

ASX: 9SP

ASX Release

14 October 2019

## **9 Spokes appoints independent non-executive Director, Shelley Ruha**

- 9 Spokes appoints Shelley Ruha as an independent non-executive Director
- Ruha will chair the Board of Directors' Audit & Risk Committee and sit on the Remuneration & Nominations Committee
- The appointment is effective from 14 October

**Auckland, NZ | 14 October,** 9 Spokes (ASX: 9SP or the "Company"), a leading marketplace and insights company to small businesses, is pleased to announce the appointment of Shelley Ruha to the Board of Directors (the "Board"), effective 14 October.

Ruha joins the Board as an independent non-executive Director; she will chair the Board's Audit & Risk Committee and sit on the Remuneration & Nominations Committee.

Ruha is a senior banker with wide-ranging executive and governance experience across a range of sectors. She has held a number of executive team positions at Bank of New Zealand (BNZ), most recently Chief Customer Officer, BNZ Partners. Ruha's governance experience spans technology, infrastructure and payments innovation, banking, wealth management, venture capital, growth, and education for New Zealand SMBs. She is currently a Director of The Icehouse and has served as a Director of Paymark, JB Were and its New Zealand subsidiaries, as well as a number of BNZ subsidiaries.

**9 Spokes' Chairman Paul Reynolds said:** "We are delighted to welcome Shelley to the 9 Spokes Board at this opportune time. Her deep understanding of the transformation challenges facing banks will bring further invaluable insights to 9 Spokes and help our drive into the major banking markets. Shelley's wealth of experience on a variety of Boards will strengthen our governance and I am particularly pleased to have a New Zealand-based independent Director as the Chair of the Board's Audit Committee."

Ruha joins 9 Spokes as the Company launches its V2 platform and continues to drive its multi-channel strategy and deliver on its growth objectives, having recently entered the US market after signing a major American Bank.

**Ruha commented:** "It's an exciting time to be joining the 9 Spokes Board. I have a passion for New Zealand businesses that are innovating here and taking their businesses global. 9 Spokes is making a real difference in the lives of business owners and I am looking forward to working with the team as we realise the growth potential of this Kiwi tech business."

Ruha holds a Bachelor of Commerce (economics) from the University of Auckland, has a Post Graduate Diploma of Banking from Massey University and has completed the Advanced Management Programme with Harvard Business School.

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**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](https://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](https://9spokes.com)