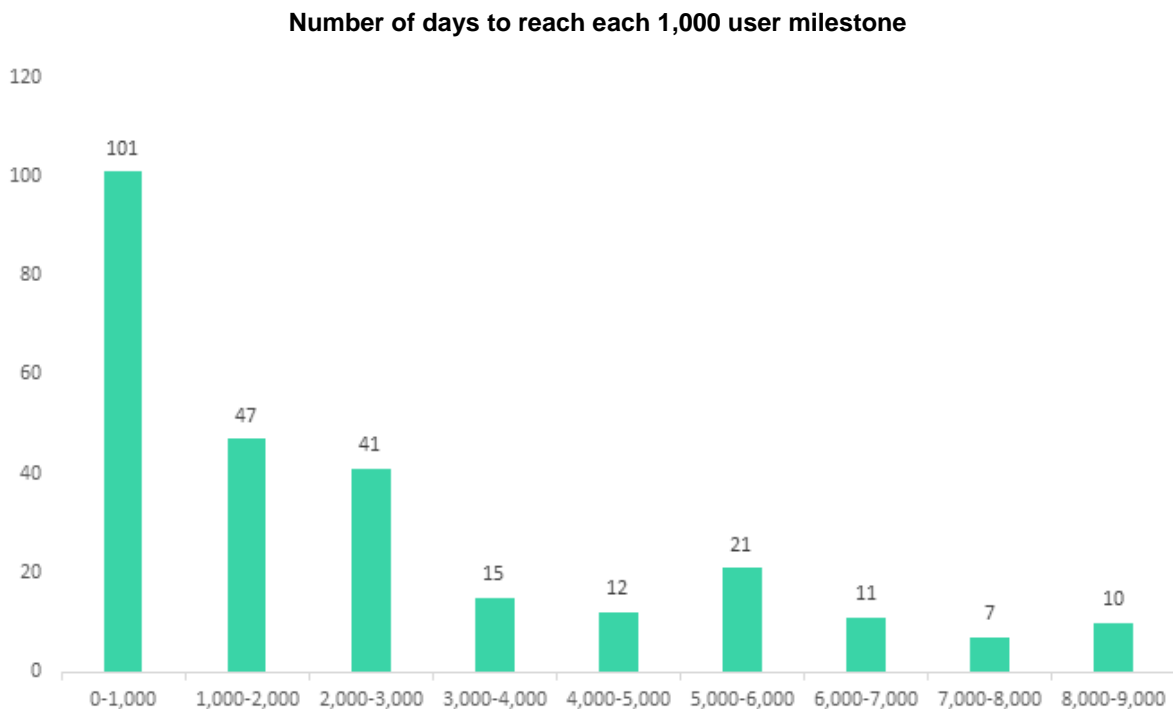


*\* based on current run-rate, expected to surpass 10,000 users by end of July*

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The pace of adoption has continued to accelerate. The following chart shows the number of days taken to reach each of 9 Spokes' 1,000 user milestones. Over the past few weeks, 9 Spokes has seen a much improved adoption rate, with the most recent 2,000 users added in just 17 days.

The adoption has been supported by continued improvement in adoption from the early stages of Barclays' national roll-out, as well as 9 Spokes' Direct channel. 9 Spokes expects Barclays' roll-out to structurally underpin acceleration of adoption going forward.



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## About 9 Spokes

The 9 Spokes smart dashboard enables SMEs to connect their software to one dynamic interface - giving them a clear overview of their business. It allows management and advisors to access data and new metrics across key areas, from any device at any time. With these insights, it's easier to make the big decisions to either manage or grow a business.

Businesses can integrate their supported software into the dashboard as well as choose from a selection of recommended and accredited apps to suit their industry.

The smart dashboard from 9 Spokes is available as a Direct model to small businesses and as a white labelled platform that Channel Partners can offer to their SME customer base.

Find out more at [www.9spokes.com](http://www.9spokes.com)



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