
ASX: 9SP

**ASX Announcement
4 November 2016**

**Milestone #1 of 4: Direct channel goes live.
9 Spokes enters UK market**

Highlights:

- 9 Spokes Direct platform goes live in the UK at www.9spokes.com, achieving the first of four major milestones.
- 9 Spokes is now transitioning from “build” stage to “live” state.
- 9 Spokes has developed one platform. With the Direct platform now live, it demonstrates the platform is customer ready.
- 9 Spokes is on track to allow channels to release during the December 2016 quarter.
- 9 Spokes is proud to be working with a collection of world-class software applications.

9 Spokes (ASX:9SP) (“The Company”) is pleased to announce it has released its Direct platform in the UK and has started to welcome SME customers onto the platform. The Direct platform is available at www.9Spokes.com.

9 Spokes successfully transitions to “live” state

This milestone is significant for 9 Spokes given that:

- 1) The UK is 9 Spokes’ largest market to date with an estimated 5.5 million small businesses (source: UK Department for Business, Innovation & Skills).
- 2) Following substantial investment in the platform, 9 Spokes has now transitioned from “build” stage to “live” state. 9 Spokes will now focus on marketing and customer success. The Company will also continue to further iterate and enhance both the platform and customer proposition in the future.
- 3) 9 Spokes has developed one platform for both 9 Spokes Direct and its Channel partners. The release of Direct demonstrates the platform is now customer ready. Accordingly, 9 Spokes remains on track with its channel partners having reached “technical completion” with each.

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World-class collection of software

9 Spokes is proud to be working with a collection of world-class online software applications on the platform. This includes two of the leading accounting applications globally, Intuit and Sage. In aggregate these two vendors have more than 11 million SME customers globally.

Intuit commented: "Intuit is excited to have 9 Spokes join its ecosystem that helps small businesses do more with QuickBooks. By using 9 Spokes, small businesses will be able to get insights from all the tools they use to run their business, all in one place on the 9 Spokes smart dashboard."

"This innovative solution will help solve a key customer problem and will allow small businesses to leverage data in a new way."

This sentiment was echoed by Sage: *"Sage and 9 Spokes have partnered to provide small businesses with the best and easiest-to-use tools they need to succeed. With the Sage One accounting app connected to the 9 Spokes smart dashboard, business owners will experience an innovative solution that will help them make the critical day-to-day decisions needed to succeed."*

Intuit Quickbooks and Sage are joined on the 9 Spokes platform by applications representing other business disciplines such as sales, human resources, customer management, inventory and productivity. A growing network of Business Support Partners throughout the UK also aid customers in maximising value from the 9 Spokes platform.

First of four major milestones

9 Spokes will now provide a smart dashboard via "white label" platforms for its existing channel partners Barclays Bank (UK), Suncorp Group (AU) and Propel (Deloitte UK). Collectively these partners have more than 2 million SME customers. 9 Spokes remains on track to allow channels to release to their respective markets during the quarter ending December 2016.

CEO of 9 Spokes, Mark Estall said:

"9 Spokes Direct is another huge milestone for our business. UK SME customers can now benefit from our smart dashboard to see their businesses more clearly. Over coming months, we will steadily increase our promotional activity. Our team will focus on optimising marketing ROI, as we start to attract customers onto the platform. Thank you to everyone in our team for the sterling effort to reach this much-awaited milestone."

For more information:**Investors:**

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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

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