For personal use only

9 SPOKES
9SP.ASX

Investor Presentation
7-10 February

Mark Estall | CEO, Co-founder
Adrian Grant | Strategic Relationships, Co-founder
James Schofield | Investor Relations

© 2016 | 9 Spokes International Ltd | Confidential

Disclaimer

This presentation contains “forward-looking statements.” These can be identified by words such as “may”, “should”, “anticipate”, “believe”, “intend”, “estimate”, and “expect”. Statements which are not based on historic or current facts may by forward-looking statements. Forward-looking statements are based on: (a) assumptions regarding the Company’s financial position, business strategies, plans and objectives of management for future operations and development and the environment in which the Company will operate; and
(b) current views, expectations and beliefs as at the date they are expressed and which are subject to various risks and uncertainties.

Actual results, performance or achievements of the Company could be materially different from those expressed in, or implied by, these forward-looking statements. The forward-looking statements contained within the presentations are not guarantees or assurances of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company, which may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by forward-looking statements. For example, the factors that are likely to affect the results of the Company include general economic conditions in Australia and globally; exchange rates; competition in the markets in which the Company does and will operate; weather and climate conditions; and the inherent regulatory risks in the businesses of the Company. The forward-looking statements contained in this announcement should not be taken as implying that the assumptions on which the projections have been prepared are correct or exhaustive. The Company disclaims any responsibility for the accuracy or completeness of any forward-looking statement. The Company disclaims any responsibility to update or revise any forward-looking to reflect any change in the Company’s financial condition, status or affairs or any change in the events, conditions or circumstances on which a statement is based, except as required by law. The projections or forecasts included in this presentation have not been audited, examined or otherwise reviewed by the independent auditors of the Company. You must not place undue reliance on these forward-looking statements.

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

Section overview

1 Introducing 9 Spokes

2 Scalable business model

3 December Quarterly Activity update

4 9 Spokes to enter the US market

5 Ability to execute

6 Funding

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

For personal use only

01 Introducing 9 Spokes

© 2016 | 9 Spokes International Ltd | Confidential

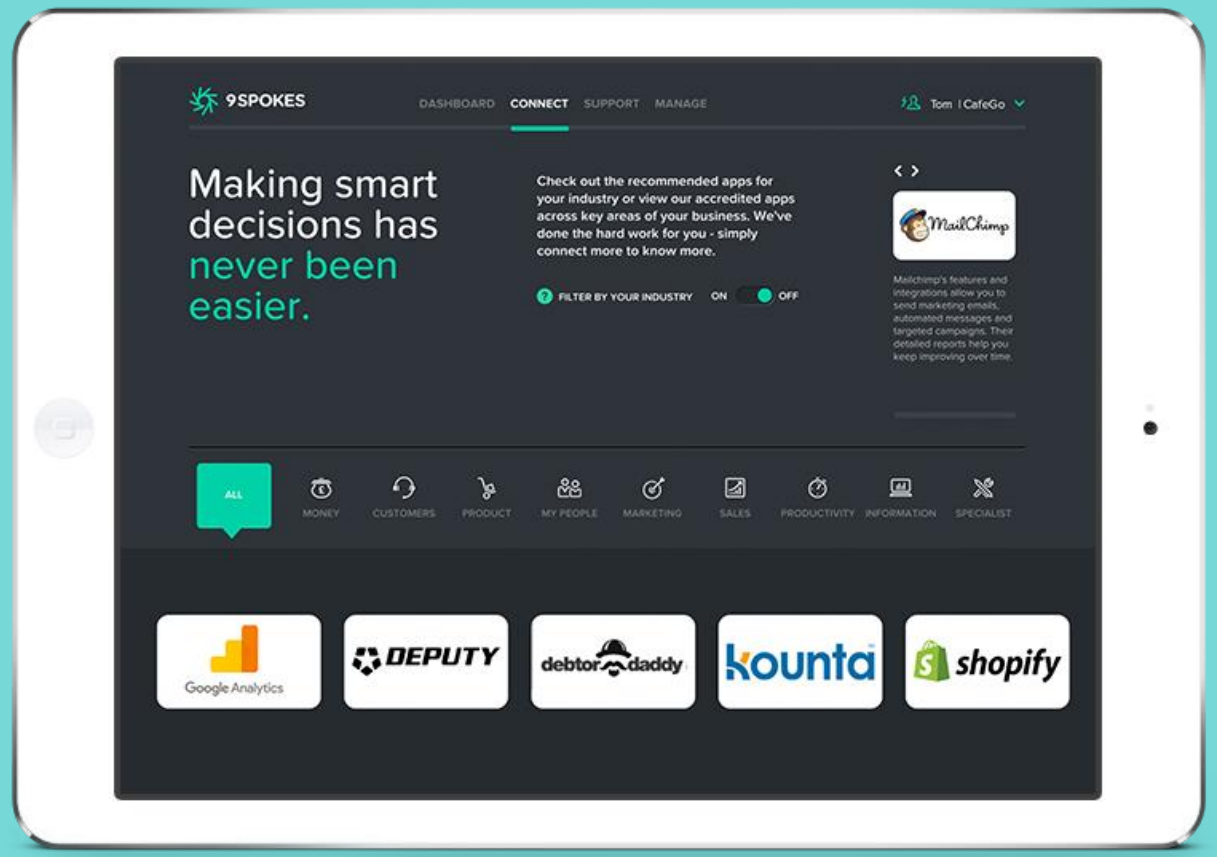
The 9 Spokes solution

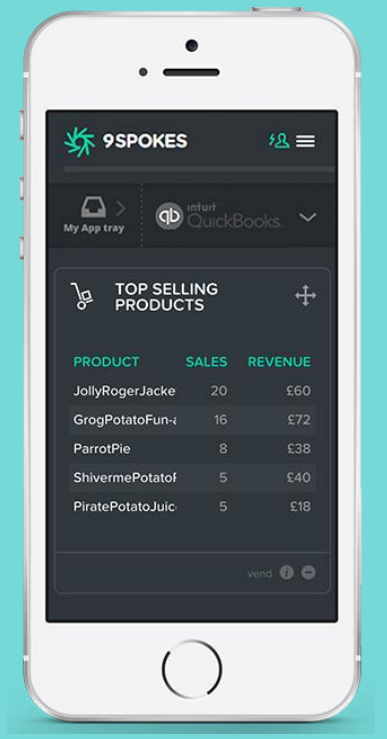
For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

Connect apps to power your dashboard

For personal use only

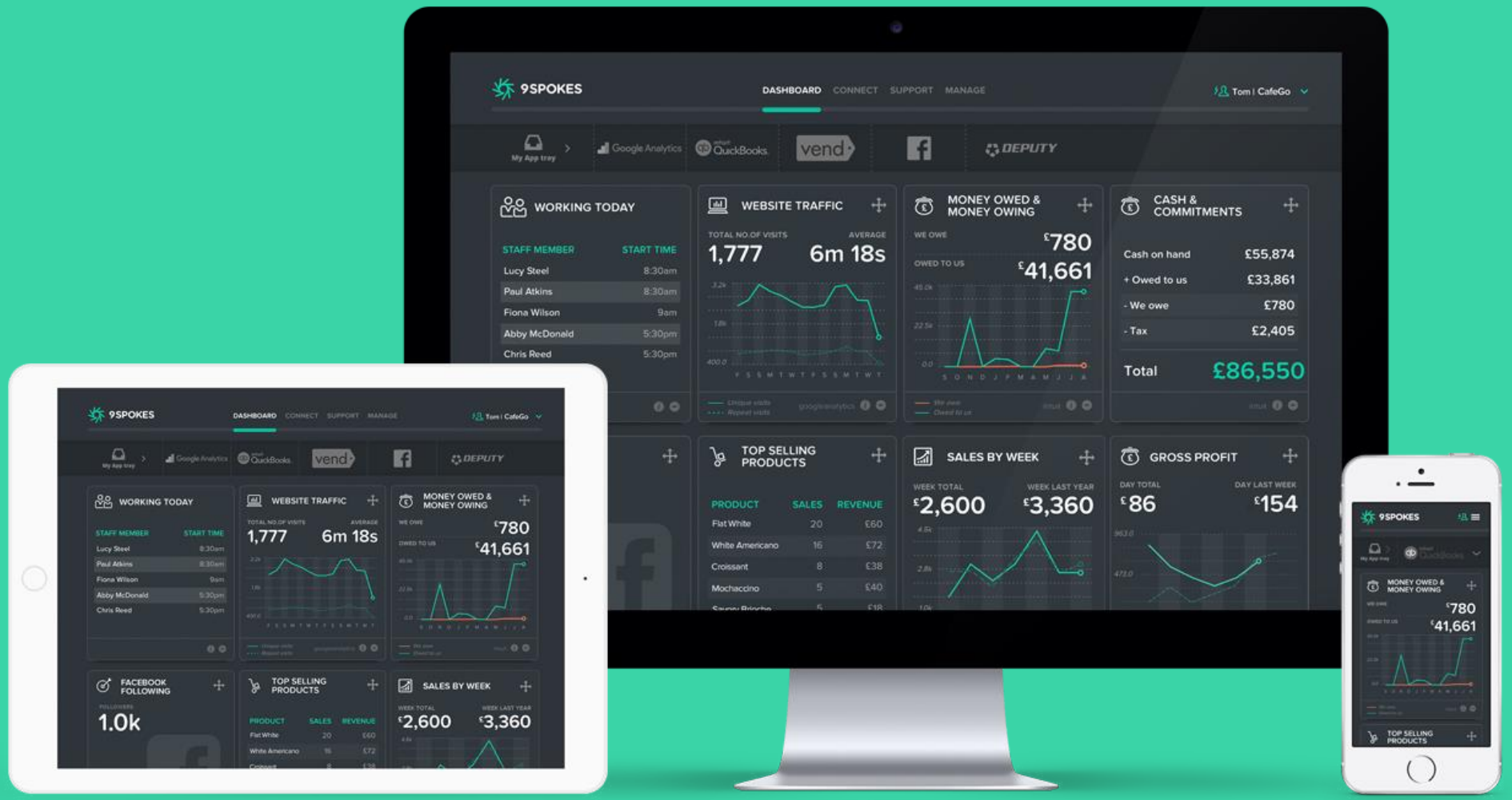




© 2016 | 9 Spokes International Ltd | Confidential

The smart dashboard for business clarity

For personal use only



© 2016 | 9 Spokes International Ltd | Confidential

Top small business challenges

For personal use only

Increasing profitability

Business growth

Reducing operational costs

Attracting & retaining new customers

9 Spokes helps businesses:

- To connect all their software to one dynamic interface - giving them a clear overview of their business
- To access data and new metrics across key areas, from any device at any time
- To integrate their existing software into the dashboard as well as choose from a selection of recommended and accredited apps to suit their industry

With these insights, it's easier to make the big decisions to either manage or grow a business

Source: 2015 Top 10 SMB Business Issues, IT Priorities and IT Challenges.

© 2016 | 9 Spokes International Ltd | Confidential

For personal use only

02 | Scalable business model

© 2016 | 9 Spokes International Ltd | Confidential

Dual track approach

For personal use only

Channel model

Advantage for 9 Spokes

- Access large customer base
- High adoption
- Lower customer acquisition cost
- Implementation / licence fees
- Validation

Advantage for Channel

- Relevance
- Insights
- Disrupt disruption
- Churn management
- Attract customers

Direct model

Advantage for 9 Spokes

- Precursor to channel adoption
- Control
- Build brand equity
- Enter new markets
- Speed of deployment

© 2016 | 9 Spokes International Ltd | Confidential

Validation by blue chip, international partners

For personal use only

BARCLAYS

Deloitte.

SUNCORP

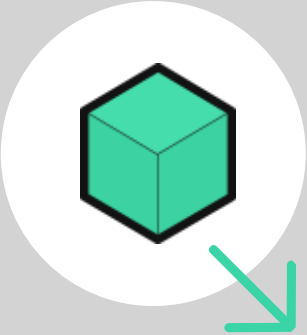
IBM Business Partner

© 2016 | 9 Spokes International Ltd | Confidential

9 Spokes has five sources of revenue

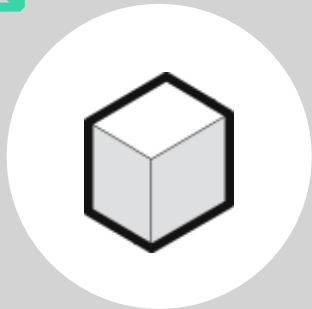
For personal use only

1 SaaS Subscription Model



Customer buys App
at 100% Recommended Retail Price (RRP)

9 Spokes takes
a 20% margin



OSP receives
the 80% balance

9 Spokes is free to the end user

© 2016 | 9 Spokes International Ltd | Confidential

9 Spokes has five sources of revenue

For personal use only

2

Development & Deployment

3

License Fees

4

Subscription underwrite

5

Benchmarking, data and analytics revenue

© 2016 | 9 Spokes International Ltd | Confidential

For personal use only

03 | December Quarterly Activity Update

© 2016 | 9 Spokes International Ltd | Confidential

Delivering on plan since IPO

Achieved all targets indicated in 28/09/16 ASX announcement *"Entering quarter of major milestones."*

- 04/11/16: UK Direct live
- 23/11/16: Propel by Deloitte live
- 19/12/16: Barclays Bank live
- 21/12/16: Suncorp live

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

December Quarterly Activity Report: 30/01/17

Surge in January activity after largest channels go live

- Largest channels, Barclays and Suncorp went **live the week before Christmas.**
- Channels and improving performance of Direct enabled the surge in user activity seen during January, a **+112% increase in average user sessions compared to prior to those two channels**.
- 9 Spokes will give its **first customer update by the end of February**.

Business development encouraging

- 9 Spokes' business development pipeline has **expanded significantly since going live** with channels.
- Discussions now **progressing with more than 10 prospective channels**. Each of these would represent a **sizeable opportunity** for 9 Spokes, including some prospects in North America that are much larger than Barclays Bank, 9 Spokes' largest channel partner to date.
- **Partnership with global Alliance partner** continues to progress and has lead to several enquiries from large banks.

Co-marketing initiative successful. To accelerate in March quarter

- **First co-marketing initiative was successful with Intuit QuickBooks**, one of the world's leading software brands.
- **Further co-marketing promotions will be executed** during the March quarter.

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

For personal use only

04 | Entering the US market

© 2016 | 9 Spokes International Ltd | Confidential

9 Spokes to enter the US market *

**** Refer ASX announcement dated 07/02/17 for more detail***

- 9 Spokes to expand into the US market through 9 Spokes Direct Platform ("**US Direct**")
- US Direct will help **business development** efforts with large US channels, especially the primary target of US SME banking
- US is a **major opportunity** for 9 Spokes with approximately 29 million SMEs, around five times the size of the UK market
- US Direct **market entry is efficient** due to the scalable nature and inherent flexibility of the 9 Spokes platform.

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

Expansion – Entering the US market

US market entry via US Direct reflects five themes:

1. **Early progress of Direct platform in the UK market**;
2. **Promising business development**, particularly progress with potential US bank channels;
3. **Platform is inherently flexible:** the ability to enter new markets at low incremental cost;
4. **Existing App partnerships are applicable** to US SMEs; and
5. **Robust performance & scalability** of platform.

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

Over 99% of businesses in the United States are SMEs

The US is the world's largest economy, with a 25% share of world GDP and Private Sector revenue of $45 trillion per annum.

Small businesses are the backbone of the economy

- **29 million** SMEs, **6 million** of which employ at least one person
- Avg. employees per private sector business: **4.7**
- Avg. employees per private sector establishment: **4.3**

Cloud adoption is increasing

- **95%** of businesses are using some form of cloud technology
- The cloud market is worth **$55bn** today, with **40% CAGR** since 2011
- By 2020, **78%** of US businesses will have fully adopted the cloud

Mobility is vital for day to day operations

- **43%** of small business owners use a smartphone as the primary device to run their operations.
- **34%** of workers had taken up freelance employment in the past year

Top industries & revenue* (USD)

1. Wholesaling – **$7.8 trillion p.a.**
2. Retail – **$3.7 trillion p.a.**
3. Medicine, Health & Social Care – **$2.6 trillion**
4. Trades & Construction - **$1.8 trillion**
5. Business & Professional Services – **$1.8 trillion**

* Total Industry incl. SME & Corporate

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

For personal use only

05 | Ability to execute

© 2016 | 9 Spokes International Ltd | Confidential

Ability to execute demonstrated in 2016

For personal use only

Onboarding Talent

- Increase from 22 staff in Jan-16 to 81 currently was required to simultaneously deploy 4 channels
- Hiring has tapered off since deployment, already at "right size" for existing opportunities

IPO: raised A$25m

- Successfully raised maximum of A$25m in June 2016
- Substantial commitment of management time and resources for an early stage company

Channel delivery

- Built the platform
- Signed agreements with Suncorp & Deloitte UK (Propel)
- All 3 channels, plus 9 Spokes Direct went live as targeted during the December quarter

© 2016 | 9 Spokes International Ltd | Confidential

Board: global from the outset

For personal use only

Paul Reynolds (UK)

Non-Executive Chairman

- Experienced CEO & Director
- Ex CEO Telecom NZ, British Telecom (Board Member for global technology and operations).
- International Executive with over 12 years public-company Board experience in Europe and Asia-Pacific.
- Executive role in partner and investor relations, corporate development.

Mark Estall (NZ)

Founder | CEO | Exec Director

- Founded several software companies, as well as businesses in other verticals.
- Mark mentors SME businesses, providing strategic growth advice
- Track record of building businesses through developing strong teams.

Thomas Power (UK)

Non-Executive Director

- Online entrepreneur, business advisor, director, leading social media expert
- Professional speaker on internet technologies and developments.
- Ex Ecademy (1998), Leadors (2009), Dotconnect (2012) and Scredible (2013).

Wendy Webb (USA)

Non-Executive and Independent Director

- Accomplished c-suite executive; board member; investment banker and investor relations
- Experience in multiple industries.
- Significant roles in strategy, branding, global expansion, investor relations, governance, and digital initiatives
- Brings a US-perspective to business &investment strategy.
- Ex Walt Disney (1988-2008), Ticketmaster.

© 2016 | 9 Spokes International Ltd | Confidential

06 Funding and ownership

For personal use only

Strong cost discipline with recurring revenue commenced

- June 2016: Raised maximum A$25m at $0.20 via IPO and listed on ASX (9SP.AX)
- Cash balance of NZ$16.5m at December 2016
- Cash receipts of NZ$1.2m in the December quarter (up from NZ$150k)
- NZ$1.2m already invoiced in the March quarter
- Net cash outflow improved by 31% in December quarter
- Strong cost discipline: spend in quarters reported since IPO below guidance. Expenditure in December quarter was $3.9m versus $4.8m guidance.
- Minimum contracted monthly recurring revenue (MRR) of c.NZ$3m p.a (current exchange rates). Licence fees are accruing now that all channels are operational.

© 2016 | 9 Spokes International Ltd | Confidential

Substantial ownership by insiders

- Mark Estall (CEO, co-founder); Adrian Grant (co-founder); and Brendan Roberts (COO) collectively own 37% of the company.
- All 3 are actively involved in the strategy, execution & growth of 9 Spokes
- 60% of employees bought shares at the time of IPO
- **Escrow: 45% of total shares** at listing are escrowed until June 2018 (Founders 100% escrowed for 24 months). 4% of escrowed shares released over last month, 96% remain in place until June 2018.

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential

9 Spokes

Connect more. Know more.

For personal use only

© 2016 | 9 Spokes International Ltd | Confidential