

2004 Results

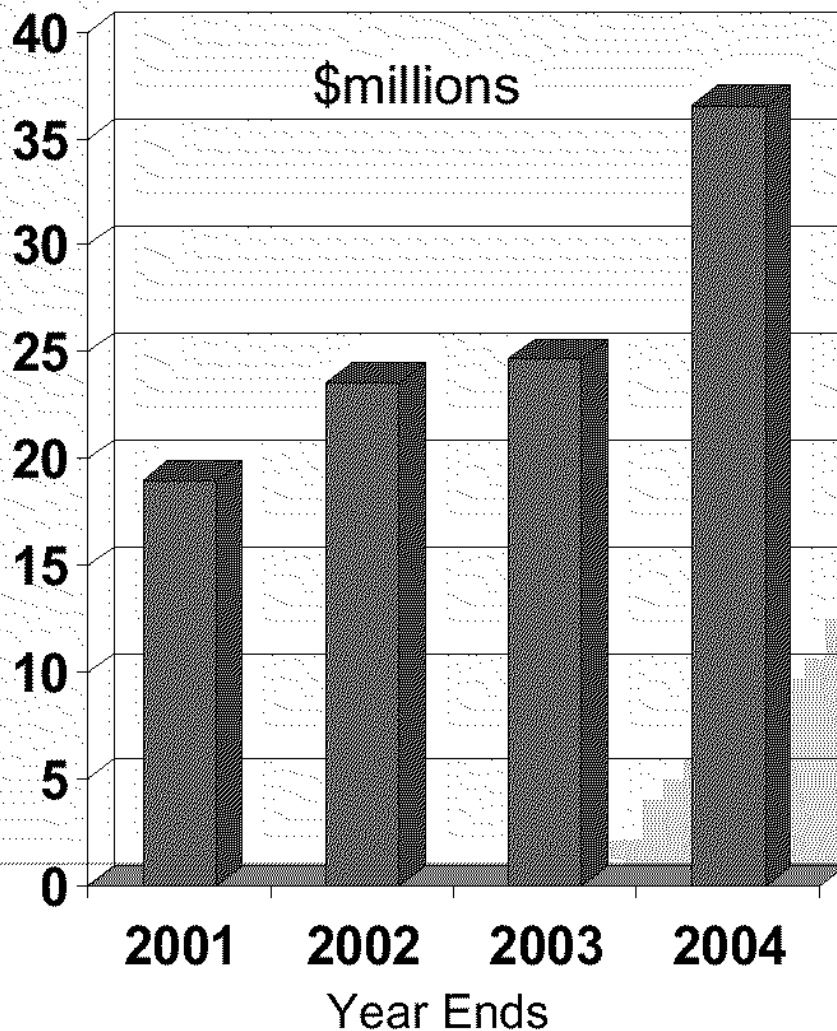
Greg Wilkinson - CEO

Clive Rabie - COO

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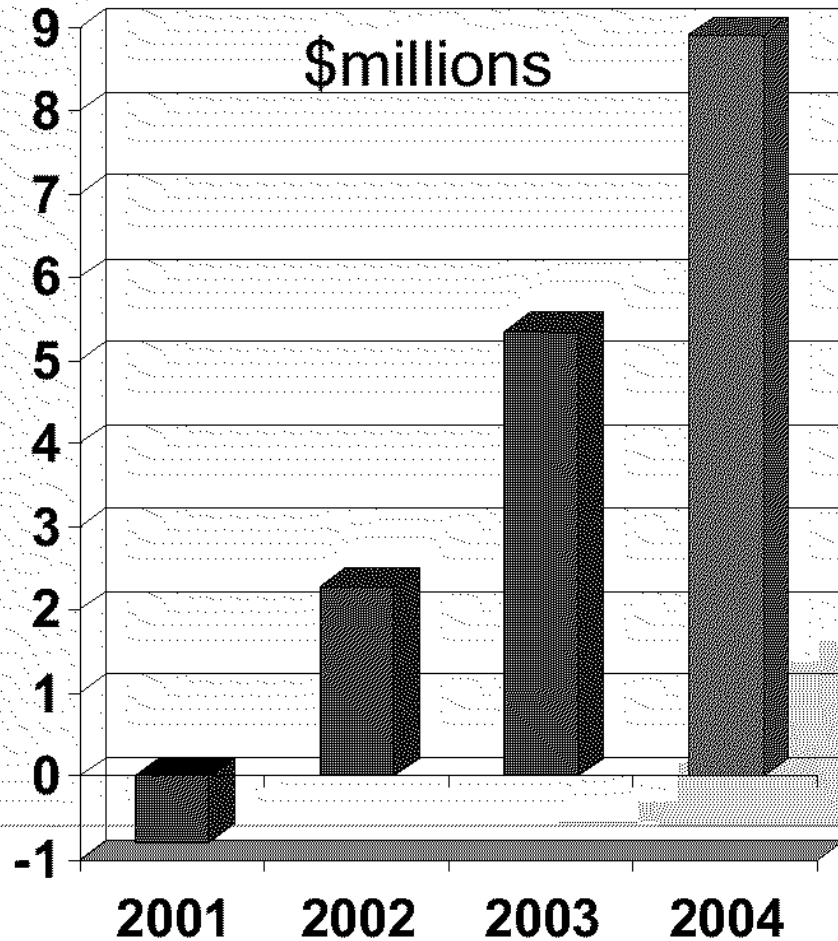
Key Financials for 2004



Revenue growth : 48%

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NPAT for 2004

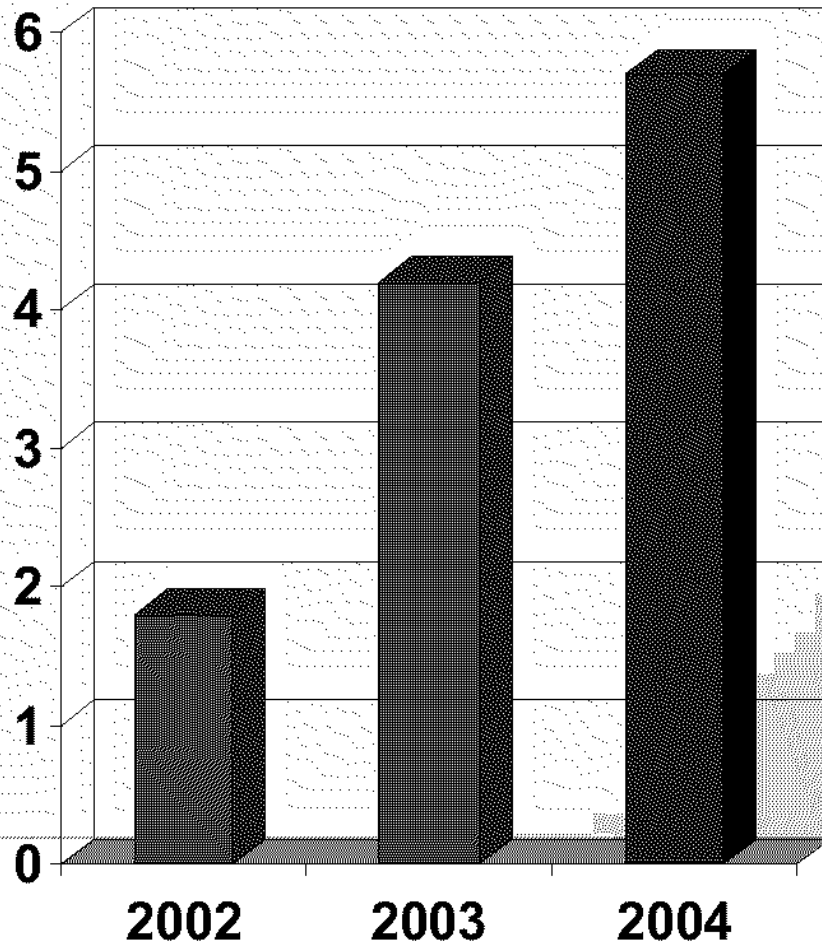


NPAT growth : **66%**

Before Tax and APS Goodwill Amortisation 44%

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EPS — (Before Tax and APS Goodwill Amortisation)

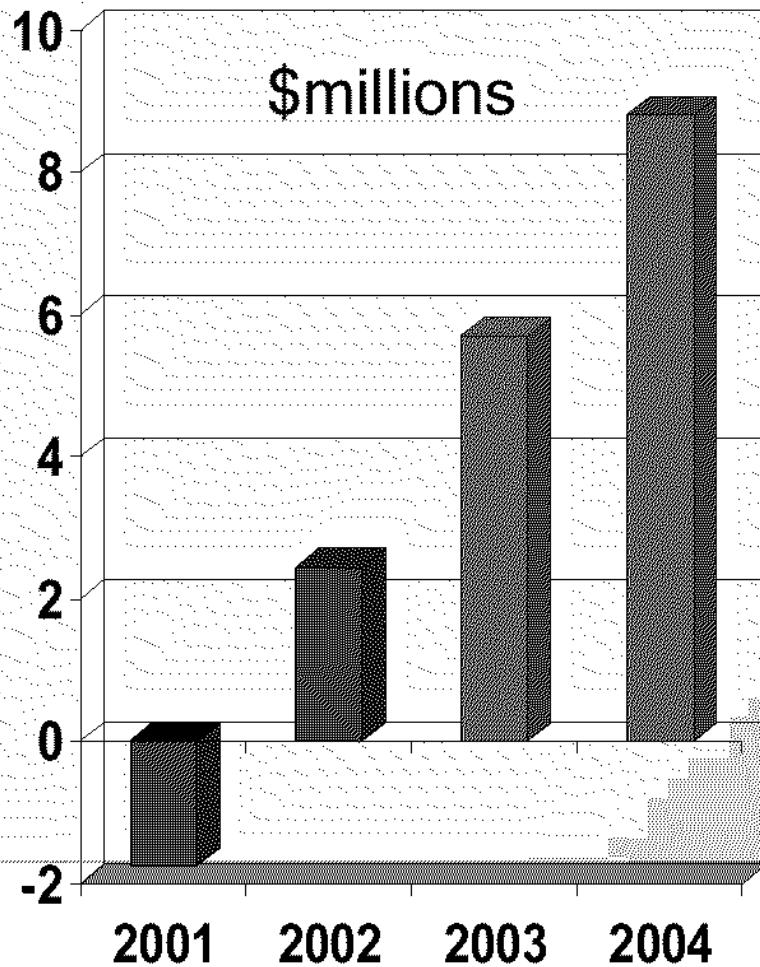


EPS growth : 33%

Normalised

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Operating Cash Flow



Up 53%

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2004 Quicken Highlights

■ Objective

- Re-establish Quicken brand awareness
- Launch new product price line up
- Grow subscriber, advantage membership & new customers
- Attack 2003 loss of unit share through retail

■ Supported By

- TVC branding campaign
- Major road show aimed at recommender channel Bendigo to Cairns

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2004 Quicken Highlights

■ Results

- Gain in unit share at retail
- Product / Price line up established as better value for money
- Strong growth in Subscriber and Advantage numbers
- Successful branding campaign

- Microsoft spokesperson said

"Just wanted to let you know that across our different SB segments, there is a resounding thumbs up for Quicken marketing materials. Everyone we have spoken to absolutely loves it".

- *Australian PC User magazine announces its Top Products of 2004,*
 - *Quicken Personal 2004 winning Best personal finance program,*
 - *QuickBooks Pro 2004 named Best small business accounting package and*
 - *QuickBooks Point of Sale 2004 awarded Best point-of-sale software.*

That's a clean sweep!

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2004 APS Highlights

■ Objectives

- Significantly improve brand visibility and brand awareness
- Launch APS Foundation suite
- Develop Foundation self help guides and videos
- Continue to deliver best of breed accounting software to the market.

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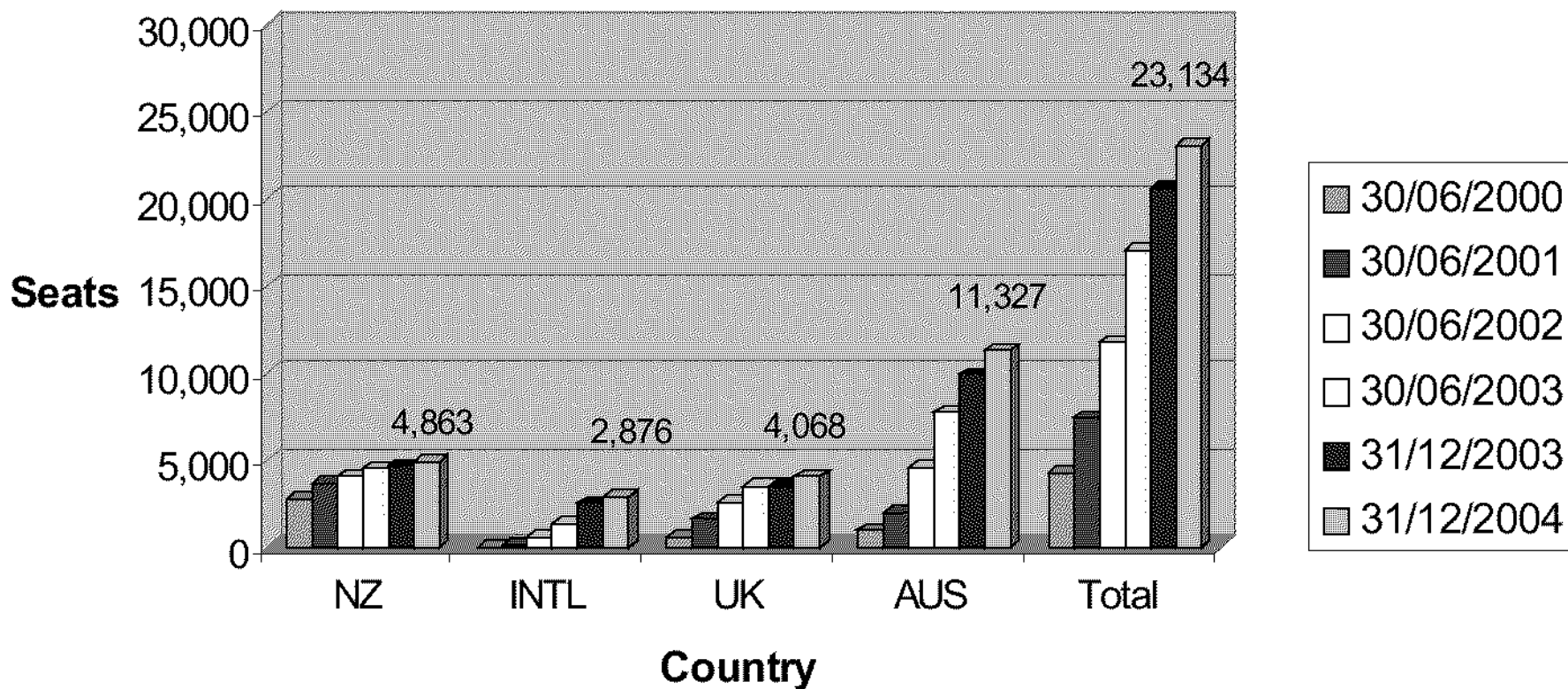
2004 APS Highlights

■ Results

- APS UK gained two more Top 100 firms
- APS Advance the first and only to receive ICAEW Accreditation
- APS total seats have increased from 20,500 to 23,200 seats
- Australian numbers have increased from 9924 to 11,300 seats
- Another 8 of Australia's top 100 Accounting firms moved to APS
- 75 firms switched to APS in 2004 against extraordinary competitor discounting
- Over 60 of the top 100 Australian firms now use APS Practice Management
- New release of Advance Tax
- New release of Advance Professional Accounting
- 20 Australian firms converted to APS Foundation suite
- Solid pipeline for APS Foundation for 2005

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APS User Numbers



2005 New Product Launches

■ APS Tax

- Tax manager redeveloped to seamlessly integrate with advance PM system.
- Provide powerful reporting of tax data for tax planning and wealth management
- New tax form system design more flexible and first 'dot-net' tax product in Australia

■ QuickBooks EasyStart

- Designed to address those people that currently do their accounts using a spreadsheet
- Terminology is non-accountant
- Look and feel is as the name implies

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Money In

Invoices New List
 Receive Payment New List
 Sales Receipts New List
 Deposits New List

Your Business

Customers New List
 Suppliers New List
 Bank Accounts View
 Profit & Loss View

Money Out

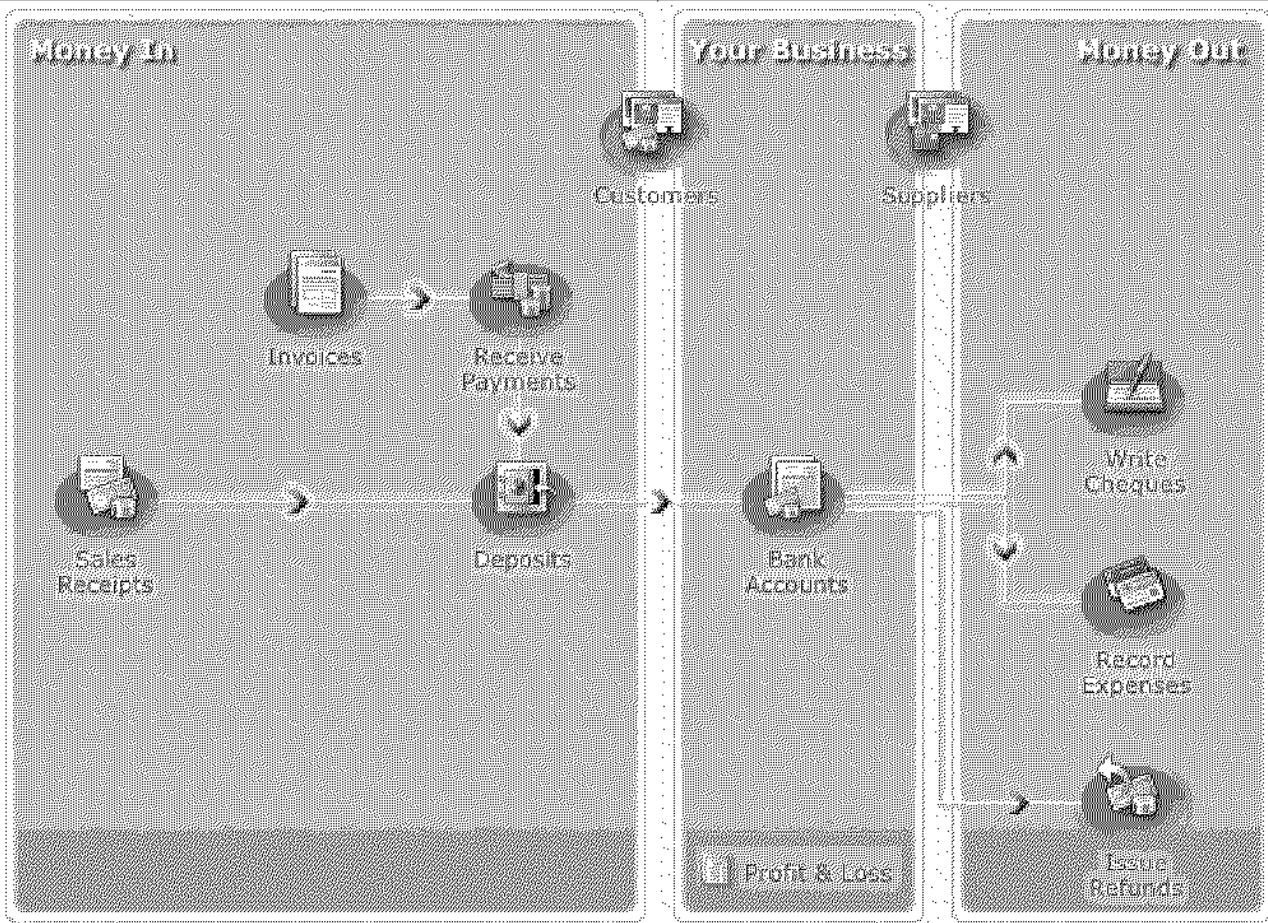
Write Cheques New List
 Record Expenses Cash Credit
 Issue Refunds New List

Related Activities

- * Sales Summary report
- * Customer Summary report

Related Help

- * Using QuickBooks
- * Getting help
- * Learn how items and acc...
- * See how your business is...



Get Started Now

- * Check Out The Tutorials
- * How Do I Get Help?
- * What Do I Do First?

Managing Your Business

- * Learn About Payroll Solutions
- * Order Stationery
- * Refer Outstanding Debts

Growing Your Business

- * Find Products and Services
- * Upgrade Your QuickBooks
- * Get Accounting Advice

Looking Forward to 2005

- Quicken

- First price increases since 2003
- Consolidation of unit growth from 2004
- Connected Services and Online Banking
- Release of EasyStart

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Looking Forward to 2005

- APS

- Foundation roll out
- Continued market share growth given current pipeline
- Grow maintenance revenue
- Grow infrastructure to manage increasing demand
- Improve operational rigor
- Increase product offering to existing client base

← Thank you

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