



Beautiful accounting software

## XERO LIMITED (XRO)

### MARKET RELEASE

13 August 2015

#### **XERO ANNOUNCES 400,000 SUBSCRIBERS ACROSS AUSTRALIA AND NEW ZEALAND**

Xero Limited (NZX/ASX: XRO) today announces achieving more than 400,000 paying subscribers across Australia and New Zealand on its small business cloud accounting software.

Within the next week, Xero expects to reach the significant milestone of 250,000 subscribers in Australia, and recently announced 150,000 subscribers in New Zealand. This latest announcement demonstrates the continued momentum Xero has in these markets, as small businesses choose Xero as their preferred cloud accounting platform over competitor products.

Xero also recently announced it has over 540,000 subscribers globally.

#### **Comments on the news:**

- “Small businesses, accounting practices and bookkeepers continue to see the benefits of working in the cloud, allowing them the freedom to effortlessly connect to their business anytime, anywhere,” said Chris Ridd, Managing Director Xero Australia. “Xero continues to support businesses to thrive through a focus on innovation and a beautiful, easy to use cloud accounting experience.”

**-ENDS-**

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#### **About Xero**

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has 540,000 subscribers in more than 180 countries. Xero seamlessly integrates with over 400 third-party tools, and was ranked No. 1 by Forbes as the [World's Most Innovative Growth Company](#) in 2014 and 2015.