



Beautiful business

MEDIA RELEASE

Xero announces new tagline: ‘Beautiful business’

WELLINGTON, 6 June 2018 - This week [Xero](#) announces a global brand update, introducing a new tagline - ‘Beautiful business’ - representing Xero’s thriving business technology platform and global community.

Accounting software remains at Xero’s core, however after seven years the company has decided the time is right to update its ‘Beautiful accounting software’ tagline to ‘Beautiful business’ to reflect the fact that Xero has evolved into much more today.

The Xero platform connects millions of businesses to their advisors, banks, apps, enterprises and each other. ‘Beautiful business’ highlights the power of Xero’s powerful platform and community supporting small business to help them work past the chaos, uncertainty and stress to reclaim valuable time and thrive.

Xero Global Marketing Director James Kyd commented: “We believe there is something beautiful that happens when our small businesses, accounting partners and broader ecosystem work seamlessly together.”

“Enabling a small business to pursue their passion and thrive is good for everyone - when small business is successful, jobs are created, economies thrive, communities prosper,” said Kyd.

Xero tested different tagline options with customers, partners and staff across its markets. All agreed there was real value in ‘beautiful’ which is also one of Xero’s core values. Combining the two words ‘Beautiful business’ is about communicating the full potential of Xero and its impact on the small business economy.

“‘Beautiful business’ is our promise and what we stand for in the eyes of our customers, community and our team across the globe. In two punchy and aspirational words it reflects our strategy, purpose and mission,” Kyd said.

“We want to represent beautiful business as more than aesthetics – it’s an experience. It’s the beautiful moments in small business. Nothing beats clinching a first sale, securing a second location downtown, seeing a product in store across the country, or hiring the tenth

employee,” said Kyd.

About Xero

[Xero](#) is a beautiful, easy-to-use global online platform for small businesses and their advisors. The company has 1.4 million subscribers in more than 180 countries. Xero seamlessly integrates with more than 600 apps. It was ranked No. 1 by Forbes as the World's Most Innovative Growth Company for two years running, won Technology Provider of the Year for the British Small Business Awards, and was rated by Canstar Blue as Australia's best accounting software three consecutive years from 2015-2017.

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