



9 SPOKES
9SP.AX

Adrian Grant | Co-founder

TechKnow
Conference 2016

Disclaimer

This presentation contains “forward-looking statements.” These can be identified by words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate”, and “expect”. Statements which are not based on historic or current facts may be forward-looking statements. Forward-looking statements are based on: (a) assumptions regarding the Company’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and (b) current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by forward-looking statements. For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking to reflect any change in the Company’s financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company. You must not place undue reliance on these forward-looking statements.

The right ingredients for success

- 1 Solve a major business problem
- 2 Scalable business model
- 3 Ability to execute
- 4 Funding
- 5 Catalysts for growth





01

Solve a major business problem

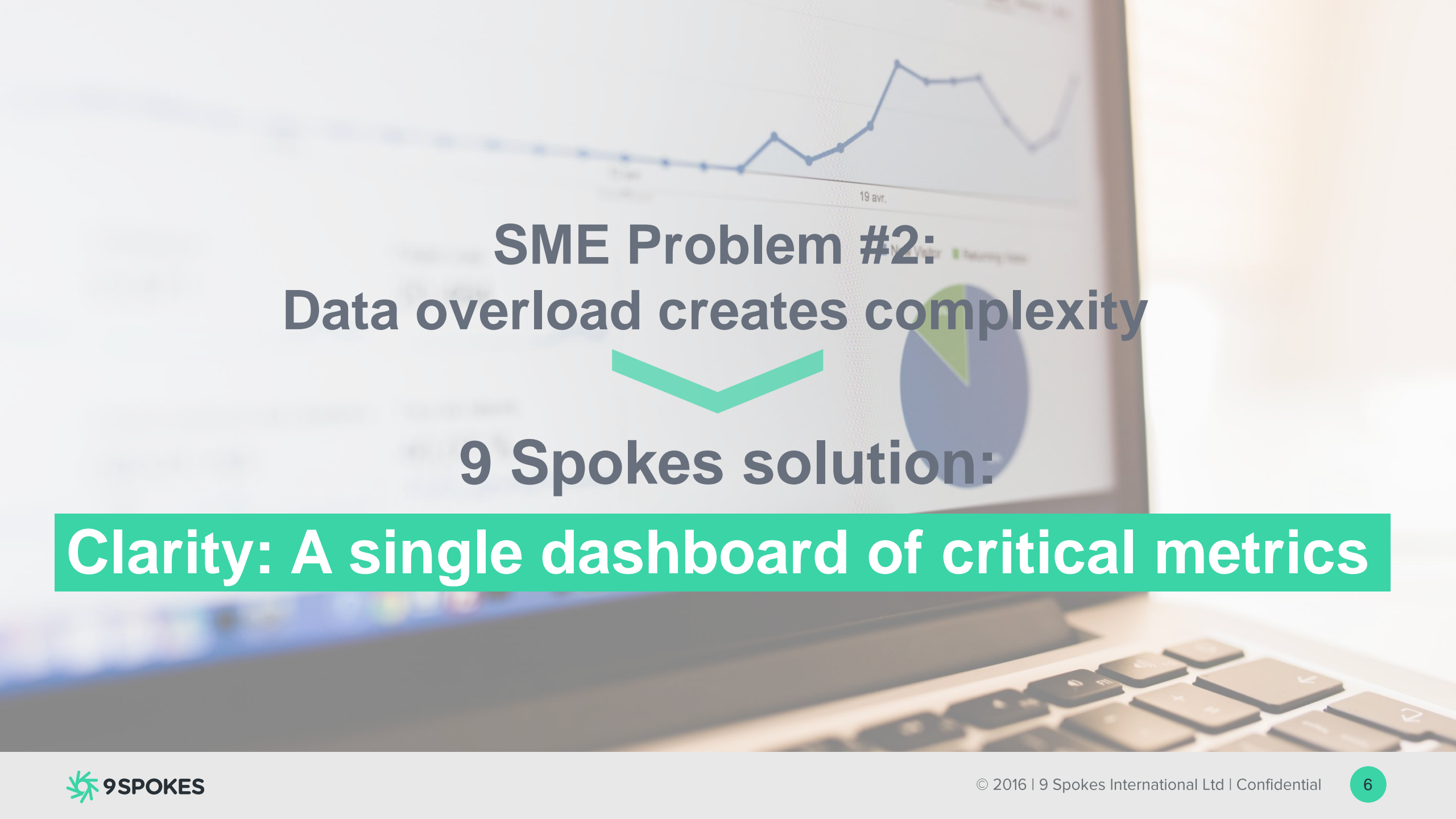
A background image showing a person's hands holding a smartphone over a laptop keyboard. The image is slightly blurred and has a light blue overlay.

**SME Problem #1:
Confusion from wide range of app choices**



9 Spokes solution:

The best apps recommended by industry



**SME Problem #2:
Data overload creates complexity**

9 Spokes solution:

Clarity: A single dashboard of critical metrics



SME Problem #3: How does my business compare?

9 Spokes solution:

Industry benchmarking assists daily decisions

The 9 Spokes solution

WORKING TODAY

STAFF MEMBER

START TIME

Lucy Steel

Paul Atkins

Fiona Wilson

Abby McDonald

Chris Reed

WEBSITE TRAFFIC

TOTAL NO.OF VISITS

1,777

AVERAGE

6m 18s

MONEY OWED & MONEY OWING

WE OWE

£780

OWED TO US

£41,661



CASH & COMMITMENTS

Cash on hand	£55,874
+ Owed to us	£33,861
- We owe	£780
- Tax	£2,405

Total £86,550

FACEBOOK FOLLOWING

FOLLOWERS
1.0k

TOP SELLING PRODUCTS

PRODUCT	SALES	REVENUE
Flat White	20	£60
White Americano	16	£72
Croissant	8	£38
Mochaccino	5	£40

SALES BY WEEK

WEEK TOTAL
£2,600

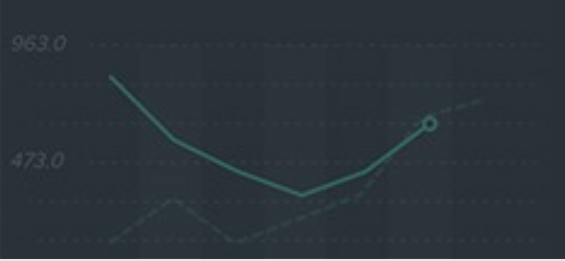
WEEK LAST YEAR
£3,360



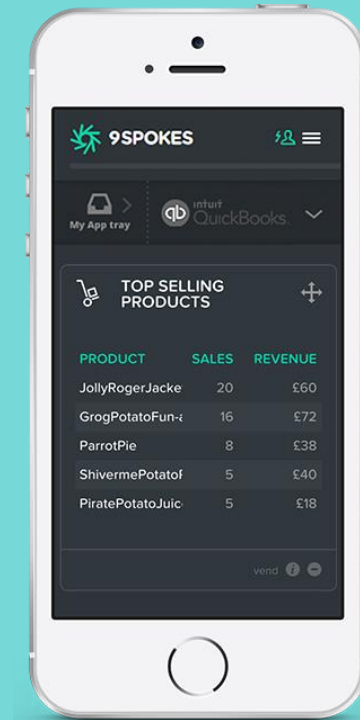
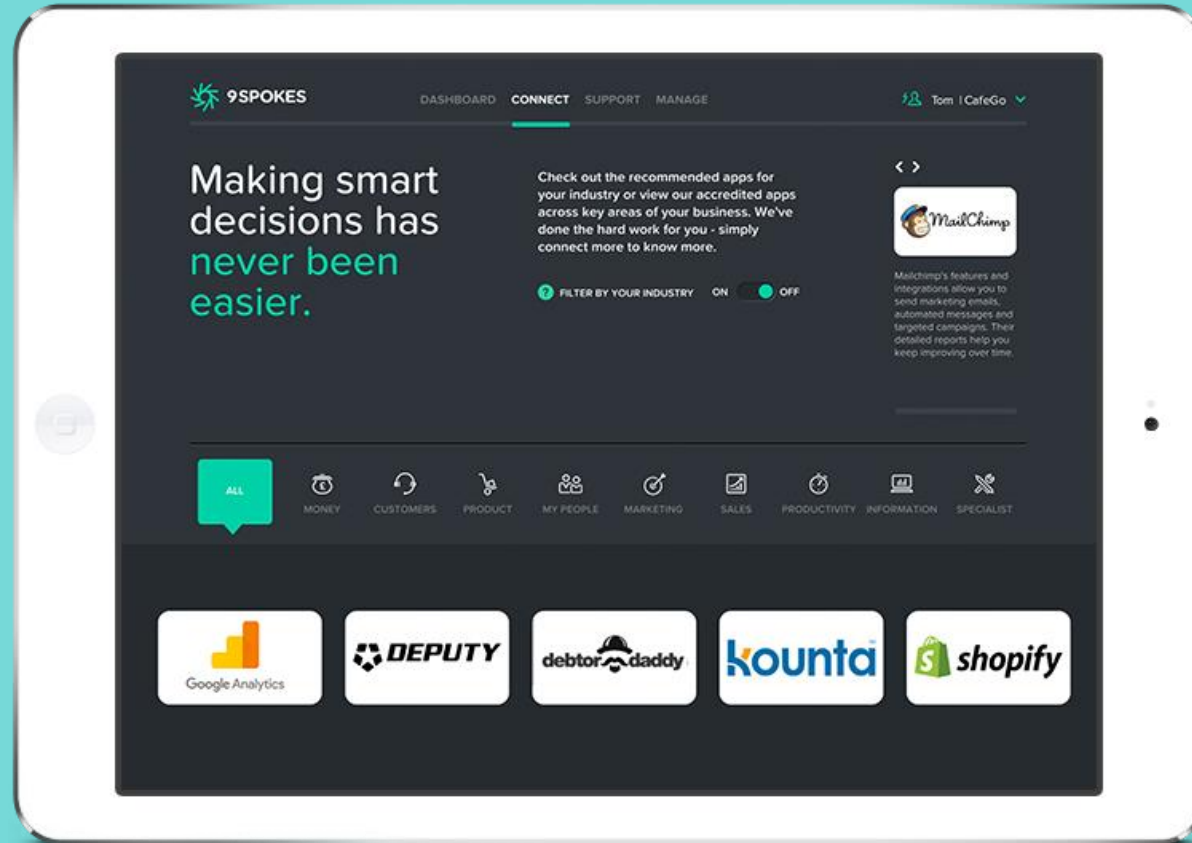
GROSS PROFIT

DAY TOTAL
£86

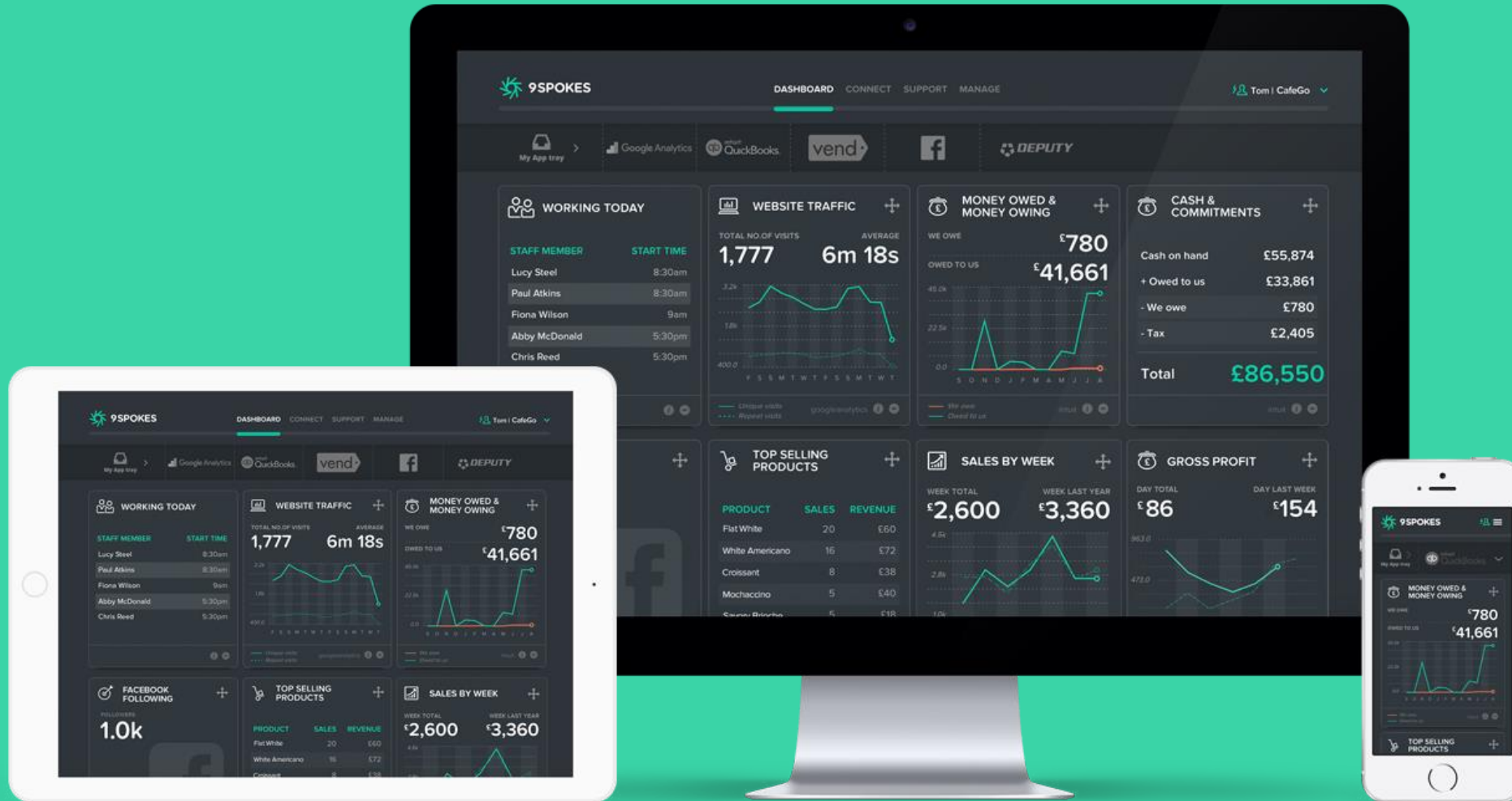
DAY LAST WEEK
£154



Connect apps to power your dashboard



The smart dashboard for business clarity



Get powerful insights

WORKING TODAY

STAFF MEMBER	START TIME
Lucy Steel	8:30am
Paul Atkins	8:30am
Fiona Wilson	9am
Abby McDonald	5:30pm
Chris Reed	5:30pm



CASH & COMMITMENTS

Cash on hand	£55,874
+ Owed to us	£33,861
- We owe	£780
- Tax	£2,405
Total	£86,550

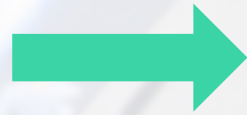


02

Scalable business model

Dual track approach

Channel model



Advantage for 9 Spokes

- Access large customer base
- High adoption
- Lower customer acquisition cost
- Validation

Advantage for Channel

- Relevance
- Insight
- Disrupt disruption
- Retain/acquire customers

Direct model

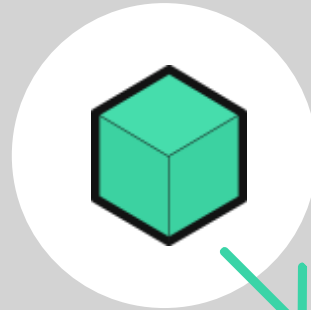


Advantage for 9 Spokes

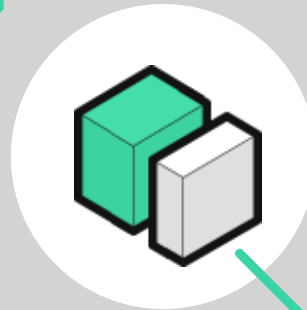
- Control
- Speed of deployment
- Build brand awareness
- Rapid global growth

9 Spokes has five sources of revenue

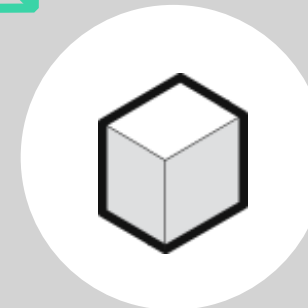
1 SaaS Subscription Model



Customer buys App at 100% Recommended Retail Price (RRP)



9 Spokes takes a 20% margin



OSP receives the 80% balance

9 Spokes is free to the end user

9 Spokes has five sources of revenue



2

**Development
& Deployment**



3

License Fees



4

**Subscription
underwrite**



5

**Benchmarking,
data and analytics
revenue**

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”

Source: Foster Stockbroking

03

Ability to execute



Early stage, but ability to execute shown in 2016

Onboarding Talent



- 22 staff in January to 86 currently to deploy 4 channels simultaneously
- Hiring to taper off significantly over next six months, as approaching “right size” for existing opportunities

IPO: raised A\$25m



- Successfully raised maximum of A\$25m in June 2016
- Substantial commitment of management time and resources for an early stage company

Channel delivery



- Built the platform
- Signed agreements with Suncorp & Deloitte UK (Propel)
- Handed over to all 3 channels for User Acceptance Testing (UAT)
- Ready to allow all 3 channels, plus 9 Spokes Direct to release to market during this quarter

Board: global from the outset



Paul Reynolds (UK)
Non-Executive Chairman

- Experienced CEO & Director
- Ex CEO Telecom NZ, British Telecom (Board Member for global technology and operations).
- International Executive with over 12 years public-company Board experience in Europe and Asia-Pacific.
- Executive role in partner and investor relations, corporate development.



Mark Estall (NZ)
Founder | CEO | Exec Director

- Founded several software companies, as well as businesses in other verticals.
- Mark mentors SME businesses, providing strategic growth advice
- Track record of building businesses through developing strong teams.



Thomas Power (UK)
Non-Executive Director

- Online entrepreneur, business advisor, director, leading social media expert
- Professional speaker on internet technologies and developments.
- Ex Ecademy (1998), Leaders (2009), Dotconnect (2012) and Scredible (2013).



Wendy Webb (USA)
Non-Executive and Independent Director

- Accomplished c-suite executive; board member; investment banker and investor relations
- Experience in multiple industries.
- Significant roles in strategy, branding, global expansion, investor relations, governance, and digital initiatives
- Brings a US-perspective to business & investment strategy.
- Ex Walt Disney (1988-2008), Ticketmaster.

Validation by blue chip, international partners





04 | Funding

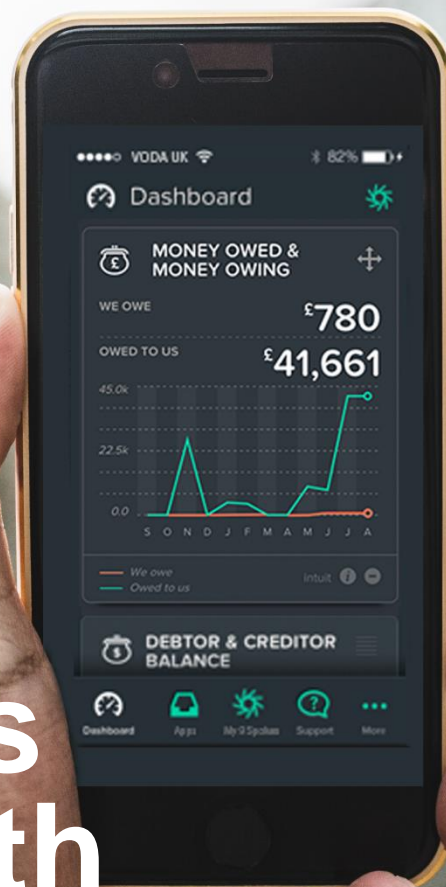
Substantial ownership by insiders

- Mark Estall (CEO, co-founder); Adrian Grant (co-founder); and Brendan Roberts (COO) collectively own 37% of the company.
- All 3 are actively involved in the strategy, execution & growth of 9 Spokes
- 60% of employees bought shares at the time of IPO
- ESOP plan in place
- **Escrow: 45% of total shares** at listing are escrowed until June 2018 (Founders 100% escrowed for 24 months)

IPO / Cash at bank

- June 2016: Raised maximum A\$25m via IPO and listed on ASX (9SP.AX)
- Cash balance of NZ\$23.5mn at June 2016 (after listing costs)
- Minimum contracted monthly recurring revenue (MRR) will be ~A\$325,000 per month (once all channels operational)
- Expect ~A\$2mn of implementation payments over the next two quarters

05 | Catalysts for growth



Catalysts: Entering a quarter of major milestones*



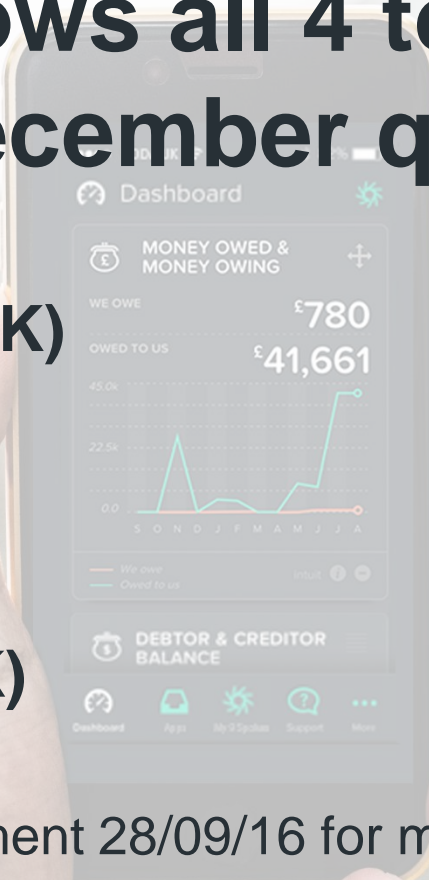
Platform allows all 4 to release to market in December quarter:

9 Spokes Direct (UK)

Deloitte (UK)

Suncorp (AU)

Barclays Bank (UK)



* Refer ASX announcement 28/09/16 for more detail

Business development: Accelerating USA *



**Decision to accelerate USA
business development**



**Working with a Global Alliance
partner to expedite deployment**

* Refer ASX announcement 28/09/16 for more detail

The right ingredients for success



Solve a major business problem



Scalable business model



Ability to execute



Funding



Catalysts for growth



What's next?



9 Spokes in 90 seconds

<https://www.9spokes.com/how-it-works/>



**Contact Investor relations
for mailing list / further information**

james.schofield@9spokes.com