xero Beautiful accounting software

Award-Winning Accountants, Bookkeepers and App Partners Celebrated at Xerocon San Francisco

Kahuna named Accounting Partner of the Year at 2016 Xero Awards
Hubdoc recognized as App Partner of the Year 2016

SAN FRANCISCO, August 17, 2016 – Xero's annual awards announced at Xerocon in San Francisco have honored high performing accountants, bookkeepers and app partners from around the United States.

Kahuna Accounting was awarded Accounting Partner of the Year, with document collection and management solution Hubdoc taking the honors for App Partner of the Year.

"Our accounting partners are integral to the success of Xero. Without our accounting and bookkeeping partners going all-in on cloud accounting technology, we wouldn't be able to help as many small businesses as we do today. The U.S. Xero Awards give us a night to celebrate the achievements of our valued partners," said Amy Vetter, Global Vice President, Education & U.S. Head of Accounting, Xero.

"These firms and their clients, who are collaborating seamlessly in the cloud, demonstrate just how impactful cloud technology has become. Recent Xero research shows that firms with a higher concentration of clients using online accounting software are adding more business and seeing higher year-over-year revenue growth. Accounting firms with nearly 100 percent of their clients using online cloud accounting software, reported the highest growth, posting 15.5 percent increase in year-on-year revenue, compared to 3.9 percent for firms not all-in on cloud accounting," said Vetter.

"With more than 500 App Partners to choose from in the Xero Marketplace, the sky's the limit for small businesses and their trusted advisors when it comes to creating a best-fit ecosystem. Our App Partners are a huge part of what makes Xero great, and the U.S. Xero Awards is an opportunity to highlight the value they add for our customers," said Andy Lark, Xero Chief Marketing Officer.

This year, Xero received a high volume of entries across the seven categories open for nomination, making it an extremely difficult selection process. The MVP Award was hand-selected by Xero in recognition of an exceptional individual in accounting who has proven to be indispensable in contributing to the Xero team over the past 12 months.

2016 U.S. Xero Awards Winners

- **100% Xero Award 2016:** LiveCA LLP
- **Accounting Partner of the Year 2016:** Kahuna Accounting
- **App Partner of the Year 2016:** Hubdoc
- **Bookkeeping Partner of the Year 2016:** Beyond Balanced Books
- **Emerging App Partner of the Year 2016**: Avalara
- **Emerging Partner of the Year 2016**: BNA CPAs & Advisors
- **Industry Specific App Partner of the Year 2016:** Shopify
- **Most Valued Professional (MVP) 2016:** Jay Kimelman, The Digital CPA
- **Xero Evangelist 2016**:Amanda Aguillard, Aguillard Accounting, LLC

Photos of the winners from the evening are available on request.
- ENDS -

For further information please contact:

Alex Heber, US PR Director, Xero
alex.heber@xero.com +1 (415) 370-0589

Shannon McLoughlin, Nectar Communications for Xero
Xero@Nectarpr.com +1 (518) 225-0450

About Xero
Xero is beautiful, easy-to-use online accounting software for small businesses and their advisors. The cloud accounting company has 700,000 paying customers in more than 180 countries. Xero seamlessly integrates with more than 500 third-party tools, and was ranked No. 1 by Forbes as the World's Most Innovative Growth Company in 2014 and 2015.

About Xerocon San Francisco
Xerocon 2016 is being held at the Pier 27 Cruise Terminal in San Francisco on August 15-17, 2016 and will be attended by more than 800 accountants, bookkeepers, financial professionals and exhibitors. Keynote speakers at the event include Xero CEO Rod Drury, LinkedIn Co-Founder Allen Blue and Mel Robbins, human behavior specialist and entrepreneur. Wells Fargo, Amazon, PayPal, Zenefits and Expensify are all sponsoring this year's Xerocon. Follow news from the conference on Twitter at @Xero and with #Xerocon.