

ASX: 9SP

ASX Release

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9 Spokes launches integrated marketing service for white-label platform; announces BNZ as anchor partner

- 9 Spokes launches a new integrated marketing service to accelerate user adoption and engagement on bank partners' 9 Spokes white-label platforms
- Called 9 Spokes Engage™, the programme launches with Bank of New Zealand as anchor partner
- 9 Spokes is working with Salesforce and Deloitte to provide the supporting marketing technology platform and implementation services
- 9 Spokes Engage™ is designed to augment bank partners' in-house capabilities with always-on marketing campaigns, content and customer support for the platform
- 9 Spokes Engage™ incorporates educational tools and intelligent insights that prompt SMEs to improve business performance through regular platform use
- 9 Spokes Engage™ is an additional revenue-generating service available to 9 Spokes' bank partners

Auckland, NZ 31 October, 9 Spokes (ASX: 9SP or the "Company"), a leading marketplace and insights company to small businesses, is pleased to announce the launch of its new marketing service to help bank partners accelerate user adoption and engagement on their 9 Spokes white-label platform. Called 9 Spokes Engage™, the programme launches with Bank of New Zealand (BNZ) as anchor partner to build momentum for its small and medium-sized enterprises (SME) proposition – MyBusiness Live. Discussions are underway with other bank partners.

9 Spokes has partnered with leading global brands, Salesforce, the global leader in CRM, and Deloitte, a multinational professional services network, to provide the marketing technology platform and implementation services underpinning 9 Spokes Engage™. This provides the means to scale the service globally.

9 Spokes Engage™ is integrated with the 9 Spokes platform and augments bank partners' in-house marketing capabilities with always-on campaigns, content and customer support. The service enables banks to acquire, nurture and re-engage with customers more effectively by harnessing the rich data collected through the 9 Spokes platform.

9 Spokes Engage™ includes educational tools and resources for SMEs, as well as intelligent data-based insights that prompt users to optimise business performance through regular platform use. Leveraging user-behaviour analytics built into 9 Spokes Engage™ supports more meaningful, proactive interactions between banks and their customers.

Adrian Grant, Co-Founder and CEO of 9 Spokes, said: "9 Spokes Engage™ amplifies the power of the 9 Spokes ecosystem by giving banks an enhanced capability to reach higher levels of engagement, and the tools to conduct more intelligent and valuable interactions with the SMEs using their platform. Having BNZ, Salesforce and Deloitte supporting the development and implementation of 9 Spokes Engage™ is

testament to their belief in the 9 Spokes vision and ensures we have the right partnerships to scale 9 Spokes Engage™ across our banking relationships globally.”

Karna Luke, General Manager SME, partners at BNZ, commented: “As a bank dedicated to serving our SME customers, it’s essential that we are providing them with the right services, built to meet and evolve with their needs. 9 Spokes Engage™ significantly ‘powers up’ our ability to build and engage the user base on MyBusiness Live and bring richer value to these customers on a more regular and proactive basis. As our thinking on adoption and engagement evolves, it’s been great to work with 9 Spokes and put those ideas into tangible resources for NZ SME’s. We’ve always seen our relationship with 9 Spokes as a partnership and it’s rewarding to be taking it to this next stage.”

9 Spokes Engage™ adds an additional revenue stream to 9 Spokes and bank partners and supports the Company’s strategy to drive overall platform engagement and Marketplace transactions.

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About 9 Spokes

9 Spokes is a business tracking and insights tool that enables SMEs to harness the power of their data to improve performance. SMEs 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 SMEs 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, more engaging experiences to their SME customers. Through permissioned access to their SME 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