



Annual Meeting 2008

The world's easiest
accounting system



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Craig Walker

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Glazier, Viatx, Newsroom

Philip Fierlinger

Head of Design
Macromedia, Disney, Sony, Apple



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Year one achievements

Great product

- Innovative double entry accounting engine
- Growing fan base, award winning software and glowing reviews

Platform for scale

- World class product factory
- Global infrastructure
- Automated Back Office

Key partnerships

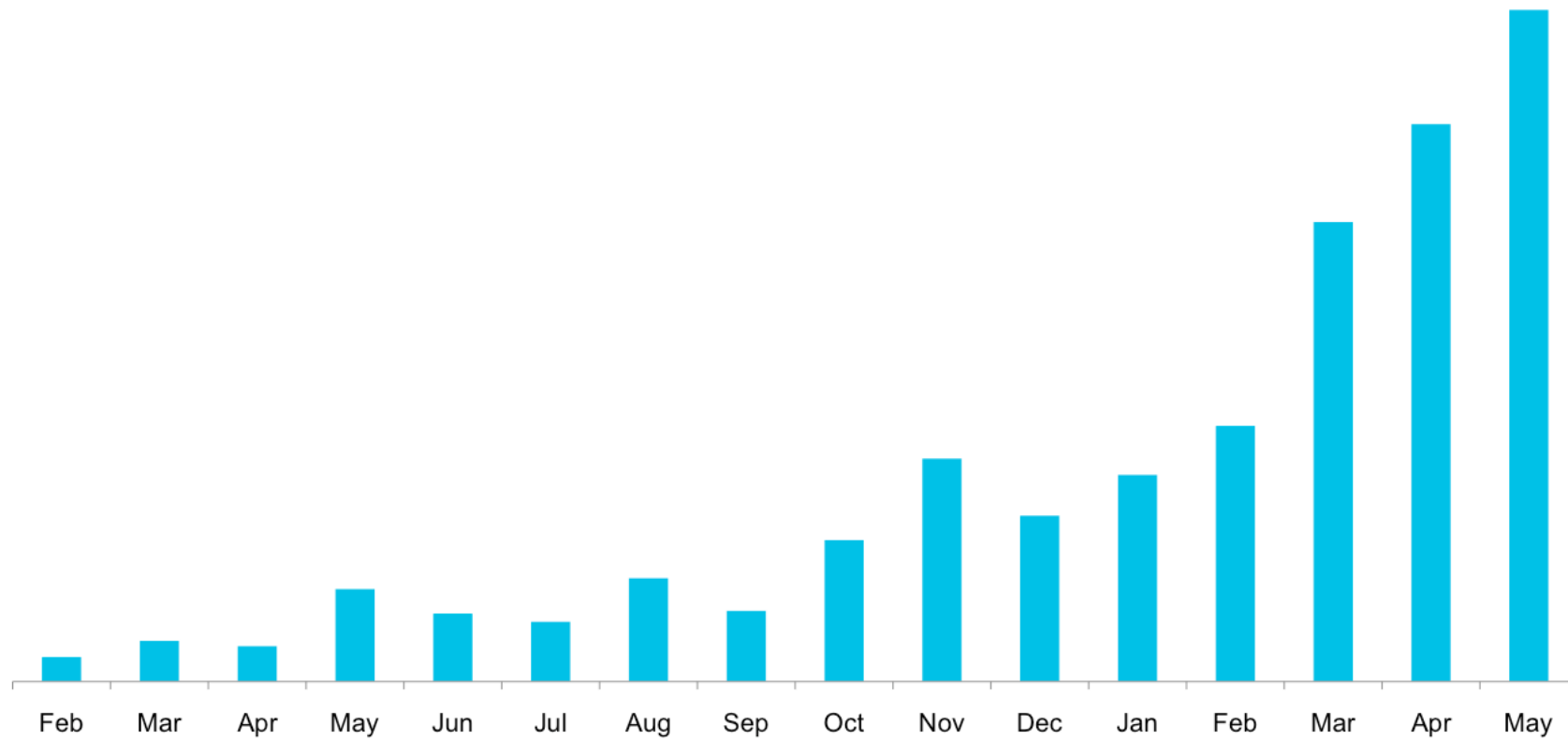
- Bank feeds with all major banks
- BNZ marketing partnership

UK market entry

Learned a lot about the Small Business market

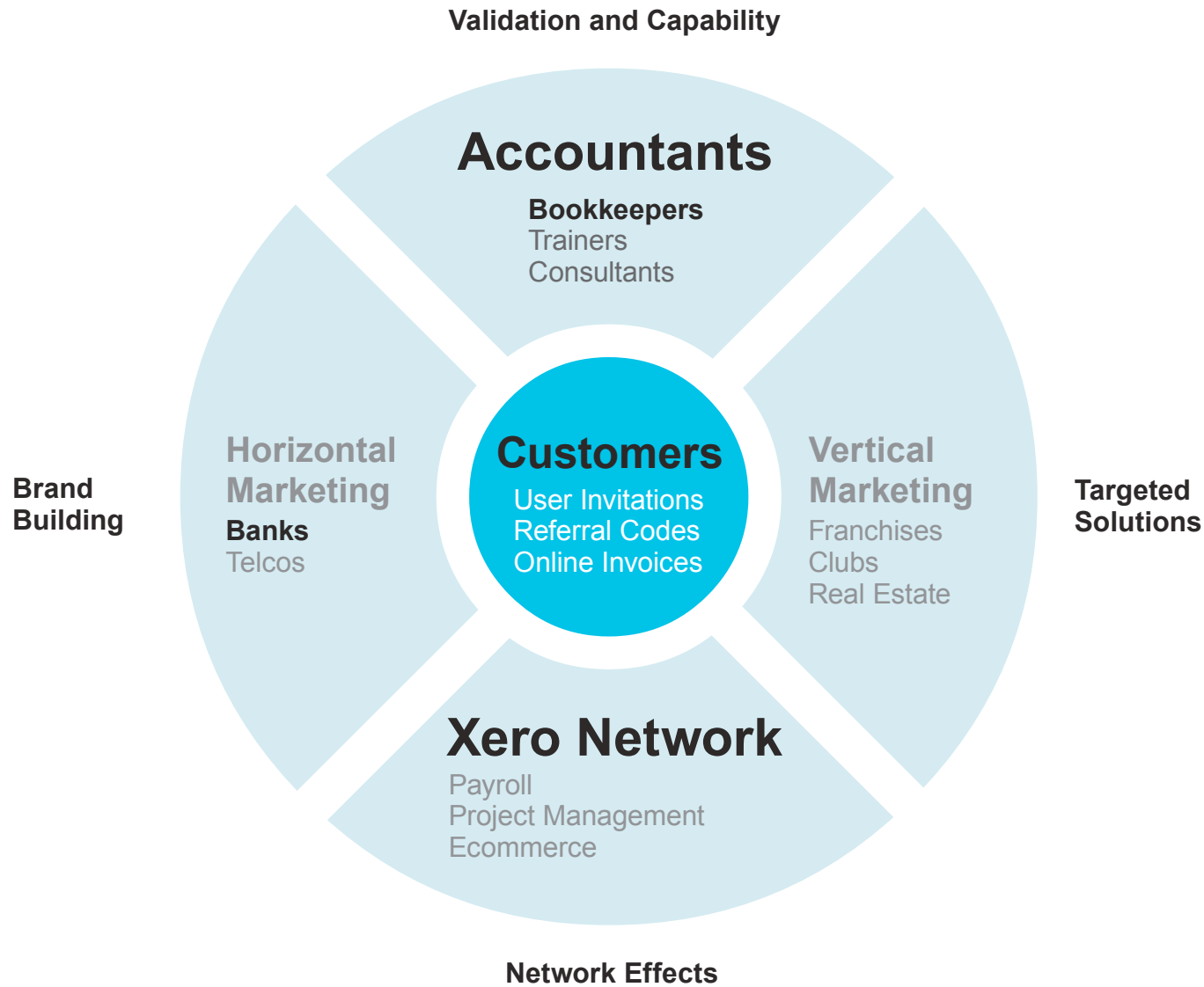


It's working!



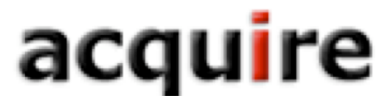
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Customer centric marketing



Xero Network – linked solutions

- Xero positioned as the default accounting engine for online tools
- SaaS model compelling – applications are going online
- SaaS vendors working together to share customers



Next steps

Keep listening to our foundation customers

Xero Accountants Edition

- Greater focus on accountants' workflow
- Link to Practice Management Software
- Create base for later up sell to full Xero

Execute on partnerships

- Banks
- Telcos

Expand our footprint

- UK, Australia and beyond

Drive network effects

Keep moving the goal posts





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