



Reckon[®]

Annual General Meeting



Daniel Rabie

Chief Operating Officer

Growth Opportunities:
Cloud Accounting & Document Management



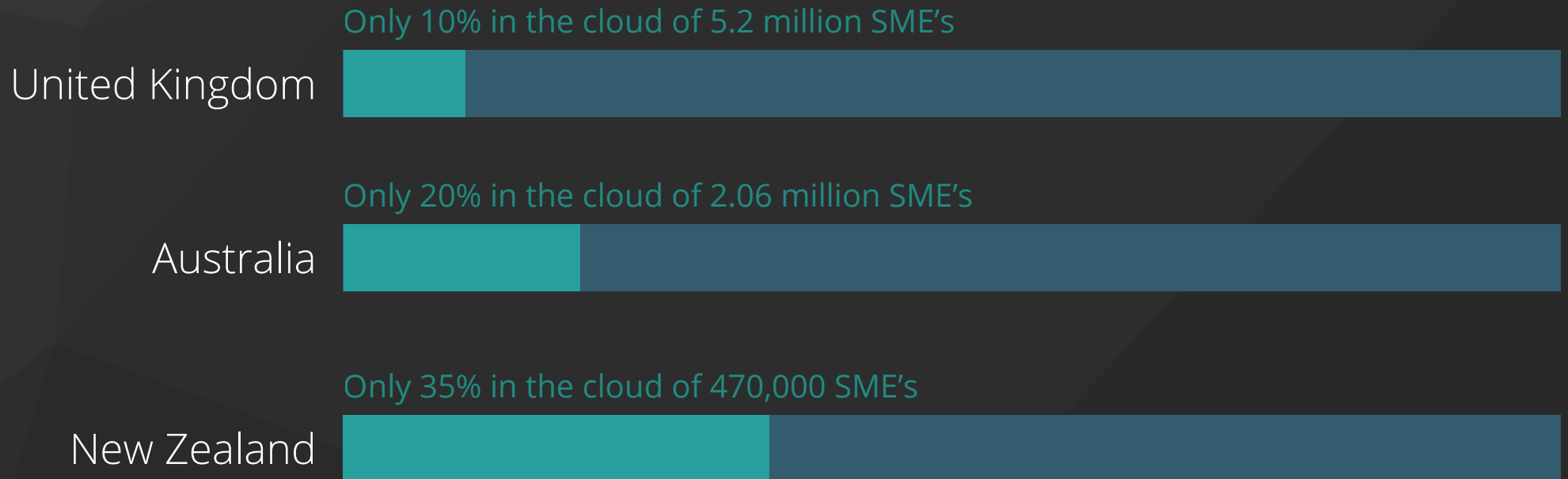
Reckon[®]

Cloud Accounting

Reckon One

Enormous Market Opportunity

We're just getting started...



And internationally most markets are far less mature.
Tens of millions of potential businesses across dozens of countries.

Reckon One has strong, rapidly growing support

Customer feedback:

10 / 10

"Love it! So easy to use.
Perfect for my very
small business."

Nicole Ruigrok, Each Peach Unique

10 / 10

"Great conversion from
Xero, good customer service
and a much better price."

Lindsay Forwood, Express Pest

10 / 10

"Very easy to use, I much
prefer it in comparison
to MYOB."

Tamara Pato

Industry partnerships:

Association of Accounting Technicians
3,800 members

Institute of Public Accountants
35,000 members

Institute of Certified Bookkeepers
6,226 members

Australian Bookkeepers Network



"Reckon One is easy to use, affordable for
sole traders and can be easily adapted to
suit an individual business's needs."

Stephanie Luck, BAS Agent, Accounting Technician,
April 2016

Media coverage:

accountantsdaily



sky NEWS

FINANCIAL
REVIEW

news
.com.au

THE AUSTRALIAN

A better Reckon One every day

An average of 6 new major features released each month

A few key releases

Feb 2016
Mobile
Optimisation

Feb 2016
User
Experience

Aug 2015
Dashboard
Customisation

Apr 2016
Payroll

Sept 2015
Bank Rec.
Automation

Apr 2016
Batch
Payments

Oct 2015
Invoice
Customisation

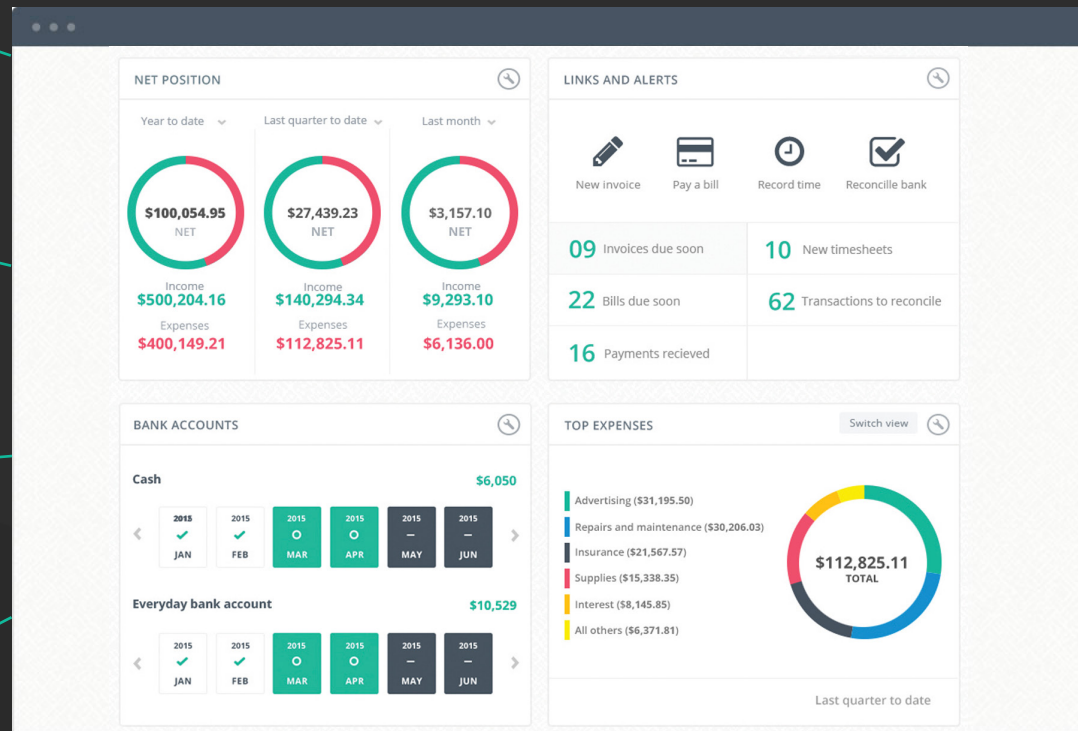
Dec 2015
Favourited
Reports

Dec 2015
Time & Expenses

Jan 2016
Additional
Reporting

Feb 2016
Email
Enhancements

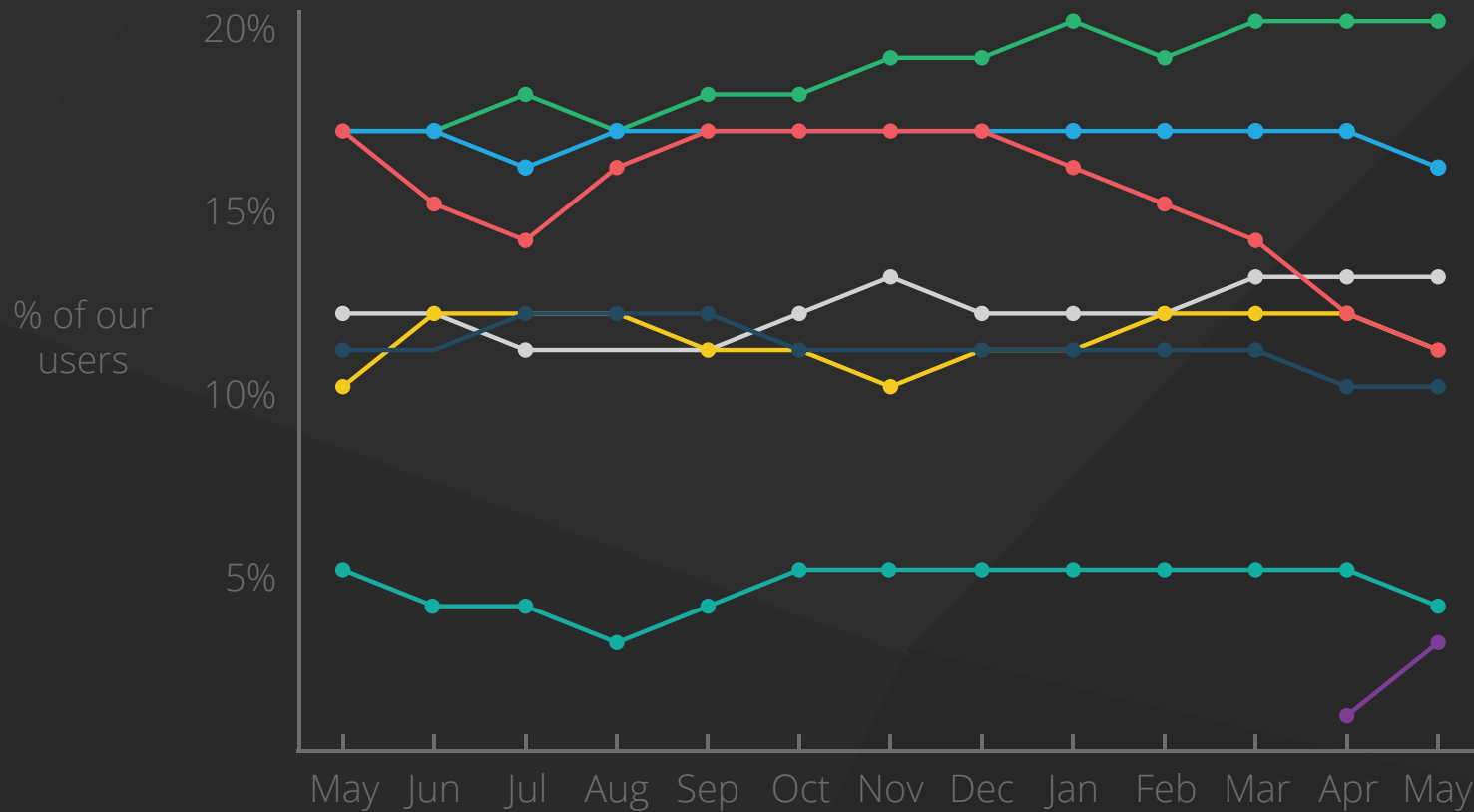
Dec 2015
Quick Access
Transactions



Reckon One is revolutionising simplicity and value

It's like an App Store for businesses.
Our users are taking advantage of this, and loving it.

Most popular Reckon One module combinations



A unique pricing model

We built our system on a fundamentally different pricing structure that will be difficult to compete with

80%

Less than starting price of Xero.

85%

Less than starting price of MYOB Essentials.

65%

Less than starting price of QuickBooks Online.

Yet we've cut no corners on quality, with a world-class User Experience, built on the best technology. For example we hear Xero making a lot of noise about moving to AWS as an 'innovator'... we did this 2 years ago.

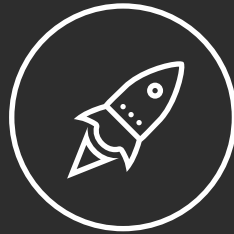
The momentum is growing

New Reckon One trial and conversion metrics keep accelerating.
The future looks very exciting...



Trials

A significant increase
in trials with our
Payroll release.



Customers

Exponential
month-on-month paying
customer growth.



Conversion

Massive increase in
conversion rate from
trial to paying customer.



Territory

Launched into the huge
United Kingdom market.



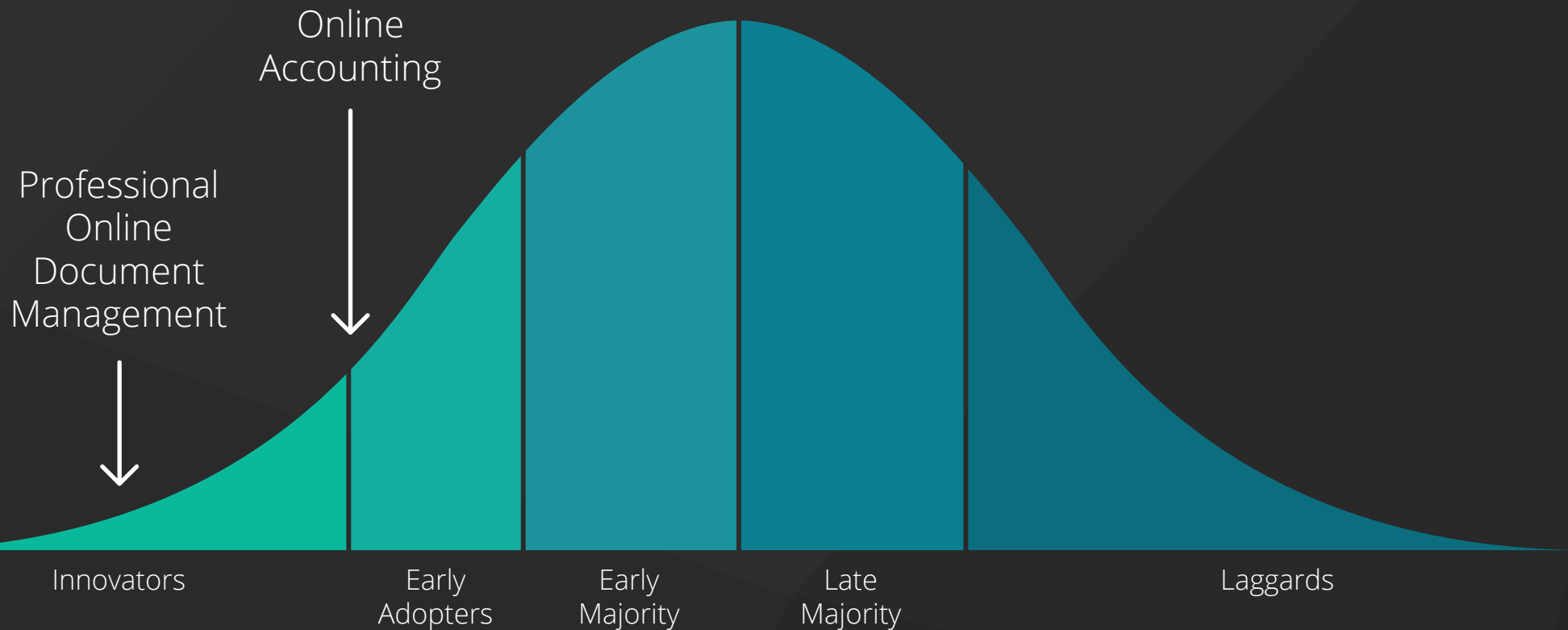
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Document Management

SmartVault and Virtual Cabinet

Adoption Curve

If you think we're early to the Online Accounting space...



22%

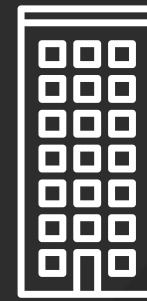
Average user growth
in our document management software
over the last 12 months

45,000 users on our software today...



Small Accounting Firms
(SmartVault)

12,000 users



Large Accounting Firms
(Virtual Cabinet)

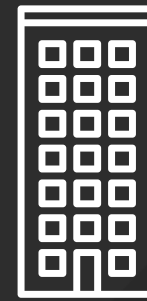
33,000 users

...sharing documents with over 533,000 clients.



Small Accounting Firms
(SmartVault)

12,000 users
408,000 clients



Large Accounting Firms
(Virtual Cabinet)

33,000 users
125,000 clients

SmartVault: A platform for the future

Key to accelerating our cloud based document management journey



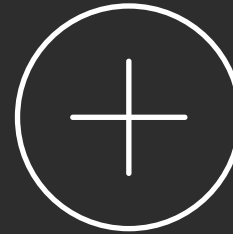
Capability

A world-class foundation
for cloud based
document management.



Speed

Accelerated development
time now possible.



Synergies

Cost and development
efficiencies.



Territory

Strong presence in the
United States market.

Presence in multiple markets

Making our document management software expansion easier



New Zealand
18 years in business



United Kingdom
15 years in business



Australia
29 years in business



United States
25 years in business

Not just for Accountants

Every profession is an opportunity



Financial Planning



Insurance



Legal



Professional Services

And many, many more...



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