MEDIA RELEASE

Xero goes ‘On Air’ launching its first online experience, with episodes to connect and inspire the accounting and small business community

Xero On Air will launch content with new data and insights, business strategy and product innovation

Wellington, New Zealand, 29 July, 2020 — Xero, the global small business platform, will host a free to watch content series called Xero On Air in September, designed to connect, inspire and share information with its accountant and bookkeeper partners and small business customers around the world.

Taking place from 14-17 September 2020, Xero On Air is themed “Behind Small Business” and will bring new insights, announcements and inspiring customer stories from Xero, our customers, guests and community members to help advisors and their small business clients.

Each day, Xero will release new ‘episodes’, allowing viewers to tailor their viewing schedule to their interests with more than 30 episodes being released over the week.

Xero Chief Customer Officer Rachael Powell said: "In a year of so many uncertainties and challenges, Xero On Air is an opportunity for everyone in the Xero community to connect, be inspired and gather insights to help navigate the current environment."

"Xero On Air was designed from the ground up to help accountants and bookkeepers as well as small businesses to deal with what's happening now and prepare for what's coming next."

People tuning into Xero On Air will hear from experts about the impact of COVID-19 on small businesses globally, what the advent of open banking means for business financial services, and how artificial intelligence will augment the way businesses operate today, along with other topics important to technology, accounting and small business.

Sessions will be led by Xero CEO Steve Vamos, Xero chairman and business leader David Thodey, professional mentor and leadership coach Ben Crowe, as well as many familiar local leaders and more throughout the week.

The content schedule and free pre-registration is available now at XeroOnAir.com.

Xero On Air episodes include:

Welcome to Xero On Air: Now.New.Next
Xero CEO Steve Vamos opens Xero On Air to explain why connecting and sharing in the face of change is the key to finding a pathway to a better future and how our global community continues to support small businesses all over the world.
We've got your back - Xero data guides recovery
Xero launches unique data on the state of the global small business economy with a focus on lessons learned to guide recovery.

The Global Economy - What we know & what we are learning. In conversation with Xero Chair David Thodey and a US economist
Tune in to David Thodey and BofA Global Research Head of US Economics Michelle Meyer discussing the impact COVID-19 is having on the world’s economy across key markets, focusing on the impact on small businesses and consumer behaviour.

Xero for accountants and bookkeepers: Your future practice experience
See the latest product innovations and the vision for your future practice experience with Xero.

Towards 2030 - The technology that will shape the small business economy
As the small business digital revolution picks up pace with COVID-19 proving a catalyst for cloud migration, Xero’s Chief Technologist Mark Rees looks to 2030 and envisions the most significant technology for small businesses: Augmented intelligence - its impact and the opportunities.

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About Xero
Xero provides a beautiful and easy-to-use cloud-based accounting software service for small businesses and their advisors around the world. Xero connects more than two million subscribers with an ecosystem of over 800 third-party apps and 200 plus connections to banks and financial service providers. The IDC MarketScape recognised Xero as a Leader in the Worldwide SaaS and Cloud-Enabled Small Business Finance and Accounting Applications 2020 Vendor Assessment. On the 2020 Financial Times High-Growth Companies Asia Pacific list, Xero was the largest company by revenue to come from New Zealand or Australia. Xero has also been included in the 2020 Bloomberg Gender-Equality Index and the FTSE4Good Australia 30 Index.