Deloitte Technology Fast 50
Australia 2014
Powerful connections
Welcome to the Deloitte Technology Fast 50 Australia 2014

The Deloitte Technology Fast 50 Australia 2014 is a program that recognises and profiles fast growing technology companies. The program, now in its fourteenth year in Australia, ranks the 50 fastest growing public or private technology companies, based on percentage revenue growth over three years (2012 to 2014).

The program includes the following related industry sectors:
- Communications/networking
- Software
- Semiconductors, components and electronics
- Biotech, pharmaceutical and medical equipment
- Internet
- Computers and peripherals.

The Deloitte Technology Fast 50 is part of a global Fast 500 series of programs. The Deloitte Technology Fast 500 Asia Pacific program recognises technology companies that have achieved the fastest rates of annual revenue growth in the Asia Pacific region during the past three years. It includes those companies based in Australia, China, Hong Kong SAR, India, Indonesia, Japan, Macau SAR, Malaysia, Philippines, New Zealand, Singapore, South Korea, Taiwan, Thailand and Vietnam.

While Deloitte does have existing relationships with some of the entities on the list, this does not influence or affect the outcome of the final Technology Fast 50 list, which is judged on percentage revenue growth.

Technology companies are invited to self-nominate for the Deloitte Australia Technology Fast 50 list via our website. Financial data about the top 50 companies is provided by the entrants gathered via Qualtrics, an online survey tool and is cross-checked using each company’s financial information which has been verified by their accountants or a registered auditor.

For further information regarding the Deloitte Technology Fast 50 Australia program, please visit our website: tech50.com.au
Foreword

Deloitte Technology Fast 50 has come of age. This year the Australian Stock Exchange joins us as a lead Technology Fast 50 sponsor to celebrate and support the 50 organisations that are some of the fastest growing and uniquely positioned companies in the Australian technology industry.

As digital disruption and in particular cloud computing solutions create new virtual marketplaces, the opportunities for start-ups are growing exponentially. These shifts are increasingly helping start-ups differentiate themselves on the basis of scale – growing extremely fast; price – internet and cloud delivered services slash capitals and delivery costs; and access – the ubiquitous Internet, cloud, mobile and social networking platforms open up access to markets locally, demographically, regionally and internationally.

Each year the Deloitte Fast 50 program supports Australian technology companies which have recorded high revenue growth and survived economic and business expansion challenges.

This year’s winner, NEXTDC Ltd, is one of three Queensland based companies in the Top 50. It is the fastest-growing communications company and the fastest growing Australian Tech Fast 50 company. At a staggering 3626% growth, more than double last year’s winner, NEXTDC is already one of Australia’s leading designers, developers and operators of a network of data centres.

The total revenue of the Tech Fast 50 index is an impressive $1.83 billion, up from $1.7 billion in 2013, with average cumulative growth for this year’s winners of 351%, up from 222% in 2013.

The winners list demonstrates the rise of the internet and importance of software providers and cloud technology solutions which have accelerated convenience, cost management and accessibility to all regardless of size. It continues to encourage new entrants that can, and are disrupting existing markets, as well as creating brand new niches.

Rising Stars

Technology Fast 50 also recognises high-growth nominating companies that do not qualify for the Technology Fast 50 because they have less than the three year existing revenue data eligibility requirement. While there are many deserving companies out there – the 12 rising stars Deloitte and the ASX selected this year are drawn from across Australia with the top five growing from almost 1000% to almost 9000% either delivering services through the internet, or in the communications or software sectors.

Congratulations go to:
• health.com.au Internet sector (VIC) (8873%)
• Cirrus Networks, Communications sector (WA) (2129%)
• Smart Business Telecom, Communications sector (VIC) (1521%)
• ASPIRE Advisor Network, Software sector (VIC) (1476%)
• bellabox, Internet sector (VIC) (1093%).

“In the wider market Australian cloud computing market has emerged from an early adopter stage to an early growth stage, with organisations reporting agility, an average IT cost savings of 12% and strategic advantage by using cloud computing services”
Leadership Awards

The program also celebrates a few icons, including Freelancer, Kogan, Atlassian and Pepperstone as past winners. Deloitte and the ASX are committed to fostering the emerging leaders of the tech industry, connecting key players across the start-up ecosystem, and assisting companies take their growth plans to the next level.

#Fast50 companies show they have the agility, commitment to innovation, and a strong will to succeed as is clear from the nine leadership awardees this year. We call out five below:

<table>
<thead>
<tr>
<th>Company</th>
<th>Growth Rate</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepperstone</td>
<td>1098%</td>
<td>Internet</td>
</tr>
<tr>
<td>DEALS.com.au</td>
<td>592%</td>
<td>Internet</td>
</tr>
<tr>
<td>amaysim</td>
<td>305%</td>
<td>Communications</td>
</tr>
<tr>
<td>Observatory Crest</td>
<td>166%</td>
<td>Software</td>
</tr>
<tr>
<td>InfoTrack</td>
<td>135%</td>
<td>Internet</td>
</tr>
</tbody>
</table>

This year’s composition reflects a consistent trend over the last few years where:

- Most of the top 50 companies are based in NSW. This has been a consistent pattern since the inception of the ranking in 2001 with 31 companies from NSW, and 13 from Victoria this year
- Privately held companies dominate the index, with 43 privately owned, six listed companies and one public unlisted company
- 19 companies are involved in the internet industry, 16 in software, nine in communications/networking, four in computers and peripherals and two in biotechnology/pharmaceutical
- 19 of the companies have appeared in the winners list in previous years.

I trust you will find this year’s Technology Fast 50 winners as inspirational as we do as they adopt and leverage new technologies and develop useful and innovative solutions for customers. In our case – Deloitte Private Connect – we too have realised the importance of leveraging the cloud and building a cloud-based accounting solution to enable businesses to seamlessly connect to a range of tools to run a business in real time.

Businesses like the companies mentioned above or in the following pages well deserve the accolade of being a Deloitte Technology Fast 50 winner and we send our hearty congratulations to them all.

Joshua Tanchel
Leader, Deloitte Technology Fast 50 Program
A word from our sponsor

ASX is proud to support the Deloitte Technology Fast 50 program in Australia. It is a positive program that raises the profile of some of Australia’s fastest growing and most dynamic companies.

I would like to extend my congratulations to all of the companies that are on this year’s list. Given the strength of competition in the ICT industry in Australia, and with the rapid increase in the number of high-growth firms, there is little doubt that you are all among the best in your field.

Congratulations in particular to this year’s winner - NEXTDC. I am delighted to see an ASX-listed company take out the top honour.

The listed technology sector in Australia has a strong history; and an even stronger future. Companies such as Seek, REA Group and Carsales.com have achieved strong success and are world leaders in their respective fields. The leaders of those companies have been determined advocates for the sector and for the growth that can be achieved by technology companies in Australia.

More recently, the listed technology sector in Australia has had further success with the IPOs of OzForex, Freelancer, iSentia, Gentrack, Vista and 3P Learning. The combined market capitalisation of listings in the sector during 2013/2014 was over $2 billion.

We are fortunate in Australia to have access to a large pool of capital and a diverse investor base. Australia has the world’s third largest pool of investable funds and the largest in the Asia-Pacific region. At the same time, and in a sign of confidence in Australia’s financial markets, around 45% of investment in ASX-listed companies comes from international investors in the US, Europe and Asia. With access to such a large and diverse base of investors, ASX is consistently among leading markets for initial and follow-on capital raisings.

2014 is a positive year for listings on ASX. The total market capitalisation of ASX now stands at $1.6 trillion, a positive reflection of the market’s depth, liquidity and confidence.

Congratulations to Deloitte on yet another rewarding Technology Fast 50 program.

I wish all the participants success with their future endeavors.

Elmer Funke Kupper
CEO, ASX Limited

Supported by:

ASX
Congratulations to this year’s winners...

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Growth %</th>
<th>Sector</th>
<th>CEO/MD</th>
<th>Website</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>NEXTDC</td>
<td>3626%</td>
<td>Communications</td>
<td>Craig Scroggie</td>
<td><a href="http://www.nextdc.com">www.nextdc.com</a></td>
<td>QLD</td>
</tr>
<tr>
<td>2</td>
<td>Temple &amp; Webster</td>
<td>1981%</td>
<td>Internet</td>
<td>Brian Shanahan</td>
<td><a href="http://www.templeandwebster.com.au">www.templeandwebster.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>3</td>
<td>Pet Circle</td>
<td>1295%</td>
<td>Internet</td>
<td>Michael Frizell</td>
<td><a href="http://www.petcircle.com.au">www.petcircle.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>4</td>
<td>Pepperstone</td>
<td>1098%</td>
<td>Internet</td>
<td>Owen Kerr</td>
<td><a href="http://www.pepperstone.com">www.pepperstone.com</a></td>
<td>VIC</td>
</tr>
<tr>
<td>5</td>
<td>R1i</td>
<td>599%</td>
<td>Communications</td>
<td>Martin Conway</td>
<td><a href="http://www.r1i.com.au">www.r1i.com.au</a></td>
<td>WA</td>
</tr>
<tr>
<td>6</td>
<td>DEALS.com.au</td>
<td>592%</td>
<td>Internet</td>
<td>Adam Schwab</td>
<td><a href="http://www.aussiecommerce.com.au">www.aussiecommerce.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>7</td>
<td>Kloud Solutions</td>
<td>461%</td>
<td>Software</td>
<td>Nicki Bowers</td>
<td><a href="http://www.kloud.com.au">www.kloud.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>8</td>
<td>Outware Mobile</td>
<td>420%</td>
<td>Software</td>
<td>Eytan Lenko</td>
<td><a href="http://www.outware.com.au">www.outware.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>9</td>
<td>Atomic 212</td>
<td>403%</td>
<td>Communications</td>
<td>Jason Dooris</td>
<td><a href="http://www.atomic212.com.au">www.atomic212.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>10</td>
<td>CarsGuide</td>
<td>388%</td>
<td>Internet</td>
<td>Lauren Williams</td>
<td><a href="http://www.carsguide.com.au">www.carsguide.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>12</td>
<td>Broadband Solutions</td>
<td>341%</td>
<td>Communications</td>
<td>Sam Bashiry</td>
<td><a href="http://www.broadbandsolutions.com.au">www.broadbandsolutions.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>13</td>
<td>amaysim</td>
<td>305%</td>
<td>Communications</td>
<td>Rolf Hansen</td>
<td><a href="http://www.amaysim.com.au">www.amaysim.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>14</td>
<td>Web Marketing Experts</td>
<td>289%</td>
<td>Internet</td>
<td>Nick Bell</td>
<td><a href="http://www.webmarketingexperts.com.au">www.webmarketingexperts.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>15</td>
<td>Vinomofo</td>
<td>281%</td>
<td>Internet</td>
<td>Andre Eikmeier</td>
<td><a href="http://www.vinomofo.com">www.vinomofo.com</a></td>
<td>VIC</td>
</tr>
<tr>
<td>16</td>
<td>Menulog</td>
<td>261%</td>
<td>Internet</td>
<td>Dan Katz</td>
<td><a href="http://www.menulog.com.au">www.menulog.com.au</a></td>
<td>NSW</td>
</tr>
</tbody>
</table>
Congratulations to this year’s winners...

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Growth %</th>
<th>Sector</th>
<th>CEO/MD</th>
<th>Website</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Class Financial Systems</td>
<td>222%</td>
<td>Software</td>
<td>Kevin Bungard</td>
<td><a href="http://www.class.com.au">www.class.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>18</td>
<td>Katana1</td>
<td>221%</td>
<td>Software</td>
<td>Nick Russell</td>
<td><a href="http://www.katana1.com">www.katana1.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>19</td>
<td>Nextgen Distribution</td>
<td>221%</td>
<td>Components and Electronics</td>
<td>John Walters</td>
<td><a href="http://www.nextgendiftribution.com.au">www.nextgendiftribution.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>20</td>
<td>Nearmap</td>
<td>218%</td>
<td>Internet</td>
<td>Simon Crowther</td>
<td><a href="http://www.nearmap.com">www.nearmap.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>21</td>
<td>Adore Beauty</td>
<td>214%</td>
<td>Internet</td>
<td>Kate Morris</td>
<td><a href="http://www.adorebeauty.com.au">www.adorebeauty.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>22</td>
<td>DesignCrowd</td>
<td>213%</td>
<td>Internet</td>
<td>Alec Lynch</td>
<td><a href="http://www.designcrowd.com">www.designcrowd.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>23</td>
<td>TimeTarget</td>
<td>204%</td>
<td>Software</td>
<td>Bruce Mackenzie</td>
<td><a href="http://www.timetarget.com">www.timetarget.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>24</td>
<td>Atomos Global</td>
<td>197%</td>
<td>Components and Electronics</td>
<td>Jeremy Young</td>
<td><a href="http://www.atomos.com">www.atomos.com</a></td>
<td>VIC</td>
</tr>
<tr>
<td>26</td>
<td>Audinate</td>
<td>186%</td>
<td>Software</td>
<td>Lee Ellison</td>
<td><a href="http://www.audinate.com">www.audinate.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>27</td>
<td>SiteMinder</td>
<td>177%</td>
<td>Software</td>
<td>Mike Ford</td>
<td><a href="http://www.siteminder.com">www.siteminder.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>28</td>
<td>Fonebox Group of Companies</td>
<td>167%</td>
<td>Communications</td>
<td>Jordan Grives</td>
<td><a href="http://www.fonebox.com.au">www.fonebox.com.au</a></td>
<td>QLD</td>
</tr>
<tr>
<td>29</td>
<td>Observatory Crest</td>
<td>166%</td>
<td>Software</td>
<td>Jack Sabo &amp; Martin Christmas</td>
<td><a href="http://www.obcrest.com.au">www.obcrest.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>30</td>
<td>Cohort Digital</td>
<td>155%</td>
<td>Internet</td>
<td>Malcolm Treanor</td>
<td><a href="http://www.cohort.com.au">www.cohort.com.au</a></td>
<td>NSW</td>
</tr>
</tbody>
</table>

- 2nd consecutive year
- 3rd consecutive year
- 4th consecutive year
- 5th consecutive year
Congratulations to this year’s winners...

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Growth %</th>
<th>Sector</th>
<th>CEO/MD</th>
<th>Website</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Virtunet</td>
<td>140%</td>
<td>Components and Electronics</td>
<td>Martin Kosasih</td>
<td><a href="http://www.virtunet.com.au">www.virtunet.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>32</td>
<td>e3Learning Solutions</td>
<td>136%</td>
<td>Software</td>
<td>Stuart Elmslie</td>
<td><a href="http://www.e3learning.com.au">www.e3learning.com.au</a></td>
<td>SA</td>
</tr>
<tr>
<td>33</td>
<td>InfoTrack</td>
<td>135%</td>
<td>Internet</td>
<td>Stephen Wood</td>
<td><a href="http://www.infotrack.com.au">www.infotrack.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>34</td>
<td>Dimmi</td>
<td>130%</td>
<td>Internet</td>
<td>Stevan Premutico</td>
<td><a href="http://www.dimmi.com.au">www.dimmi.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>35</td>
<td>Domino’s Pizza Enterprises</td>
<td>124%</td>
<td>Internet</td>
<td>Don Meij</td>
<td><a href="http://www.dominos.com.au">www.dominos.com.au</a></td>
<td>QLD</td>
</tr>
<tr>
<td>36</td>
<td>Azzurri Communications</td>
<td>121%</td>
<td>Internet</td>
<td>Jon Evans</td>
<td><a href="http://www.azzurricomcommunications.com.au">www.azzurricomcommunications.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>37</td>
<td>hipages.com.au</td>
<td>112%</td>
<td>Internet</td>
<td>David Vitek</td>
<td><a href="http://www.hipages.com.au">www.hipages.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>38</td>
<td>Bigcommerce</td>
<td>108%</td>
<td>Software</td>
<td>Eddie Machaalani</td>
<td><a href="http://www.bigcommerce.com">www.bigcommerce.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>39</td>
<td>Vocus Communications</td>
<td>103%</td>
<td>Communications</td>
<td>James Spenceley</td>
<td><a href="http://www.vocus.com.au">www.vocus.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>40</td>
<td>RecordPoint Software</td>
<td>99%</td>
<td>Software</td>
<td>Elon Aizenstros</td>
<td><a href="http://www.recordpoint.com">www.recordpoint.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>41</td>
<td>Soprano Design</td>
<td>97%</td>
<td>Software</td>
<td>Horden Wiltshire</td>
<td><a href="http://www.sopranodesign.com">www.sopranodesign.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>42</td>
<td>Chamonix IT Consulting</td>
<td>97%</td>
<td>Software</td>
<td>Dave Pettet &amp; Scott Grigg</td>
<td><a href="http://www.chamonix.com.au">www.chamonix.com.au</a></td>
<td>VIC</td>
</tr>
</tbody>
</table>
Congratulations to this year’s winners...

- 2nd consecutive year
- 3rd consecutive year
- 4th consecutive year
- 5th consecutive year

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Growth %</th>
<th>Sector</th>
<th>CEO/MD</th>
<th>Website</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>InfoReady</td>
<td>96%</td>
<td>Software</td>
<td>Tristan Sternson</td>
<td><a href="http://www.infoready.com.au">www.infoready.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>44</td>
<td>Booktopia</td>
<td>91%</td>
<td>Internet</td>
<td>Tony Nash</td>
<td><a href="http://www.booktopia.com.au">www.booktopia.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>45</td>
<td>Planet Innovation</td>
<td>88%</td>
<td>Life Sciences</td>
<td>Stuart Elliott</td>
<td><a href="http://www.planetinnovation.com.au">www.planetinnovation.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>46</td>
<td>Tyro Payments</td>
<td>88%</td>
<td>Internet</td>
<td>Jost Stollmann</td>
<td><a href="http://www.tyro.com">www.tyro.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>47</td>
<td>BigAir</td>
<td>82%</td>
<td>Communications</td>
<td>Jason Ashton</td>
<td><a href="http://www.bigair.com.au">www.bigair.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>48</td>
<td>Phocas</td>
<td>81%</td>
<td>Software</td>
<td>Philip Dodds</td>
<td><a href="http://www.phocassoftware.com">www.phocassoftware.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>49</td>
<td>Redback Conferencing</td>
<td>81%</td>
<td>Communications</td>
<td>Jeff Downs</td>
<td><a href="http://www.redbackconferencing.com.au">www.redbackconferencing.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>50</td>
<td>Appen Holdings</td>
<td>81%</td>
<td>Computer Peripherals</td>
<td>Lisa Barden-Harder</td>
<td><a href="http://www.appenbutlerhill.com">www.appenbutlerhill.com</a></td>
<td>NSW</td>
</tr>
</tbody>
</table>
Foreword

A word from our sponsor

Congratulations to this year’s winners…

Leadership Awards

Leadership Awards

The Leadership Awards are in honour of the Technology Fast 50 winning companies with revenues in excess of $50 million this year. To achieve $50 million in revenue is significant and to achieve revenue growth in the order of magnitude to make this year’s Technology Fast 50 winners list is a great achievement. Congratulations to these nine companies.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company name</th>
<th>Growth %</th>
<th>Sector</th>
<th>CEO/MD</th>
<th>Website</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pepperstone</td>
<td>1098%</td>
<td>Internet</td>
<td>Owen Kerr</td>
<td><a href="http://www.pepperstone.com">www.pepperstone.com</a></td>
<td>VIC</td>
</tr>
<tr>
<td>2</td>
<td>DEALS.com.au</td>
<td>592%</td>
<td>Internet</td>
<td>Adam Schwab</td>
<td><a href="http://www.aussiecommerce.com.au">www.aussiecommerce.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>3</td>
<td>amaysim</td>
<td>305%</td>
<td>Communications</td>
<td>Rolf Hansen</td>
<td><a href="http://www.amaysim.com.au">www.amaysim.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>4</td>
<td>Observatory Crest</td>
<td>166%</td>
<td>Software</td>
<td>Jack Sabo &amp; Martin Christmas</td>
<td><a href="http://www.obcrest.com.au">www.obcrest.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>5</td>
<td>InfoTrack</td>
<td>135%</td>
<td>Internet</td>
<td>Stephen Wood</td>
<td><a href="http://www.infotrack.com.au">www.infotrack.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>6</td>
<td>Domino’s Pizza Enterprises</td>
<td>124%</td>
<td>Internet</td>
<td>Don Meij</td>
<td><a href="http://www.dominos.com.au">www.dominos.com.au</a></td>
<td>QLD</td>
</tr>
<tr>
<td>7</td>
<td>Vocus Communications</td>
<td>103%</td>
<td>Communications</td>
<td>James Spenceley</td>
<td><a href="http://www.vocus.com.au">www.vocus.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>8</td>
<td>Tyro Payments</td>
<td>88%</td>
<td>Internet</td>
<td>Jost Stollmann</td>
<td><a href="http://www.tyro.com">www.tyro.com</a></td>
<td>NSW</td>
</tr>
<tr>
<td>9</td>
<td>Appen Holdings</td>
<td>81%</td>
<td>Computer Peripherals</td>
<td>Lisa Barden-Harder</td>
<td><a href="http://www.appenbutlerhill.com">www.appenbutlerhill.com</a></td>
<td>NSW</td>
</tr>
</tbody>
</table>
Rising Star Awards

This year’s Rising Star Awards recognise high-growth nominating companies that were unable to qualify for the Technology Fast 50 because they had less than three year’s existing revenue data. While many exciting, fast growth companies did not qualify for this year’s Australian program, the following companies were selected as Rising Stars:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company name</th>
<th>Growth %</th>
<th>Sector</th>
<th>CEO/MD</th>
<th>Website</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Cirrus Networks</td>
<td>2129%</td>
<td>Communications</td>
<td>Frank Richmond</td>
<td><a href="http://www.cirrusnetworks.com.au">www.cirrusnetworks.com.au</a></td>
<td>WA</td>
</tr>
<tr>
<td>3</td>
<td>Smart Business Telecom</td>
<td>1521%</td>
<td>Communications</td>
<td>Sachin Rathi</td>
<td><a href="http://www.smartbusiness">www.smartbusiness</a> telecom.com.au</td>
<td>VIC</td>
</tr>
<tr>
<td>4</td>
<td>ASPIRE Advisor Network</td>
<td>1476%</td>
<td>Software</td>
<td>Richard Crabb</td>
<td><a href="http://www.aspirenetwork.net.au">www.aspirenetwork.net.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>5</td>
<td>bellabox</td>
<td>1093%</td>
<td>Internet</td>
<td>Sarah Hamilton</td>
<td><a href="http://www.bellabox.com.au">www.bellabox.com.au</a></td>
<td>VIC</td>
</tr>
<tr>
<td>6</td>
<td>PlantMiner.com.au</td>
<td>889%</td>
<td>Internet</td>
<td>Michael Trusler</td>
<td><a href="http://www.plantminer.com.au">www.plantminer.com.au</a></td>
<td>QLD</td>
</tr>
<tr>
<td>7</td>
<td>Benchmarketing</td>
<td>881%</td>
<td>Internet</td>
<td>Ori Gold</td>
<td><a href="http://www.benchmarketing.com.au">www.benchmarketing.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>8</td>
<td>OpenAgent</td>
<td>570%</td>
<td>Internet</td>
<td>Zoe Pointon</td>
<td><a href="http://www.openagent.com.au">www.openagent.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>9</td>
<td>Healthshare</td>
<td>541%</td>
<td>Internet</td>
<td>Rami Weiss</td>
<td><a href="http://www.healthsharedigital.com.au">www.healthsharedigital.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>10</td>
<td>ingogo</td>
<td>464%</td>
<td>Software</td>
<td>Hamish Petrie</td>
<td><a href="http://www.ingogo.com.au">www.ingogo.com.au</a></td>
<td>NSW</td>
</tr>
<tr>
<td>11</td>
<td>HealthEngine</td>
<td>381%</td>
<td>Internet</td>
<td>Marcus Tan</td>
<td><a href="http://www.healthengine.com.au">www.healthengine.com.au</a></td>
<td>WA</td>
</tr>
<tr>
<td>12</td>
<td>Squixa</td>
<td>335%</td>
<td>Internet</td>
<td>Stewart McGrath</td>
<td><a href="http://www.squixa.com">www.squixa.com</a></td>
<td>NSW</td>
</tr>
</tbody>
</table>
Observations from the Winners’ Circle

Our analysis of the 2014 Technology Fast 50 highlights the following:

- The total revenue of the index is $1.83 billion, up from approximately $1.7 billion in 2013
- The majority of the top 50 companies are based in NSW. This has been the pattern since the inception of the ranking in 2001. This year, 31 companies are from NSW, with 13 from Victoria
- Privately held companies dominate the index, with 43 privately owned, six listed and one public unlisted
- 35 out of the Technology Fast 50 are internet and software companies
- Nine companies are involved in the communications/networking industry
- 19 of the companies have appeared in the winners list in previous years
- The average three-year revenue for this year’s winners is 351%, up from 222% in 2013.

Revenue levels

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater than $100m</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>$50m–$100m</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>$20m–$50m</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>9</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>$5m–$20m</td>
<td>30</td>
<td>31</td>
<td>25</td>
<td>27</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>$1m–$5m</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Total Revenue ($m)</td>
<td>$1,829</td>
<td>$1,692</td>
<td>$2,400</td>
<td>$2,220</td>
<td>$1,836</td>
<td>$1,066</td>
</tr>
</tbody>
</table>

Industry segments

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>19</td>
<td>16</td>
<td>21</td>
<td>23</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>Software</td>
<td>16</td>
<td>16</td>
<td>15</td>
<td>11</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>Communications/Networking</td>
<td>9</td>
<td>12</td>
<td>11</td>
<td>12</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Computers &amp; Peripherals</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Biotechnology/Pharmaceutical</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>
Foreword

A word from our sponsor

Congratulations to this year’s winners…

Leadership Awards

Rising Star Awards

Observations from the Winners’ Circle

Profiling this year’s winners

Leadership Awards – Winner’s Profile

Rising Star Awards – Winner’s Profile

Contact us

Observations from the Winners’ Circle

Fast 50 by state

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>31</td>
<td>26</td>
<td>31</td>
<td>25</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>VIC</td>
<td>13</td>
<td>15</td>
<td>11</td>
<td>19</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>QLD</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>SA</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>WA</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>ACT</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

Listed vs. Private

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Listed and public unlisted</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>6</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Private</td>
<td>43</td>
<td>45</td>
<td>42</td>
<td>44</td>
<td>36</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

Serial success

Multiple year winners (consecutive and non-consecutive) include:

Fifth year

- BigAir
- Vocus Communications
- Appen Holdings
- e3Learning Solutions
- Observatory Crest
- SiteMinder

Third year

- Cohort Digital
- InfoReady
- Tyro Payments
- Audinate
- Azzurri Communications
- Bigcommerce
- hpages.com.au
- Menulog
- Outware Mobile
- Planet Innovation
- Virtunet
- Web Marketing Experts
- Vinomofo
Profiling this year’s winners

**1. Fast 50 2014 – Ranked 1**
**NEXTDC**

- **Sector:** Communications
- **Growth:** 3626%
- **Location:** QLD

NEXTDC is Australia’s leading Data-Centre-as-a-Service (DCaaS) provider with the vision to be the most recognised, connected and trusted data centre brand in Asia Pacific. The firm is revolutionising cloud computing in Australia and is the only independent data centre operators with a strategic footprint in all major growth markets in Australia. Their facilities are designed to address the market’s growing appetite for energy efficient, carrier-neutral data centres where organisations can both host their critical IT infrastructure and source services.

More at: [www.nextdc.com](http://www.nextdc.com)

**2. Fast 50 2014 – Ranked 2**
**Temple & Webster**

- **Sector:** Internet
- **Growth:** 1981%
- **Location:** NSW

Temple & Webster is a members’-only online shopping club. On a weekly basis members are offered exclusive access to premium quality furniture, home wares, home décor, art, gifts and lifestyle products from both well-known and up-and-coming Australian and international designers. The firm shares the stories behind the brands and the designers, taking customers behind the scenes, and through exclusive sales events creates a fresh, engaging outlook that informs, entertains and is aimed to inspire.


**3. Fast 50 2014 – Ranked 3**
**Pet Circle**

- **Sector:** Internet
- **Growth:** 1295%
- **Location:** NSW

Pet Circle has quickly become Australia’s largest online pet supplies company. It offers the world’s most trusted and recognised brands online, combining convenience with price.


*Note: The profiles appear as provided by the winning companies.*
Profiling this year’s winners

4 Fast 50 2014 – Ranked 4
Pepperstone
Sector: Internet
Growth: 1098%
Location: VIC
Company structure: Private
Leader: Owen Kerr

Pepperstone is a foreign exchange broker with seven online platforms that enable 62 currencies and metals to be traded on the interbank currency market. Pepperstone has created an Optical Fibre network close to Wall Street in New York that connects the trading floors of 22 the world’s biggest banks. This Interbank network aggregates the FX buy/sell prices the banks are quoting and then offers the best price to Pepperstone’s clients.

More at: www.pepperstone.com

5 Fast 50 2014 – Ranked 5
R1i
Sector: Internet
Growth: 599%
Location: WA
Company structure: Private
Leader: Martin Conway

R1i provides managed services, people services (specialised in IT), storage/networking solutions across government, large commercial and mining sectors. By bringing sales, engineering, management and financial skills together it provides the best solutions for its clients. The ‘small’ company has grown a ‘large reputable’ name in Perth. Partnering with Cisco, Hitachi, and Telstra, it has a vision to continue providing excellent services to a wide range of clients across Perth with a view to expanding to the eastern states.

More at: www.r1i.com.au

Note: The profiles appear as provided by the winning companies.
Leadership Awards – Winner’s Profile

Pepperstone

<table>
<thead>
<tr>
<th>Sector: Internet</th>
<th>Company structure: Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth: 1098%</td>
<td>Leader: Owen Kerr</td>
</tr>
<tr>
<td>Location: VIC</td>
<td></td>
</tr>
</tbody>
</table>

Pepperstone is a foreign exchange broker with seven online platforms that enable 62 currencies and metals to be traded on the interbank currency market. Pepperstone has created an Optical Fibre network close to Wall Street in New York that connects the trading floors of 22 the world’s biggest banks. This Interbank network aggregates the FX buy/sell prices the banks are quoting and then offers the best price to Pepperstone’s clients.

More at: [www.pepperstone.com](http://www.pepperstone.com)

Note: The profiles appear as provided by the winning companies.
Rising Star Awards – Winner’s Profile

health.com.au

Sector: Internet  
Growth: 8873%  
Location: VIC

Company structure: Private  
Leader: Andy Sheats

health.com.au is an online health insurance provider that aims to make policies easy to understand so that Australians can access affordable healthcare without the hassle of paperwork and the confusion of the fine print. Registered and regulated by the Australian Government, health.com.au is the first online health insurer of its kind. By focusing on personal support through strong lines of communication via phone, email, online chat and social media, health.com.au is dedicated to providing the best customer service and becoming one of Australia’s favourite health insurance providers.

More at: www.health.com.au

Note: The profiles appear as provided by the winning companies.
Contact us

Stuart Johnstone
National TMT Leader
Melbourne
+61 3 9671 6518
stujohnston@deloitte.com.au

Robert Basker
Global Employee and Employee Share Options Services, Sydney
+61 2 9322 7551
rbarker@deloitte.com.au

Paul Carr
Audit & Advisory
Melbourne
+61 3 9671 7350
paulcarr@deloitte.com.au

Jacqui Clarke
Sydney Business Advisory Services
+61 2 9322 7422
jacquiclearke@deloitte.com.au

Eamon Fendwick
R&D Services
Western Sydney
+61 2 9322 7189
efenwick@deloitte.com.au

Michael Gastevich
Business Advisory Services
Perth
+61 8 9365 7355
mgastevich@deloitte.com.au

James Head
Tax
Sydney
+61 2 9322 5881
jahed@deloitte.com.au

Josh Tanchel
Leader, Deloitte Technology Fast 50 program
Audit and Advisory, Sydney
+61 2 9322 7258
jtanchel@deloitte.com.au

Stephen Healey
Business Advisory Services
Brisbane
+61 7 3308 7226
sthealey@deloitte.com.au

Nick Ng
Business Advisory Services
Melbourne
+61 3 9671 7695
nicng@deloitte.com.au

Duncan Stevenson
Business Advisory Services
Melbourne
+61 3 9671 7513
dstevenson@deloitte.com.au

Lisa Stribley
Business Advisory Services
Melbourne
+61 3 9671 7041
lstribley@deloitte.com.au

Damien Tampling
Corporate Finance
Sydney
+61 2 9322 5890
dtampling@deloitte.com.au

Tony Woods
Debt Advisory Services
Sydney
+61 2 9322 5761
antwoods@deloitte.com.au
This publication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively the “Deloitte Network”) is, by means of this publication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this publication.

About Deloitte
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/au/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms.

Deloitte provides audit, tax, consulting, and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte has in the region of 200,000 professionals, all committed to becoming the standard of excellence.

About Deloitte Australia
In Australia, the member firm is the Australian partnership of Deloitte Touche Tohmatsu. As one of Australia’s leading professional services firms, Deloitte Touche Tohmatsu and its affiliates provide audit, tax, consulting, and financial advisory services through approximately 6,000 people across the country. Focused on the creation of value and growth, and known as an employer of choice for innovative human resources programs, we are dedicated to helping our clients and our people excel. For more information, please visit Deloitte’s web site at www.deloitte.com.au.

Liability limited by a scheme approved under Professional Standards Legislation.

Member of Deloitte Touche Tohmatsu Limited
© 2014 Deloitte Touche Tohmatsu.