

ASX: 9SP

ASX Release

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9 Spokes and Microsoft recognise second co-sell win with Bank of America contract

- 9 Spokes and Microsoft recognise Bank of America contract under Microsoft One Commercial Partnership
- Co-sell win is second joint-selling success for 9 Spokes-Microsoft relationship
- Latest win opens door for further collaboration with Microsoft to bring further value to the Bank of America relationship
- Strong pipeline of additional opportunities which are in advanced stages

Auckland, NZ 3 October, 9 Spokes (ASX: 9SP or the “Company”), a leading marketplace and insights company to small businesses, is pleased to announce that Microsoft has accredited the Company’s recent contract with Bank of America (the “Bank”) as a One Commercial Partner co-sell success.

9 Spokes enjoys continued success with Microsoft’s One Commercial Partner programme, having recognised Bank of New Zealand as its first co-sell success in June. The co-sell programme incentivises Microsoft’s sales teams to co-sell the 9 Spokes platform into key global banking communities, supporting 9 Spokes’ entry to new markets, enterprise relationships and technical innovations through the deep customer relationships and the technical expertise of Microsoft’s global team.

This latest co-sell win strengthens the 9 Spokes-Microsoft relationship for deeper collaboration, including integration of the companies’ products. Further opportunities are anticipated for the relationship to bring additional value to Bank of America and the Bank’s small business customers.

Sarah Bowden, One Commercial Director at Microsoft, said: “This recent win with 9 Spokes and Bank of America is a textbook example of our global co-selling motions, where Microsoft is providing New Zealand partners, such as 9 Spokes, with an opportunity to reach global markets and acquire new customers through working with our teams on a local and global scale.

“We’re entering a new and exciting era of partnering, where Microsoft’s partners with their IP are helping customers solve their business challenges faster. Microsoft provides a unique platform for partners to scale and accelerate both their growth and reach. It’s been great to see 9 Spokes continue their winning formula offshore and we’re excited about their future co-sell success.”

Adrian Grant, Co-Founder and CEO of 9 Spokes, commented: “This co-sell win underlines the strength of our partnership with Microsoft, one that we continue to develop and to capitalise on. To date, our Microsoft IP co-sell status has elevated our credentials with key global banking communities and has helped us enter new markets – most notably the United States with the Bank of America contract. We look forward to a continued relationship and to announcing future co-sell successes and product developments achieved through this partnership.”

For further information, please contact:

Investor enquiries:

investors@9spokes.com

Media enquiries:

marie.cahalane@9spokes.com

About 9 Spokes

9 Spokes is a business tracking and insights tool that enables SMBs to harness the power of their data to improve performance. SMBs can connect their cloud software to the 9 Spokes platform and use the Tracker tool to get a comprehensive, near real-time picture of how they're performing across the metrics that matter most – so they can make quick, sharp decisions that impact growth.

9 Spokes is available to SMBs directly through 9spokes.com and as a white-labelled platform for enterprise customers, including banks and other financial services providers. The Enterprise Edition allows banks, under their own brand, to deliver richer and more engaging experiences to their SMB customers. Through permissioned access to their SMB clients' data, banks get the insights they need to offer products and services that are better tailored to their small business customers' needs.

Find out more at 9spokes.com