



Reckon

Goldman Sachs

Emerging Companies Conference 2013

Technology is changing



+ 300 billion
Emails per day



+ 400 million
Tweets per day



+ 2.7 billion
Likes per day



+ 400,000
iPhones sold per day

Supplier of choice
to progressive accountants and SMEs

Relationships



Engaged
Connections



Desktop



Hosted



Cloud

Designed by you



Reckon Personality



WHAT'S IMPORTANT TO US IN DEVELOPMENT





Domain
knowledge
& skills





Security

Application

Activity & monitoring

People & progress

Engine room



Designed by you

Meaningful

Current

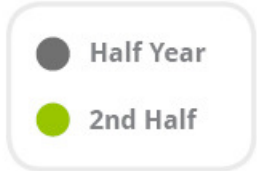
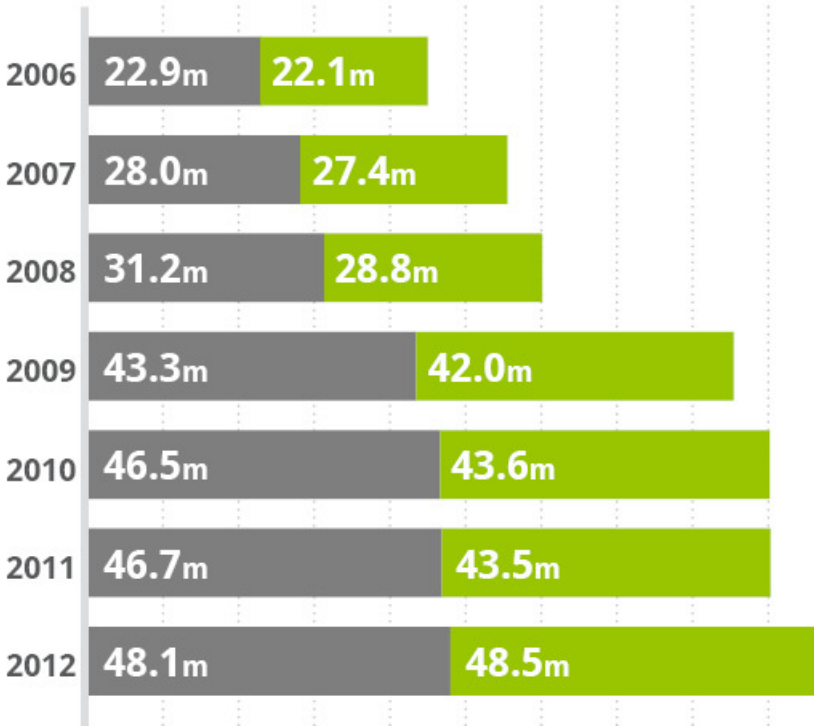
Innovative

Adaptive

GROUP TRENDS

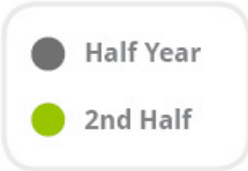
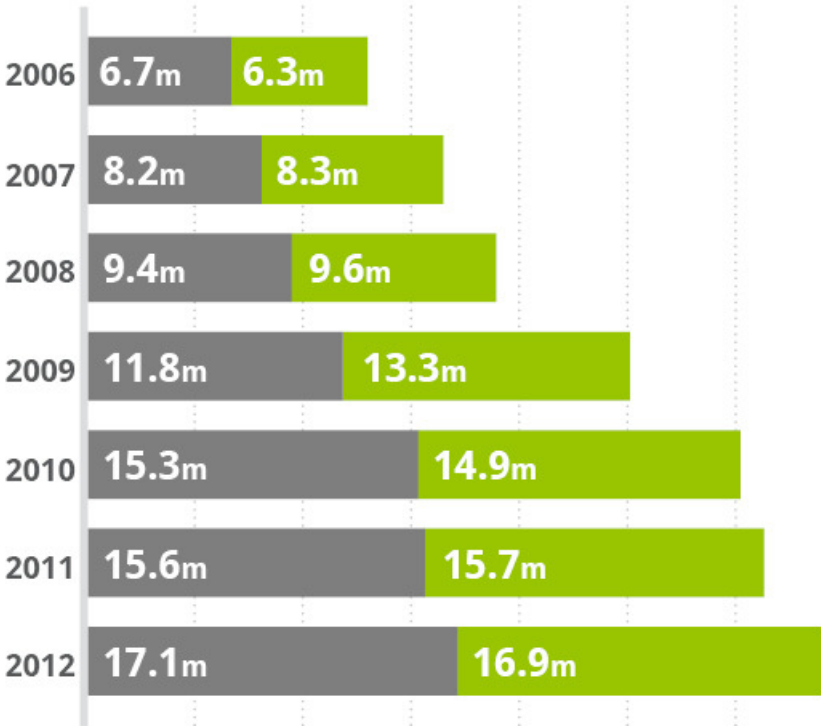
OPERATING REVENUE

\$ MILLIONS
0 10 20 30 40 50 60 70 80 90 100



EBITDA

\$ MILLIONS
0 5 10 15 20 25 30 35

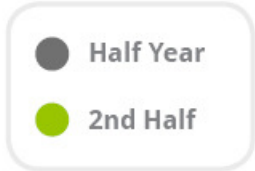
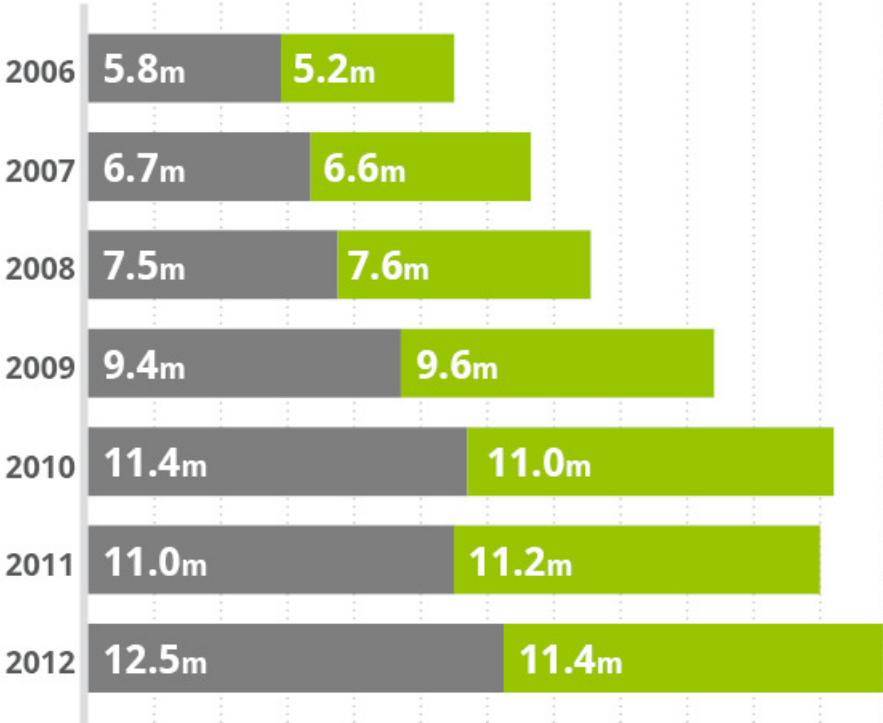


GROUP TRENDS

NPBT

\$ MILLIONS

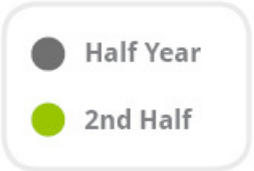
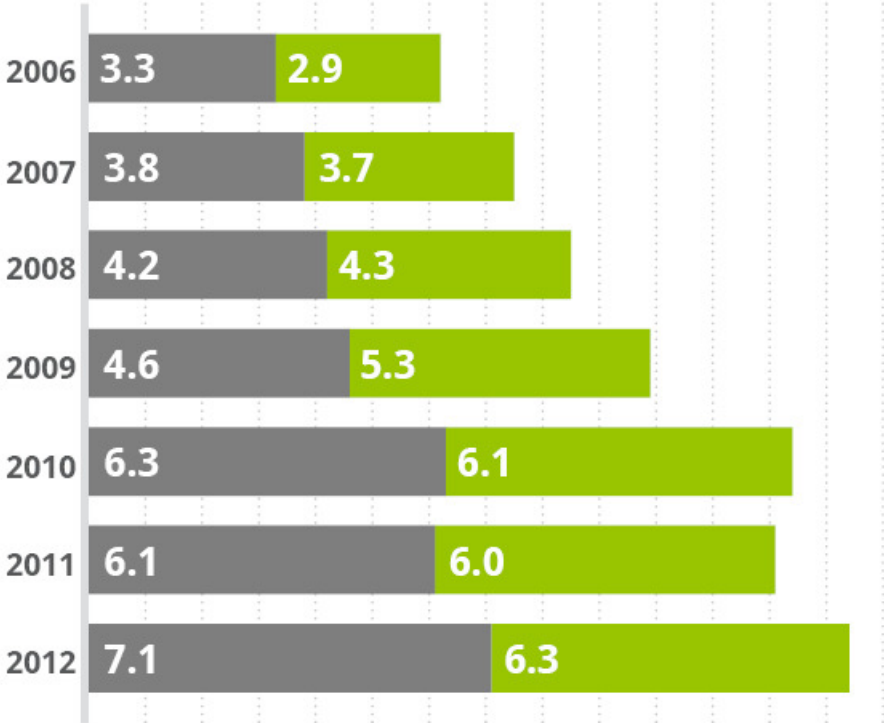
0 2 4 6 8 10 12 14 16 18 20 22 24



EPS

CENTS

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14



A stylized illustration of a city skyline in shades of blue and grey. It features several skyscrapers of varying heights and shapes, including one with a prominent circular observation deck. The buildings are rendered in a flat, geometric style.

Business division

Reckon is an industry leader in
accounting software solutions
suitable for small to enterprise
sized business

Reckon partners with over **6,000 accounting practices** and has **600,000 registered businesses** as customers in its **Business Division**

- Reckon Accounts revenue circa \$38 million.
- +100,000 repetitive customers buying various packages with an average sell price of \$350.
- Perpetual Licences product sales circa \$3 million.

Reckon Accounts

No matter what size business you're running, with the award winning Reckon Accounts suite you'll find a product to suit your needs, whether it's a Hosted or Desktop solution.

Proven track record of delivering these products in Australia and New Zealand, for more than 20 years.

Reckon One

Being launched in mid-2013 the modular approach adopted in this product allows business to customise and configure a solution to meet specific requirements and therefore only pay for the functionality required.

- The accountant wants a product that can be accessed remotely to allow them to efficiently support + advise their clients.
- Small business wants a customisable product accessibly remotely but also value for money.

Opportunities

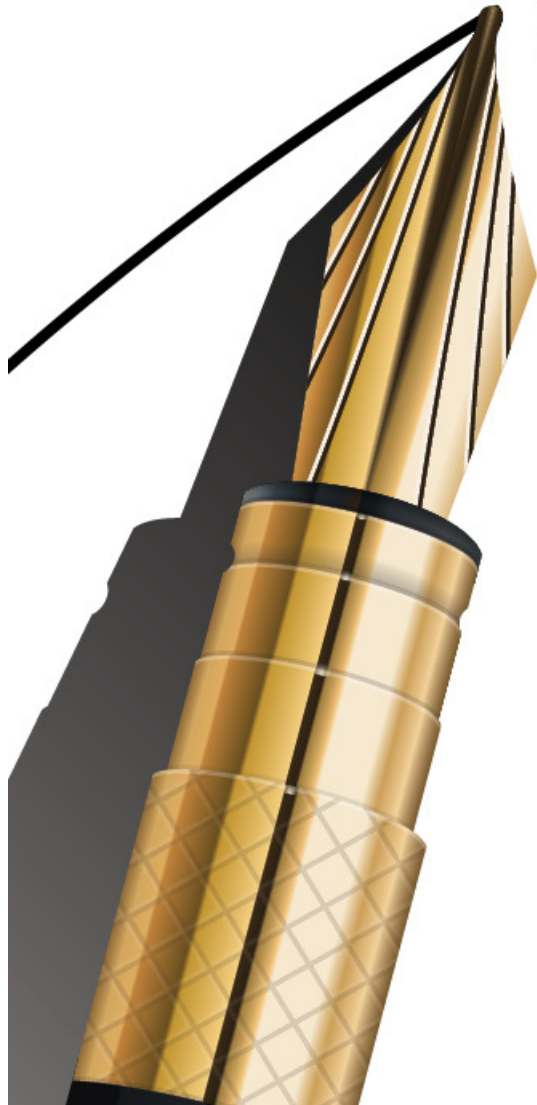
Reckon One

- New market catering to micro clients seeking a modern web based solution.
- Opens up an opportunity to seek out new territories.
- Go to market strategy leverages off our broad range of Accounts Customers and Partners.

Reckon Accounts

Continue to grow Desktop and Hosted solutions.

Professional division



Reckon is an industry leader in practice management software to accounting practices of all sizes.

Reckon APS

Reckons APS offers a truly integrated solution and is now well entrenched as the supplier of choice to the top tier of accounting firms.

Reckons APS focuses on building strong relationships with clients to truly understand their business needs. Only then can we work together to design, build and maintain effective solutions.

Many customers want to move to a subscription based model with greater certainty about the cost of ownership of the software spread over a number of years.

- APS is designing packages for these clients with little or no upfront cost.
- Annual updates will be supplied and price could include installation and training.

Professional division

- revenue circa \$27 million.
- +1,000 enterprise customers using the APS suite.
- +3,000 Elite customers using predominately tax preparation.

Opportunities

- Continue to roll out more modules to our existing customer base and gain further market share.
- Offer APS and Elite products as a hosted solution.
- Put more focus on the mid market using cost effective hosted offerings.

Process Automation

Reckon is an industry leader in solutions to enhance business efficiencies for accountants, lawyers and businesses in general across the globe.

Process Automation includes

- Scan, Document Management, Client Portal and Print solutions – facilitates a paperless office and office virtualisation, and is well suited for mobile workforces.
- Expense Management of all disbursement types allows for efficient cost recovery and value billing options.
- Corporate, Superannuation and HR content is delivered using online technology and data is stored electronically.

Revenue in Process Automation

Content

Revenue circa \$18 million

Document Management

Revenue circa \$5 million

Expense Management

Revenue circa \$11 million

Opportunities

- Market share expansion into large markets such as the UK and the USA.
- Introduce the latest scan and print solutions which are well suited for our customer base of predominately lawyers and accountants in all markets.
- Introduce Document Management and Client Portal technology into the USA and Australian markets.



Reckon