

ASX: 9SP
ASX Release
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9 Spokes releases next generation platform; Bank of New Zealand first to migrate users

Highlights

- 9 Spokes releases next generation platform – available as a white-label offering for bank partners
- Bank of New Zealand is the first bank partner to migrate users to the platform
- The platform is a complete ‘ground up’ replacement of the previous iteration
- It accelerates ability to roll out new apps, features and insights
- Positions 9 Spokes to move to an open platform as a key next step
- Benefits for SME users include a redesigned user interface and richer business insights
- Launches with an upgraded version of Marketplace and 9 Spokes Engage™

Auckland, NZ | 8 October, 9 Spokes (ASX: 9SP or “the Company”), a leading marketplace and insights company to small businesses, is pleased to announce the release of its next generation platform. Bank of New Zealand (“BNZ” or “the Bank”) is the first to migrate users of its small business service, MyBusiness Live, to a white-label instance of the new platform – having launched on the previous version in May this year.

A complete ‘ground up’ replacement of the previous iteration, the new platform enables the Company to accelerate the roll out of new apps, features and insights. Built on cutting edge technology, it positions 9 Spokes to move to an open platform as a key next step that will enable third-party developer access to the interaction layer and drive innovation on the platform.

The platform brings BNZ’s SME customers a range of added benefits including a redesigned user interface for improved ease-of-use and greater control, as well as richer, more robust business insights.

With more insights now available across accounting, point of sale (POS) and digital marketing—provided the related business apps are connected—the new visualisation interface means that users can view trends across core business metrics over a range of time intervals. Users can also compare current and previous business performance for a business health check.

Karna Luke, General Manager SME, partners at BNZ, commented: “We’re pleased to have migrated to 9 Spokes’ new platform and excited about the additional functionality and insights it offers our SME customers. With this platform in place, we are able to continue our focus on delivering market-leading solutions for NZ SMEs. We’re eager to take advantage of the improved capabilities the platform delivers and look forward to introducing it to more of the businesses we support.”

Adrian Grant, Co-Founder and CEO of 9 Spokes, said: “Our new platform has been a critical objective and, for us, launching with BNZ is particularly significant. The new capability takes what we’ve learnt from our previous platform, from our banking partners and our users, to

deliver an altogether more intelligent and intuitive platform. We've worked hard to deliver this next generation offering so it's rewarding to have it live in the market. As part of our efforts, we have built up an operational cadence that ensures we can sustain the momentum of innovation going forward and take a lead on addressing the needs and opportunities of our banking partners and their SME customers."

Dubbed 'V2' whilst under development, the platform leverages the latest architectural approaches. It incorporates a flexible, microservices-based design, leading edge API connection and data management methodologies, and light-weight visualisation technologies including React Native and Progressive Web Apps (PWA) for mobile.

9 Spokes' new platform launches with an upgraded version of Marketplace, which allows users to search for and purchase third-party apps. A new integrated marketing service, 9 Spokes Engage™, has launched alongside the new platform, supporting bank partners to acquire, nurture and engage users more effectively. 9 Spokes Engage™ includes educational tools and resources for SMEs, as well as intelligent data-based insights to prompt regular platform use for optimised business performance.

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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 and 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