

ASX: 9SP

ASX Release

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9 Spokes platform live with Bank of New Zealand

Highlights:

- Bank of New Zealand Limited (BNZ) has officially gone live with its white-label 9 Spokes platform.
- BNZ has actively started marketing the platform to New Zealand small and medium businesses.
- As part of the launch BNZ is running a national TV advertising campaign currently being aired in New Zealand which is expected to drive further user growth.
- Users already secured include BNZ customer Waiheke Dive and Snorkel, who is using the platform in powerful ways to grow its business. Watch their story at: (https://www.youtube.com/watch?v=iT_sFSI9KTQ).
- BNZ is 9 Spokes third banking partner and represents a new sales channel for continued user acquisition to build on the strong recent growth announced in the March Quarterly.

Auckland, NZ 10 May, 9 Spokes (ASX: 9SP or "the Company"), a leading Marketplace and Insights company to small businesses, is pleased to announce that a third banking partner, BNZ has gone live with a white label 9 Spokes platform.

The partnership between 9 Spokes and BNZ creates a powerful platform that brings together key business data with BNZ core banking information to give small and medium businesses (SMB) a comprehensive view of their business performance, all in one place.

You can find out more by visiting the product page on BNZ's website (<https://www.bnz.co.nz/business-banking/small-business/mybusiness-live>).



Karna Luke, General Manager SME at BNZ commented: “By connecting relevant apps within the 9 Spokes platform, our SME customers will be gaining meaningful insights that help them run their businesses more effectively; be it accounting, inventory management, payroll or digital marketing apps like LinkedIn® or Google Analytics. BNZ has fully integrated its bank data into the platform, enabling businesses to gain deeper insights into cash flow management. The service is available not only to all of BNZ’s SME customers, but any business in New Zealand can join the platform for free.”

Adrian Grant, Co-Founder and CEO of 9 Spokes said: “We are delighted that BNZ has launched the 9 Spokes platform for its SMB customers. The planning and execution from BNZ and the 9 Spokes team during the implementation and integration was exceptional. To now see the dashboard launched in our home market is a pivotal moment for 9 Spokes and all our employees in New Zealand. The market launch of the BNZ service underscores the gains we have continued to make in efficiently and seamlessly integrating the small business platform into the customer journeys of leading banks around the world.”

Background on Bank of New Zealand

Bank of New Zealand (BNZ) was founded in 1861 and is committed to being an integral part of a high achieving New Zealand, and helping its customers be good with money.

To operate in New Zealand, BNZ employs more than 4,800 people to help its 1.2 million customers across the country. The bank has more than 150 retail stores and 33 Partners business centres across New Zealand, and works with personal, business, agri, charity and private wealth clients offering services in retail, small business, commercial, corporate, agribusiness, institutional and investment, and insurance.

BNZ is one of New Zealand's largest carbon neutral companies and works to help make New Zealand’s communities stronger. Bank of New Zealand is a subsidiary of the National Australia Bank Group of companies and is governed locally by a fully empowered New Zealand Board of Directors.

Background on 9 Spokes

[9 Spokes](#) is a tracking tool designed to help SMEs enhance their performance and be their best business self. It collates and sorts the SME's data, so they can more easily see their progress against the things that matter most to their business.

SMEs can connect their cloud software to 9 Spokes to get a comprehensive picture of their business performance through a single smart dashboard-so it's easier to make the big and small decisions required to manage and grow their business effectively. As well as connecting their existing supported software to the dashboard, businesses can choose from a selection of other recommended and accredited apps to suit their industry.

9 Spokes is provided under a direct model to small businesses and as a white labelled platform allowing key Banking Partners to offer 9 Spokes to their SME customers under their own brand.

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