

ASX: 9SP

ASX Release

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9 Spokes appoints Singapore-based SVP for Asia Pacific to support growth

Auckland, NZ | 12 February 9 Spokes (ASX: 9SP or the “Company”), a leading technology marketplace and insights company to small businesses, is pleased to announce the appointment of Audrey Chia as Senior Vice President (SVP), Asia Pacific (APAC).

A strategic leader, Audrey brings to 9 Spokes extensive experience managing global accounts and partnerships, most recently as APAC Head of Strategic Partnerships at business management consultancy The Gap Partnership. Audrey also spent 13 years at Ernst & Young as APAC Director of Business Development, where she worked across global accounts and new business.

Over the past 12 months, 9 Spokes has undergone a period of significant transformation, including the launch of its V2 platform and entry into new markets, namely the US and Asia. Based in Singapore, Audrey will establish a firm presence for 9 Spokes in the region – developing partnerships and collaborations with new and existing banking partners – which will support 9 Spokes’ current growth phase.

Adrian Grant, Chief Executive of 9 Spokes, said: “I’m delighted to welcome Audrey to the team as SVP. Her appointment comes at an exciting time for the Company as we expand our global footprint. With a foothold already established in Singapore through our OCBC partnership, and with progress made towards entering Malaysia, this is an opportune time for us to establish a physical presence in the APAC region – to meet the needs of our client OCBC and to drive momentum with other banks. Audrey’s experience of the market positions us well to drive our business.”

Audrey added: “I joined 9 Spokes because I see a forward-looking business with new ideas and untapped opportunities in APAC. I’m keen to be a part of this growth story. Technology has changed how businesses operate and it’s transforming every sector. Yet SMBs remain at the heart of Asia’s economy, a driver of economic growth, and I’m excited to have the opportunity to participate in this wave of change and to deliver 9 Spokes’ innovative product to SMBs across APAC.”

Audrey is a member of the Singapore Institute of Directors. She holds a MSc in International Business and a Bachelor of Business from Curtin University of Technology, Australia, and a Graduate Diploma in Marketing Communications, from the Marketing Institute, Singapore.

Announcement authorised by Adrian Grant, Chief Executive of 9 Spokes.

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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 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