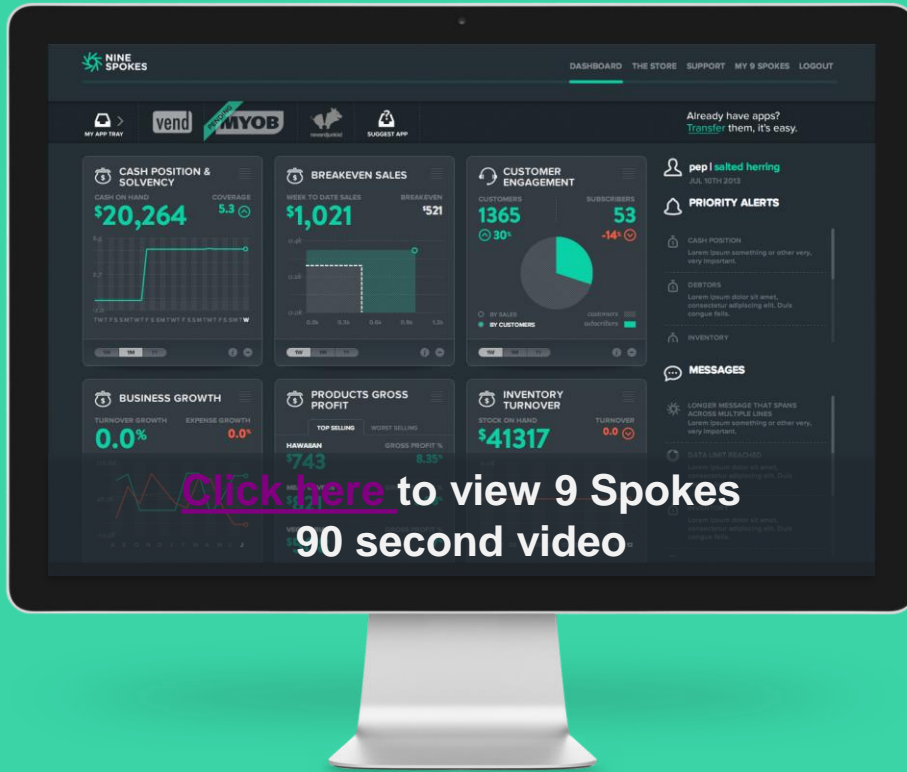


9 SPOKES



Investor Presentation – July 2016



9 Spokes brings together the best of online software in one place, integrated to give business owners a powerful decision-making dashboard.

9 Spokes Overview



Significant validation from industry leaders

- **Barclays Agreement** to provide a platform to 1.2m SME customers in UK
- **Suncorp Group Alliance** to both its banking and insurance SME customers
- **Powering Deloitte Private Connect's** dashboard in Australia to its SME base and now partnering with Deloitte UK to power Propel
- International recognition from **Gartner** (2013 Gartner Cool Vender of the year) and **2014 Australasian IBM Smartcamp winner**



Creating scale globally

- Two approaches to market: '**white label**' channels with large SME client bases and '**direct**' (B2B) to consumers leveraging industry verticals.
- Platform is built, and operational on IBM's **SoftLayer hosting platform**.



Timing Cloud software usage

- Uptake of cloud-based software is hitting astronomical levels, with a forecasted **US\$41.6B to be spent on cloud-based apps this year alone by small medium businesses** (Gartner)
- Forbes estimates **more than 60% of SMEs already use 3 cloud-based apps to run their business**



Fully funded to achieve scale with MRR

- **9 Spokes** has a fully operational, scalable SaaS platform, on-boarded more than **50 App providers**, and is fully funded with **\$25m** in the bank to stand up the significant channels, add further partners and grow both customer base and usage.
- From Q3 CY2016, following the launch of 9 Spokes channel partners, minimum monthly recurring revenue (MRR) will be ~A\$325,000 based on the licence fees that provide base minimum payments over the term of contracts.

SMEs - Dramatic growth of cloud apps

Scale of Market

- **90%** of businesses are SMEs
- **66m** SMEs in the western world (Gartner)

Cloud Use

- **64%** of SMEs use 3 cloud apps (Forbes)
- **78%** will buy an app within 2-3 years (Forbes)

Cloud Growth

- **2016** - US\$41.6B spent on apps by SME's (Gartner)
- **2018** - 7 cloud apps in each SME (Forbes)
- **2020** - 80 percent of U.S. SME adapted to cloud

SMEs are motivated to adopt cloud apps for a number of reasons:

- **Flexibility**
- **Cost reduction**
- **Scalability**
- **Innovation**

9 Spokes solves SME problems

The problem for SMEs

- 1 | Too many choices; how do SMEs find the right software for their business and industry?
- 2 | How do I get real-time visibility of my business performance; and which metrics are the right ones?
- 3 | How am I performing relative to my peers?



The 9 Spokes solution

- 9 Spokes curates and recommends best of breed software by industry**
- 9 Spokes presents key metrics to run a business on a single dashboard allowing real time collaboration with the SMEs advisor**
- 9 Spokes provides peer tracking, industry benchmarking and best practice to help with daily decisions**

Board of Directors



Mark Estall

Founder | CEO

A serial entrepreneur, Mark has founded several software companies, as well as businesses in other verticals. He mentors SME businesses, providing strategic growth advice and has a track record of building businesses through developing strong, well resourced teams.

Ex Traffic NZ.



Paul Reynolds

Experienced CEO & Director

Paul is an International Executive with over 12 years public-company Board experience in Europe and Asia-Pacific. Paul is the 9 Spokes Director with specific oversight to our European interests and takes an Executive role in partner and investor relations, corporate development.

Ex CEO Telecom NZ, British Telecom (Board Member for global technology and operations).



Thomas Power

Social Media Guru

Thomas is an entrepreneur, business advisor, director and professional speaker on internet technologies and developments.

Thomas has been advisor to numerous senior executives, served as a non-executive director of QXL Ricardo, and has founded several on-line businesses.

Ex Ecademy (1998), Leaders (2009), Dotconnect (2012) and Scredible (2013).



Wendy Webb

Investment banking & Investor Relations

An accomplished c-suite executive and board member, Wendy has experience in multiple industries. Having held significant roles in strategy-setting, brand-building, global expansion, investor relations, governance, succession planning, and digital initiatives, Wendy brings a US-perspective to business and investment strategy.

Ex Walt Disney (1988-2008), Ticketmaster.

9 Spokes Executive Team



Mark Estall
Founder | CEO



Neil Hopkins
Chief Financial Officer



Paul Psaila
Chief Information Officer



Brendan Roberts
Chief Operations Officer



Simon Atkins
Chief Marketing Officer



Adrian Grant
Founder | Head of Growth



Chris Simmons
Director Strategy & Culture



Phil Sheehan
Head of Alliances

9 Spokes Senior Leadership



Lisa Collins
Head of Partnerships



Cristy Spencer
Head of Brand & Communications



David Smith
Channel Manager - UK



Lenny Leonard
Head of Customer Success



Tim Spencer
Head of Infrastructure



Gus White
Head of Delivery



Jon Sandberg
Head of Development



Jacob Sorensen
Head of Product

THE PLATFORM

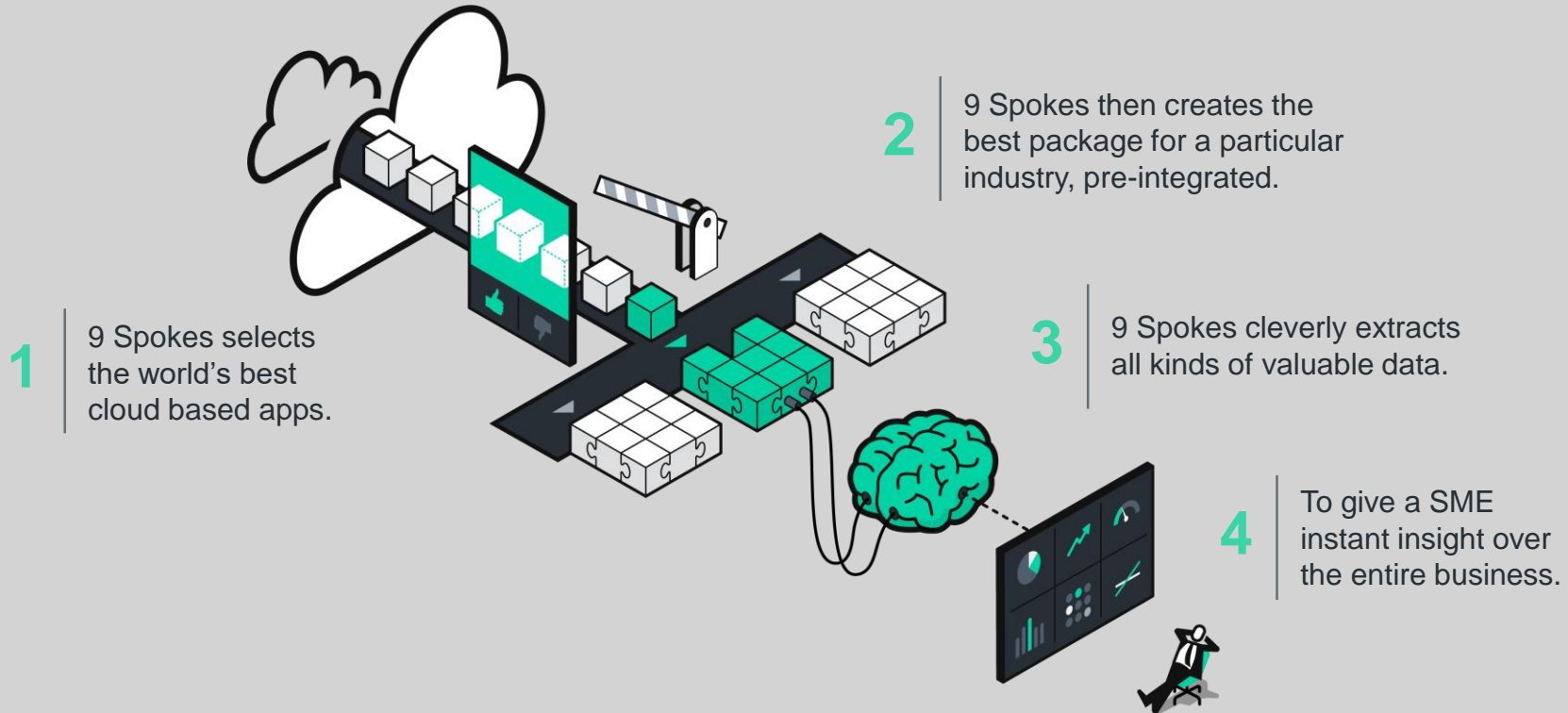
The 9 Spokes Difference

9 Spokes provides a real-time view of a business's financial position anywhere, anytime.

- Real-time Dashboard
- Key Metrics anywhere, anytime
- Benchmarking against peers
- Best-Practice from peers
- Single sign-on
- Single bill



How does 9 Spokes work?



9 Spokes Platform – Additional Value Propositions

- **9 Spokes drives the network effect in our ecosystem**
- **Data from customers is processed, stored and aggregated in 9 Spokes for commercialisation**
- **Key metrics and alerts are presented to managers on all devices in real-time.**

Social

- Customers
- App partners
- Support partners
- Industry groups



Cloud

- Anywhere
- Anytime
- Savings



API
Driven

Mobility

- Key metrics
- Performance
- Alerts



Big Data

- Analytics
- Industry insights
- Benchmarking
- Best-practice



Some of 9 Spokes Online Software Partners (OSPs)

56
OSPs

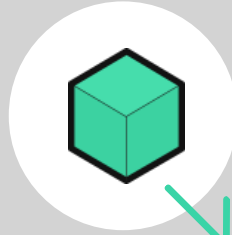
(many more to come)



9 Spokes has five sources of revenue

1

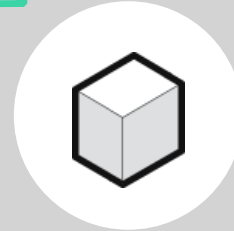
SaaS Subscription Model



Customer buys at 100% Recommended Retail Price (RRP)



9 Spokes takes a 20% margin



OSP receives the 80% balance

The best thing about 9 Spokes?
It costs the customer nothing.

9 Spokes has five sources of revenue



2

**Development
& Deployment**



3

License Fees



4

**Variable License
Fees
(Subscription
underwrite)**



5

**Insightful business
data and analytics
Benchmarking &
best-practice**

VALIDATION FROM LEADING COMPANIES

Global partners providing support

IBM provides 9 Spokes the ability to quickly scale whilst maintaining the highest level of security.



- **Hosting on IBM Soft Layer** provides unique opportunity for global growth and support
- **Global Data Centres being rolled out:** Sydney, London, Melbourne and Amsterdam
- **Providing the infrastructure compliance and resilience** required to meet and surpass bank level requirements
- **Multiple layers of security** on a platform that scales rapidly on demand

9 Spokes global channels to market

White label

- **Advisory:** Deloitte Private Connect (Australia)
Propel by Deloitte (UK)
 - **Banking:** Barclays platform
 - **Insurance:** Suncorp Group
- White label channel partnerships allow 9 Spokes to access large subscriber bases quickly at a very low customer acquisition cost
- 9 Spokes only has channel partners that are motivated by disruption to develop a strong compatible SME strategy.

Deloitte Private

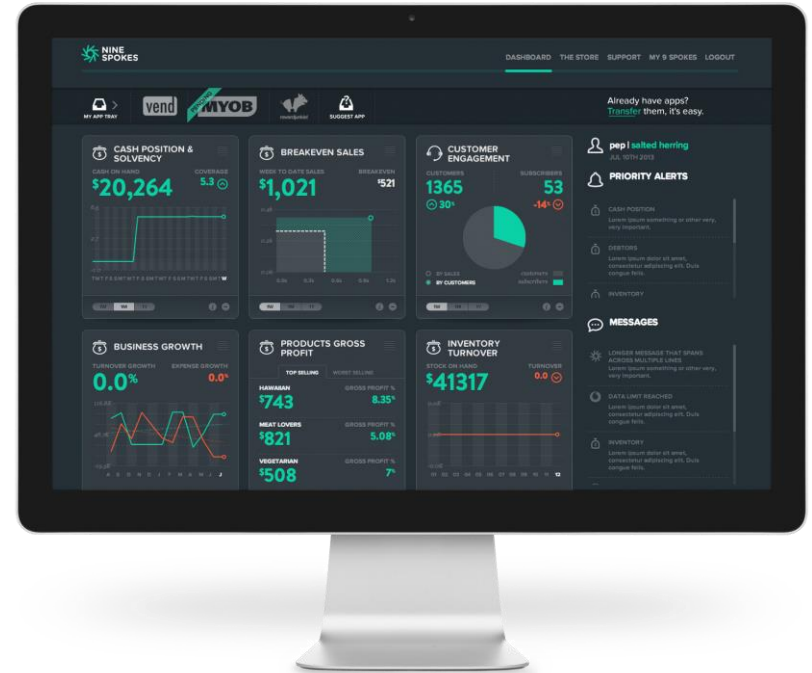
Propel
by **Deloitte.**



9 Spokes global channels to market

9 Spokes Direct Channel (B2B)

- Control of a strategic and independent channel
- Powerful, profitable channel
- Global growth - into any territory
- Patent pending on unique benchmarking insights



Channel Strategy

Providing significant scale opportunities

- 9 Spokes has entered into exclusive and non-exclusive agreements with channel partners to provide global exposure to SMEs
- In most cases, channel partners pay license fees based on contracted monthly subscribers which reduces as SaaS MRR increases.
- 9 Spokes will own all IP, with channel partners having exclusive IP licensed back to them.
- All channel partner SMEs receives the platform free of charge, providing limited friction points of user uptake.
- 9 Spokes typically negotiates a licence fee that provides a base minimum payment over the term of the contract, while 9 Spokes accesses the App Margin as per the normal business model, on average, typically 20%.
- The matrix on the next slide demonstrates 9 Spokes scale opportunity, in the event of an average 20% margin on 7 cloud-based apps (as per Forbes guidance) were to be achieved for up to 600,000 SME clients. Importantly, 9 Spokes is focused upon accessing millions of SMEs globally that provides the opportunity to convert these into a significant amount of end users.

Highly scalable business model

SaaS Annual Recurring Revenue Example

Assuming average price per app of A\$28/month with app margin to 9 Spokes of 20%

Customers	30,000	80,000	100,000	150,000	300,000	600,000
	A\$M	A\$M	A\$M	A\$M	A\$M	A\$M
1 App	2.0	5.4	6.7	10.1	20.2	40.3
3 Apps	6.0	16.1	20.2	30.2	60.5	121.0
5 Apps	10.1	26.9	33.6	50.4	100.8	201.6
7 Apps	14.1	37.6	47.0	70.6	141.1	282.2

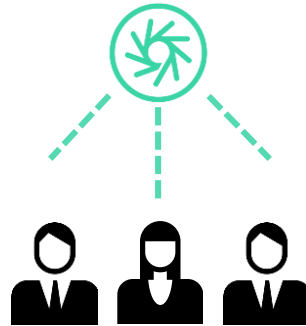
“ Forbes – Each SME will be using 7 cloud apps by 2018 ”

SCALING THE BUSINESS

Acquire | Convert | Grow

Large Channels provide the ability to acquire many SME Minds.

Direct Model



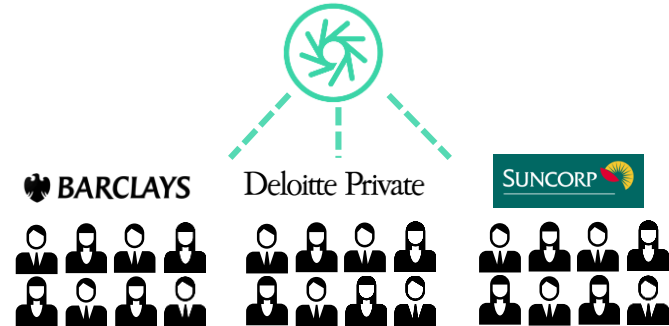
Customer Acquisition Cost
Conversion Rate
Network Effect

High

-

-

Channel Model



Low

-

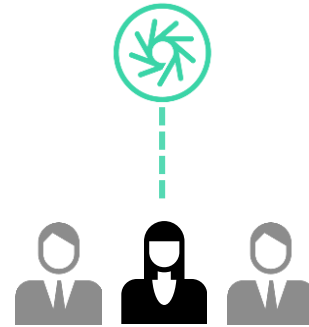
-

Acquire | **Convert** | Grow

Increased conversion of SME Minds into subscribers due to greater brand power of Channel partners.

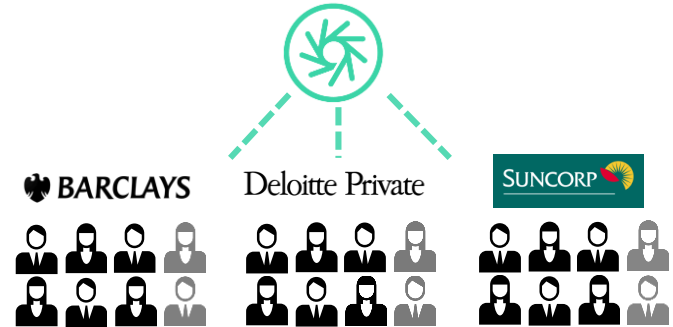
Customer Acquisition Cost
Conversion Rate
Network Effect

Direct Model



High
Industry Standard
-

Channel Model



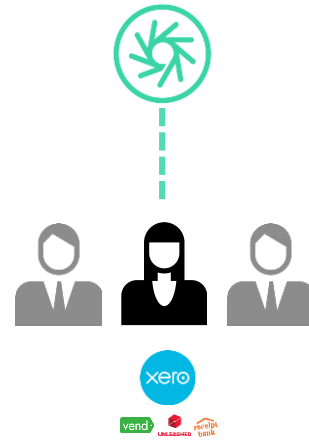
Low
High
-

Acquire | Convert | **Grow**

9 Spokes grows the subscriber relationship through upselling more cloud-based Apps to improve business productivity.

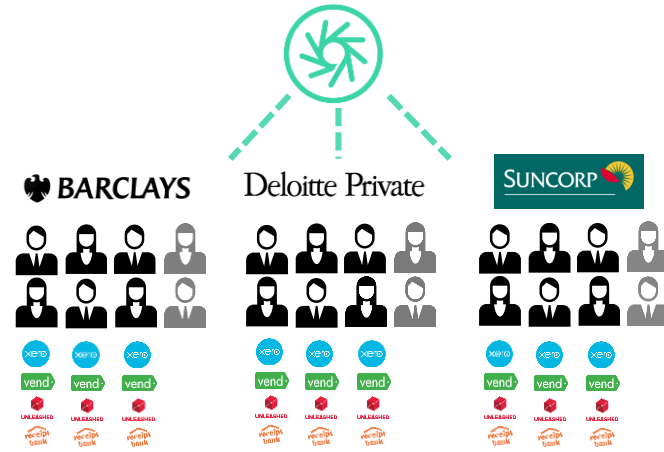
Customer Acquisition Cost
Conversion Rate
Network Effect

Direct Model



High
Industry Standard
High

Channel Model



Low
High
High

9 Spokes summary



Existing Tier 1 industry relationships



Significant Market Opportunity



Proven Track Record



Attractive value proposition to large partners



Defensibility



Organic Platform Evolution



Low cost of customer acquisition



Scalable and diversified revenue model

CAPITAL STRUCTURE

Corporate Overview

ASX Ticker	9SP
Number of Securities on issue	403m
Share Price as at 8 July 2016	A\$0.15
Market Capitalisation	A\$60.45m
Cash at bank	A\$25.0m
Enterprise Value	\$35.45m
Options on issue	53.5m

IPO Use of Funds	A\$
Payment of Offer Expenses	2.5m
Software/technical Development	8.1m
Infrastructure Development	3.9m
Product Development	1.5m
Business Development	1.3m
Market Development	0.4m
Working Capital	7.3m
TOTAL USES	25.0m

Substantial Shareholders	
Mark Estall (Co-Founder)	20.37%
Adrian Grant (Co-Founder)	20.35%
Harrogate Nominees	7.25%

Co-Founder, CEO – Mark Estall
mark.estall@9spokes.com

Co-Founder, Head of Growth – Adrian Grant
adrian.grant@9spokes.com

THANK
YOU