



Beautiful accounting software

MARKET RELEASE

Xero reaches 30,000 UK customers, 1,200 UK accounting partners

24 September 2013

At the second annual UK Xerocon conference today in London, small business accounting software company Xero Limited (XRO) is updating attendees on its UK customer numbers, market research, and UK executive appointments.

Announcements include:

- UK paying customers have doubled in the past year to 30,000
- Over 1,200 accounting and bookkeeping partners in the UK
- Over 40 of the UK top 100 accounting firms are Xero partners

UK Xerocon, held this week in London, is twice as large as last year's event, with over 430 attendees and 22 exhibitors anticipated. A dedicated day for developers who provide Add-on software has over 200 attendees anticipated.

"Reaching 30,000 customers is a significant milestone for us in the UK," said managing director Gary Turner. "The fact that we have broken away from the competition reflects the massive popularity of the software among small businesses and their advisors."

Accountant Cloud Adoption Research

Xero is also releasing research results from a UK survey commissioned from Censuswide. The results show adoption of online accounting by accounting firms is approaching a tipping point in the UK, with 55% of accountants surveyed either already using, or about to use online accounting to cut costs, improve efficiency, open-up new revenue streams and boost client satisfaction.

The biggest contributing factors for those that have made the switch included the opportunity to cut internal overheads such as travel and data input costs (48%), as well as improve service and increase client satisfaction (44%). Providing a point of competitive difference (30%) and demand from clients (23%) were also major drivers.

Office opening and executive appointments

This week Xero also opened an office in London and continues to build up its management team at the UK headquarters in Milton Keynes to support its growth plans.

New UK team appointments:

- Sharon Chancellor-Maddison – Marketing Director. Sharon has been Marketing Director at Iris Software Group and a Senior Marketing Manager at Intuit and also has a background in the banking sector stretching back 10 years. She is experienced in large-scale marketing initiatives and will be responsible for UK marketing strategy and execution.

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- Anne Allen – HR Business Partner. Anne has 20 years of HR and managerial HR experience in a variety of roles. Anne introduces dedicated HR capability to the UK team to shape and drive the culture and vitality of the team as well as helping to continue to attract new talent.
- Ben Tate – Customer Experience Manager. Ben has been a customer support professional for 20 years, most recently in the games sector as Customer Services Manager at Jagex and before that Codemasters. Ben will lead a fast-growing team delivering support to the Xero customer base.

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About Xero

Xero is beautiful, easy to use online [accounting software](#) for small businesses and their advisors. The company has over 200,000 paying customers in more than 100 countries around the world. The company is listed on the NZX and ASX.

See www.xero.com