

rhipe appointed to Microsoft CSP & SPLA programs across nine emerging South-East Asian countries



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rhipe appointed to Microsoft Cloud Solution Provider (CSP) and Services Provider Licensing Agreement (SPLA) programs in nine South-East Asian countries

As rhipe continues to cement its leadership position as the cloud channel company of choice for subscription licenses in Asia Pacific, the Board of rhipe is pleased to announce its appointment to the Microsoft Cloud Solution Provider (CSP) and Services Provider Licensing Agreement (SPLA) programs for a further nine emerging South-East Asian (SEA) countries. These new countries will be managed and supported by rhipe's current APAC team, delivering economies of scale from rhipe's existing offices and staff investment in SEA.

rhipe will now be able to sell CSP and SPLA to service providers in the following markets:



Legend: Existing rhipe SEA offices; new MSFT appointments scaled from existing locations
MSFT interactive Asia map: <http://news.microsoft.com/interactive/apac/microsoft-in-asia/map.html>

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At this time, Office 365 is only available today in four of these markets: Sri Lanka, Bangladesh, Nepal and Brunei. However, rhipes appointment gives it authority over all countries and it will help launch in the new markets when available. rhipes is only one of two CSP wholesalers in these nine emerging South East Asian markets.

This appointment follows rhipes launch of the Microsoft CSP program on July 1, 2015 in Australia, and in October-November 2015 in Singapore, Malaysia, Thailand and the Philippines (with Indonesia to follow). These appointments further build on rhipes Microsoft businesses in these markets. rhipes is now the regional provider of choice for Microsofts private-cloud and public-cloud offerings, including Office 365, Windows InTune, Microsoft Enterprise Mobility Suite, Microsoft Azure and CRM Online.

rhipes offers billing, provisioning, management and support services for these Cloud solutions to the service-provider and partner community. rhipes plans to use its existing systems, tools and points of presence to educate and grow the markets in these emerging SEA locations, with our Singapore and Thailand locations functioning as the hubs for marketing and sales across these markets.

*"Our appointment to nine additional South-East Asian countries is a testament to rhipes cloud credentials and the depth of the relationships we hold with Microsoft", said **Dominic O'Hanlon, rhipes Chief Executive Officer**. "We have always believed that software is a digital asset just like music or video. It no longer needs to be bought on a CD, and doesnt require complicated logistics or costly warehousing. Software should be downloadable and usable on a subscription basis. Thats what we have always believed and what lies at the very heart of rhipes DNA. Our prior investments in people, systems and processes to build a successful subscription business will pay dividends as we expand our cloud offerings and enable new customers around the region," said O'Hanlon.*

According to **Chris Sharp, rhipes Chief Strategy Officer** based in Singapore: *"Our hub-and-spoke business model in South East Asia allows us to service these new markets from our offices in Singapore and Thailand. With the projected growth rates of cloud software and infrastructure, and mobile penetration in Asia we believe that rhipes is strategically positioned as the company of choice for channel partners across the region. We look forward to assisting them to deliver extraordinary services to their customers through the private, hybrid or public cloud."*

"To meet the growing demand for Microsofts cloud-based solutions in South East Asia, were thrilled to expand the capabilities for cloud partners under the Microsoft Cloud

Solution Provider Program," said James Ang, Hosting and Cloud Services Provider Lead, Small, Medium Solutions & Partners Group, Microsoft Asia Pacific. "Building on rhipe's existing success in other APAC markets, we see rhipe's coverage of these markets accelerating the readiness of the local partner ecosystem to better address the opportunity by deepening customer relationships and expanding growth opportunities in a mobile-first, cloud first world."

Cloud Continues to Grow Rapidly

Representing a decisive shift in the global IT sector, Cloud disruption and transformation represents a significant opportunity for the channel, and recent findings from IDC point to continued significant growth in the Cloud economy:

- According to IDC, the public cloud services market in Asia Pacific will double by 2018, growing from US\$3.2B in 2014 to US\$7.1B by 2018. In Dec 2015 IDC increased this forecast for 2019 to USD\$10.6B (IDC #US40709515)
- Cloud and mobility will command about US\$36.2B in revenue potential for IT companies in Asia Pacific by 2018.

Outlook For rhipe Through This New Program

The appointment of rhipe to nine emerging South East Asian countries is not expected to have a material impact on rhipe's revenue or earnings in the short to medium term. However, rhipe believes that the addition of these countries reinforces rhipe's position as the strategic partner of choice for cloud-subscription wholesaling across the entire South East Asian region. Over time, as these new markets develop and grow, rhipe may commit on the ground resources in some or all of the new geographical locations. However, this commitment will be sized appropriately to the economic opportunity in partnership with Microsoft as we both seek to develop and drive these new markets together.

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Microsoft Cloud Solution Provider program (CSP):

The CSP program was designed as part of Microsoft's stated "cloud-first, mobile-first" strategy, and has two tiers:

- One Tier Cloud Solution Providers who sell directly to customers (i.e. Microsoft selected partners who can sell Office365 to their own end customers); and
- Two Tier Cloud Solution Providers who recruit, enable and grow a Partner Cloud Reseller channel (ie selected CSP wholesale partners who will take Microsoft's public cloud offerings to a broad channel of resellers).

According to Microsoft, the vast majority of volume will be serviced within the Two Tier CSP model through a channel.

<http://info.rhipe.com/csp/>

The Microsoft Services Provider License Agreement (SPLA) program:

The Microsoft Services Provider License Agreement (SPLA) is for service providers and independent software vendors (ISVs) who want to license the latest eligible Microsoft software products to provide software services and hosted applications to end customers.

<http://www.rhipe.com/licensing-master/subscription-licensing/microsoft-spla/>

Additional information about rhipe

rhipe, (ASX:RHP) is the cloud channel company. It provides its partners with a complete end-to-end cloud solution, helping them to grow and thrive in the emerging Cloud economy. As Cloud 1st, channel 1st company, rhipe is recognised as the leading expert in subscription software licensing in Asia Pacific and its multi-award winning services and support division is the industry leader in Microsoft Office365 implementation. Formerly known as NewLease, the company rebranded to rhipe in 2014 and has offices in Melbourne, Sydney, Auckland, Singapore, Bangkok, Manila, Mexico, Kuala Lumpur, Jakarta and New York.