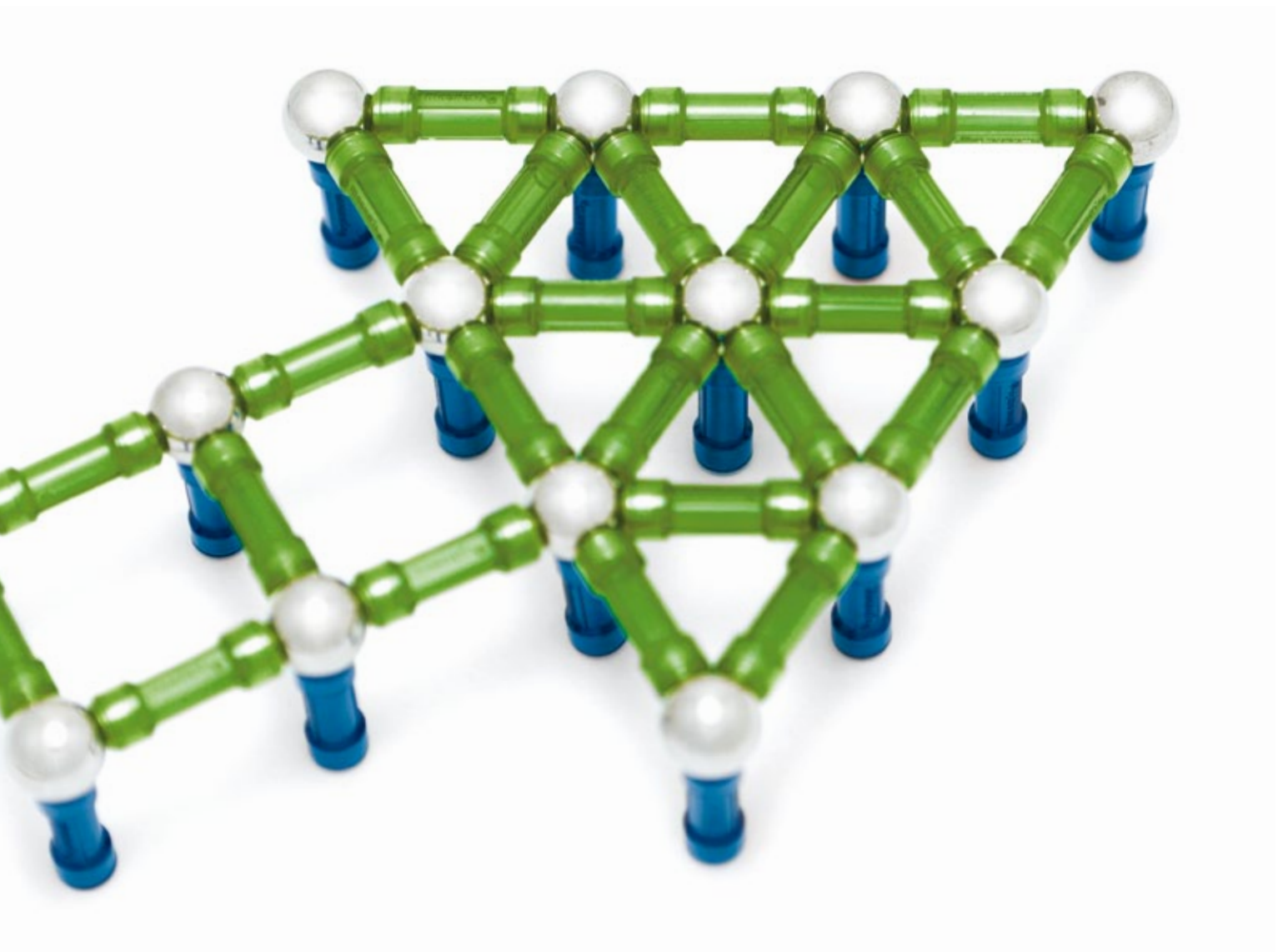


Deloitte.

Deloitte Technology Fast 50
Australia 2012
Powerful connections



Welcome to the Deloitte Technology Fast 50 Australia 2012

The Deloitte Technology Fast 50 Australia 2012 is a program that recognises and profiles fast growing technology companies. The program, which is now a decade old in Australia, ranks the 50 fastest growing public or private technology companies, based on percentage revenue growth over three years (2010 to 2012).

The program includes the following related industry sectors:

- Communications/networking
- Software
- Semiconductors, components and electronics
- Life Sciences
- Internet
- Computers and peripherals.

The Deloitte Technology Fast 50 is part of the Deloitte Technology Fast 500 Asia Pacific program, which 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 and gathered via our online survey tool, DTermine. It is then cross-checked using each company's financial statements which have been verified by their accountants or a registered auditor.

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

Foreword

Now in its twelfth year, the Deloitte Technology Fast 50 continues to celebrate companies who are capitalising on the shifts and opportunities that technology is bringing to our business landscape.

Our program recognises 50 organisations who are some of the fastest growing and uniquely positioned companies in the Australian technology industry. Some of these companies have become household names in a very short time-frame, a testament to the opportunities provided by the technology shift.

We believe the technology shift will continue to become more pronounced as the cost of technology innovation reduces and new business models are developed to take into account the impact of a levelled playing field provided by the Internet

Congratulations to this year's winner, Internet retailer, brandsExclusive (Australia) Pty Ltd, one of the fastest-growing fashion websites in the country and the market leader in the private shopping club segment. Not only has the company topped this year's winners list, it has also topped the Leadership Awards category, which provides special recognition to winners with revenues in excess of \$50 million.

Congratulations also go to the following companies:

- M2 Telecommunications Group (Pty) Ltd and iiNet Ltd who have appeared in the index for seven consecutive years.
- This year's Rising Star winner, Internet retailer, StyleTread Pty Ltd.

The sectors driving the growth in this year's Fast 50 are online, software and the infrastructure needed to support these. The convergence of disruptive Post-digital technologies is changing the way businesses must respond to individuals' needs and expectations.

These forces are impacting most, if not all industries and segments for purposes of innovation, competitive customer advantage, agility of function, and responsiveness to scale. Consumer-focused businesses are at the forefront of riding the surge in consumerisation of Mobility and Social. The pace of change and innovation is so high that being 'first' is not always an advantage. There is a strong opportunity to leapfrog ahead of early adopters.

The increased attractiveness and accessibility of connective technology has accelerated its adoption, enabling and motivating a constantly active and evolving network of customers, information, services, and commerce mediation. We see the new thing being the combination of the most powerful existing digital technologies coming together and changing the game.

I trust you will find this year's Technology Fast 50 winners inspirational as they have embraced change, adopted new technologies and brought innovative solutions to the market place. Businesses like these deserve the accolade of being a Deloitte Technology Fast 50 winner and we see great times ahead.



Joshua Tanchel
Leader, Deloitte Technology Fast 50 Program

Congratulations to this year's winners...

- Second-time winner
- Third-time winner
- Fourth-time winner
- Fifth-time winner
- Sixth-time winner
- Seventh-time winner

Rank	Company	Growth %	Sector	CEO/MD	Website	State
1	brandsExclusive (Australia) Pty Ltd	1,335.1%	Internet	Daniel Jarosch	www.brandsexclusive.com.au	NSW
2	Australian Renewable Fuels Ltd	1,235.7%	Life Sciences	Andrew White	www.arfuels.com.au	VIC
3	SolveIT Software Pty Ltd	678.9%	Software	Matthew Michalewicz	www.solveitsoftware.com	SA
4	Kogan Technologies Pty Ltd	515.6%	Internet	Ruslan Kogan	www.kogan.com	VIC
5	Neon Stingray Pty Ltd	467.7%	Internet	Christopher Flintoft	www.neonstingray.com	NSW
6	Infoready Pty Ltd	418.1%	Software	Tristan Sternson	www.infoready.com.au	VIC
7	SMS Central Australia Pty Ltd	371.6%	Communications	David Freeland	www.smscentral.com.au	VIC
8	Cohort Digital Pty Ltd	295.6%	Internet	Marcelo Ulvert and Malcolm Treanor	www.cohort.com.au	NSW
9	Redbubble Pty Ltd	275.0%	Internet	Martin Hosking	www.redbubble.com	VIC
10	astutepayroll.com	256.7%	Software	Nicholas Beames	www.astutepayroll.com	VIC
11	SurfStitch Pty Ltd	252.7%	Internet	Justin Cameron	www.surfstitch.com	QLD
12	BizCover Pty Ltd	249.9%	Internet	Michael Gottlieb	www.bizcover.com	NSW
13	Appen Holdings Pty Ltd	225.5%	Communications	William Pulver	www.appenbutlerhill.com	NSW
14	MyNetFone Pty Ltd	216.7%	Communications	Rene Sugo	www.mynetfone.com.au	NSW
15	Appliances Online	206.2%	Internet	John Winning	www.appliancesonline.com.au	NSW
16	Time Telecom Pty Ltd (Smart Business Telecom)	205.6%	Communications	Sachin Rathi	www.smartbusinesstelecom.com.au	VIC
17	BigAir Group Ltd	202.2%	Communications	Jason Ashton	www.bigair.com.au	NSW
18	Observatory Crest Australia Pty Ltd	198.1%	Software	Martin Christmas and Jack Sabo	www.obcrest.com.au	NSW
19	Tom Waterhouse Pty Ltd	196.0%	Internet	Tom Waterhouse	www.tomwaterhouse.com	NSW
20	Bulletproof Networks Pty Ltd	178.4%	Internet	Anthony Woodward	www.bulletproof.net	NSW
21	Mozo Pty Ltd	177.6%	Internet	Rohan Gamble	www.mozo.com.au	NSW
22	Excite Digital Media	172.8%	Internet	Evan Balafas	www.excitedigitalmedia.com	NSW
23	Anittel Ltd	163.2%	Communications	Peter Kazacos	www.anittel.com.au	NSW
24	Speedwell eBusiness Solutions Pty Ltd	160.8%	Software	Bruce Young	www.speedwell.com.au	QLD
25	Vocus Communications Ltd	159.1%	Internet	James Spenceley	www.vocus.com.au	NSW

Rank	Company	Growth %	Sector	CEO/MD	Website	State
26	Odecee Pty Ltd	146.2%	Software	Con Mouzouris	www.odecee.com.au	VIC
27	Roi.com.au Pty Ltd	142.4%	Internet	Ewan Watt	www.roi.com.au	VIC
28	SiteMinder Pty Ltd	129.2%	Software	Mike Ford	www.siteminder.com	NSW
29	The Web Showroom Pty Ltd	127.3%	Internet	David Lawrence	www.thewebshowroom.com.au	NSW
30	Tigerspike Pty Ltd	120.9%	Software	Luke Janssen	www.tigerspike.com	NSW
31	MacromatiX Pty Ltd	116.3%	Software	Dave Jacobson	www.macromatix.com	NSW
32	E-Web Marketing Pty Ltd	116.0%	Internet	Gary Ng	www.ewebmarketing.com.au	NSW
33	4Cabling Pty Ltd	112.2%	Computer Peripherals	Nicole Kersh	www.4Cabling.com.au	NSW
34	BigCommerce Pty Ltd	110.3%	Internet	Eddie Machaalani and Mitchell Harper	www.bigcommerce.com	NSW
35	Freelancer.com	107.0%	Internet	Matt Barrie	www.freelancer.com	NSW
36	Tyro Payments Ltd	106.5%	Software	Jost Stollmann	www.tyro.com	NSW
37	Ansarada Pty Ltd	106.3%	Software	Sam Riley	www.ansarada.com	NSW
38	ispONE Pty Ltd	104.2%	Communications	Zac Swindells	www.ispone.com.au	VIC
39	IP Payments Pty Ltd	103.5%	Software	Jamie Collins	www.ippayments.com	NSW
40	WARDY IT Solutions Pty Ltd	98.6%	Software	Peter Ward	www.wardyit.com	QLD
41	Uber Global Pty Ltd	97.1%	Internet	Michael McGoogan	www.uber.com.au	ACT
42	M2 Telecommunications Group Ltd	94.3%	Communications	Geoff Horth	www.m2.com.au	VIC
43	Interact Learning Pty Ltd	93.3%	Software	Tony Fairbairn	www.e3learning.com.au	SA
44	Addcom Contact Solutions Pty Ltd	90.0%	Communications	Craig Alvarez	www.addcomcontactsolutions.com.au	NSW
45	Quinntessential Marketing Ltd	89.5%	Software	Paul Quinn	www.quinntessential.com.au	NSW
46	Switched on Media Pty Ltd	88.3%	Internet	Scot Ennis	www.switchedonmedia.com.au	NSW
47	UltraServe Internet Pty Ltd	85.7%	Internet	Samuel Yeats	www.ultraserve.com.au	NSW
48	UXC Connect Pty Ltd	78.4%	Communications	Ian Poole	www.uxconnect.com.au	NSW
49	Redarc Electronics Pty Ltd	75.7%	Components and Electronics	Anthony Kittel	www.redarc.com.au	SA
50	iiNet Ltd	75.4%	Communications	Michael Malone	www.iinet.net.au	WA

Leadership awards

The Leadership awards honour those Technology Fast 50 winning companies with revenues in excess of \$50 million this year.

Not only is achieving \$50 million revenue status a significant achievement, but so too is achieving revenue growth of sufficient proportions to make this year's Technology Fast 50 winners list.

Congratulations to these ten companies!

No.	Company	Growth %	Sector	CEO/MD	Website	State
1	brandsExclusive (Australia) Pty Ltd	1,335.1%	Internet	Daniel Jarosch	www.brandsexclusive.com.au	NSW
2	Kogan Technologies Pty Ltd	515.6%	Internet	Ruslan Kogan	www.kogan.com	VIC
3	Appliances Online	206.2%	Internet	John Winning	www.appliancesonline.com.au	NSW
4	Time Telecom Pty Ltd (Smart Business Telecom)	205.6%	Communications	Sachin Rathi	www.smartbusinesstelecom.com.au	VIC
5	Anittel Ltd	163.2%	Communications	Peter Kazacos	www.anittel.com.au	NSW
6	Freelancer.com	107.0%	Internet	Matt Barrie	www.freelancer.com	NSW
7	ispONE Pty Ltd	104.2%	Communications	Zac Swindells	www.ispone.com.au	VIC
8	M2 Telecommunications Group Ltd	94.3%	Communications	Geoff Horth	www.m2.com.au	VIC
9	UXC Connect Pty Ltd	78.4%	Communications	Ian Poole	www.uxconnect.com.au	NSW
10	iiNet Ltd	75.4%	Communications	Michael Malone	www.iinet.net.au	WA

Rising star awards

This year's Rising Star awards recognise high-growth nominating companies who did not qualify for the Technology Fast 50, either as a result of having less than three year's existing revenue data or not meeting the \$8 million three-year cumulative revenue eligibility requirement of the Technology Fast 50 program.

Whilst there were many exciting, fast growth companies who did not qualify for this year's Australian program, the following companies have been selected as Rising Stars on the basis of their growth or speed of scaling:

Companies recognised for their fast growth:

No.	Company	Sector	CEO/MD	Website	State
1	StyleTread Pty Ltd*	Internet	Mark Rowland	www.styletread.com.au	NSW
2	Rocklive Pty Ltd*	Internet	Justin Viles	www.rocklive.com.au	NSW
3	Outware Mobile	Software	Eytan Lenko	www.outware.com.au	VIC
4	Virtual Machine Technology*	Communications	Len Findlay	www.vmtch.com.au	NSW
5	Temando*	Software	Carl Hartmann	www.temando.com	NSW
6	OrionVM Holdings Pty Ltd	Internet	Sheng Yeo	www.orionvm.com.au	NSW
7	Global Group Australia PL*	Internet	Gary Munitz	www.globalit.net.au	NSW
8	Teledesign Australia Pty Ltd	Communications	Jorma Miettinen	www.teledesign.com.au	NSW

**also recognised for their scaling*

Other companies recognised for their scaling:

No.	Company	Sector	CEO/MD	Website	State
1	CoursesNow.com	Internet	Paul Fisher	www.coursesnow.com.au	NSW
2	Menulog Pty Ltd	Internet	Dan Katz	www.menulog.com.au	NSW
3	Balance Internet Pty Ltd	Internet	Alana Fennessy	www.balanceinternet.com.au	VIC
4	Lazu Pty Ltd	Internet	Raagulan	www.lazu.com.au	VIC
5	LeadBolt Pty Ltd	Internet	Dale Carr	www.leadbolt.com	NSW
6	Atomic Search Pty Ltd	Internet	James Dixon	www.atomicsearch.com.au	NSW
7	Flippa Pty Ltd	Internet	Ophelie Lechat	www.flippa.com	VIC

Observations from the Winners' Circle

Powerful connections

Our analysis of the 2012 Technology Fast 50 highlights the following:

- The total revenue of the index is approximately \$2.4 billion, up from \$2.2 billion in 2011
- The majority of the top 50 companies are based in NSW. This has been a consistent pattern since the inception of the ranking in 2001. This year, 31 companies hail from NSW, with 11 from Victoria
- Privately held companies dominate the index, with 42 being privately owned and 8 companies being listed
- Internet companies continue to lead the charge, with 21 companies being involved in the internet industry
- Fifteen software companies have made the winners' list this year – up from eleven in 2011
- Eleven companies are involved in the communications/networking industry
- 26 of the companies have appeared in the winners list in previous years
- Average three-year revenue for this year's winners is 229%, up from 209% in 2011.

Revenue levels

	2012	2011	2010	2009	2008	2007
Greater than \$100m	3	4	3	1	2	3
\$50m – \$100m	7	4	3	6	3	1
\$20m – \$50m	8	9	13	7	7	8
\$5m – \$20m	25	27	19	14	15	16
\$1m – \$5m	7	6	12	22	23	22
Total	50	50	50	50	50	50
Total (\$m)	\$2,400	\$2,220	\$1,836	\$1,066	\$894	\$903

Industry segments

	2012	2011	2010	2009	2008	2007
Internet	21	23	19	14	15	22
Software	15	11	15	20	19	7
Communications/ Networking	11	12	10	13	12	10
Computers and Peripherals	2	4	2	–	–	3
Life Sciences	1	–	3	2	2	3
Other	–	–	1	1	2	5
Total	50	50	50	50	50	50

Fast 50 by state

	2012	2011	2010	2009	2008	2007
NSW	31	25	28	29	24	23
VIC	11	19	17	15	17	15
QLD	3	3	4	4	6	11
SA	3	2	–	2	2	1
WA	1	1	1	–	–	–
ACT	1	–	–	–	1	–
Total	50	50	50	50	50	50

Listed vs. Private

	2012	2011	2010	2009	2008	2007
Listed	8	6	14	8	11	15
Private	42	44	36	42	39	35
Total	50	50	50	50	50	50

Serial success

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

Seventh year	Sixth year	Fifth year	Fourth year	Third year	Second year
<ul style="list-style-type: none"> • M2 Telecommunications Group Pty Ltd • iiNet Ltd. 	<ul style="list-style-type: none"> • Tigerspike Pty Ltd • ispONE Pty Ltd. 	<ul style="list-style-type: none"> • MacromatiX Pty Ltd • E-Web Marketing Pty Ltd • IP Payments Pty Ltd. 	<ul style="list-style-type: none"> • Ansarada Pty Ltd. 	<ul style="list-style-type: none"> • BigAir Group Ltd • Bulletproof Networks Pty Ltd • Anittel Ltd • Vocus Communications Ltd • Redarc Electronics Pty Ltd • Speedwell eBusiness Solutions Pty Ltd. 	<ul style="list-style-type: none"> • Kogan Technologies Pty Ltd • SurfStitch Pty Ltd • BizCover Pty Ltd • Appen Holdings Pty Ltd • Observatory Crest Australia Pty Ltd • Mozo Pty Ltd • Odecee Pty Ltd • Roi.com.au Pty Ltd • SiteMinder Pty Ltd • 4Cabling Pty Ltd • WARDY IT Solutions Pty Ltd • Switched on Media Pty Ltd • Quinntessential Marketing Ltd.

Technology Fast 50 – Top 5

1

Fast 50 2012 – Ranked 1 brandsExclusive (Australia) Pty Ltd

Sector: Internet	Company structure: Private
Growth: 1,335.1%	Leader: Daniel Jarosch
Location: NSW	

Online shopping clubs are currently one of the most popular e-commerce trends on the Internet. Australia's first by-invitation shopping club, brandsExclusive is one of the fastest-growing fashion websites in the country and is the market leader in the private shopping club segment, with the highest number of unique visitors per month.

The company has a member base of over two million people, growing by 90,000 members per month. It partners directly with leading brands to offer sales events to members.

The company has built long-term strategic sourcing relationships and has run campaigns with over 800 premium brands (and growing).

More at: www.brandsexclusive.com.au

2

Fast 50 2012 – Ranked 2 Australian Renewable Fuels Ltd

Sector: Life Sciences	Company structure: Listed
Growth: 1,235.7%	Leader: Andrew White
Location: VIC	

With a focus on producing high quality biodiesel and a steadfast commitment to environmental sustainability, Cleantech company, Australian Renewable Fuels (ARFuels) is proud to be the only public-listed biodiesel entity and national biodiesel company in Australia.

ARFuels currently produces clean and sustainable alternative fuels, as well as managing a planned roll-out of biodiesel plants within Australia. It is also implementing an expansion program overseas, involving the establishment of biodiesel plants. Currently there are three plants, one in Adelaide, South Australia and the other located in Picton, Western Australia.

More at: www.arfuels.com.au

The information included in these profiles was provided by the participating companies or is available on their websites. Winners are ranked based on revenue growth over their last three financial years.

3

Fast 50 2012 – Ranked 3 SolveIT Software Pty Ltd

Sector: Software	Company structure: Private
Growth: 678.9%	Leader: Matthew Michalewicz
Location: SA	

SolveIT Software Pty Ltd specialises in supply and demand optimisation and predictive modelling. Employing 150 staff across five international offices, the company offers enterprise software for advanced planning and scheduling; supply chain network optimisation; demand planning and forecasting; and predictive modelling.

In addition, its mining software applications cover exploration management, mine planning and scheduling and mine-to-port logistics optimisation.

More at: www.solveitsoftware.com

4

Fast 50 2012 – Ranked 4 Kogan Technologies Pty Ltd

Sector: Internet	Company structure: Private
Growth: 515.6%	Leaders: Ruslan Kogan
Location: VIC	

Kogan is a designer, manufacturer and retailer of consumer electronics. Kogan's business model enables it to bring the latest and best consumer electronics and home appliances direct to shoppers through kogan.com and kogan.co.uk. Kogan engages its customers through its blog, Facebook and Twitter and releases new products based on the feedback received through these platforms. The company's patent-pending innovation LivePrice provides transparency to the production process, and allows shoppers to save even more by ordering products while they're still being manufactured.

More at: www.kogan.com

5

Fast 50 2012 – Ranked 5 Neon Stingray Pty Ltd

Sector: Internet	Company structure: Private
Growth: 467.7%	Leader: Christopher Flintoft
Location: NSW	

Neon Stingray is a B2B2C Transactional Media solutions provider focused on Video on Demand (VOD) and the Media and Entertainment sector. With 50 staff and offices in Sydney and Stockholm, the company works with Content Rights Owners to enable them to secure and extract maximum value from premium rights across every media and device. Its specialty is the concept, design, build, launch and management of secure cross platform digital stores with interfaces optimised to drive maximum value from these rights.

More at: www.neonstingray.com

Leadership awards – Winning company

brandsExclusive (Australia) Pty Ltd

Sector: Internet

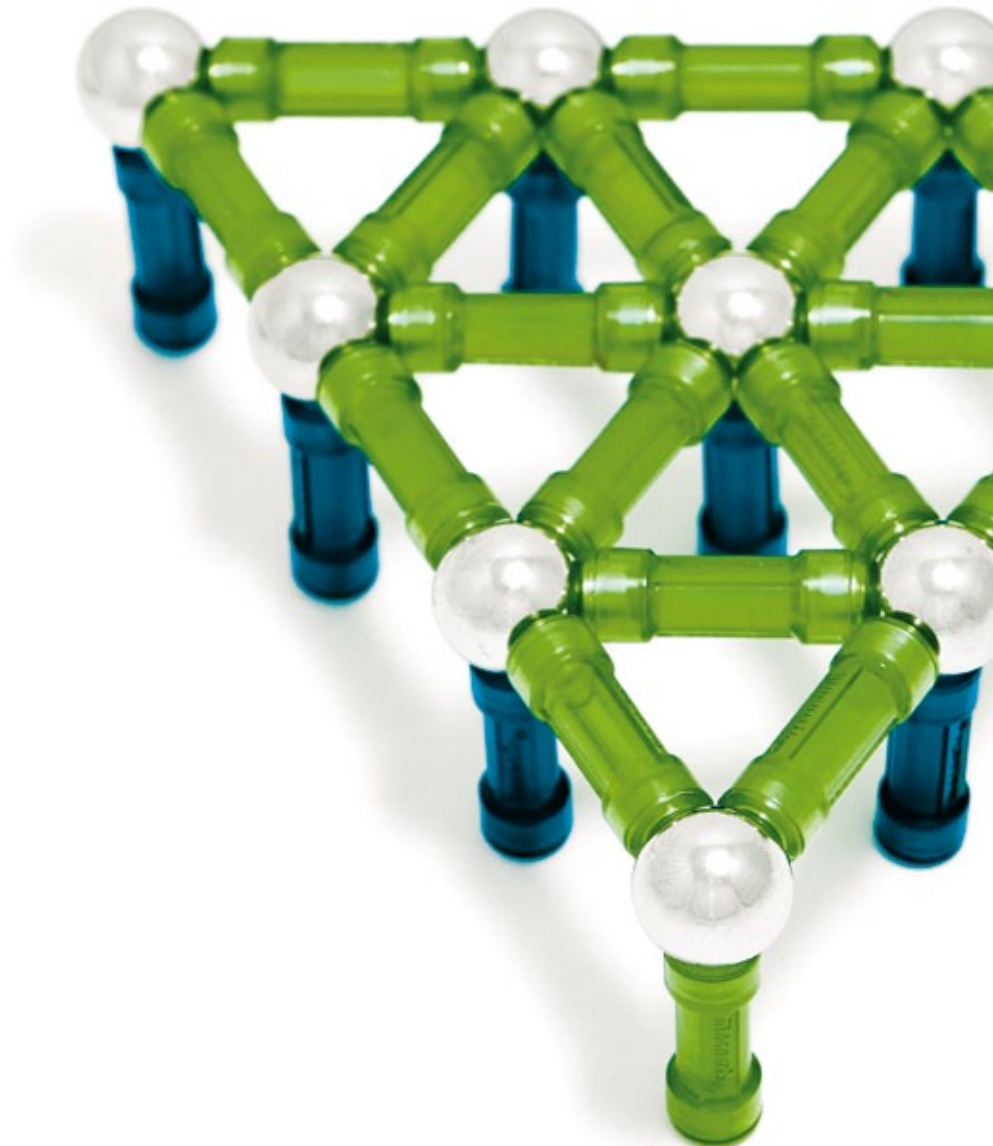
Company structure: Private

Growth: 1,335.1%

Leader: Daniel Jarosch

Location: NSW

Refer to description on *page 11*



Rising star awards – Winning company

Styletread Pty Ltd

Sector: Internet

Company structure: Private

Location: NSW

Leader: Mark Rowland

Styletread is an Australian online shoe-store that also has operations in New Zealand. With the largest range of footwear in Australia, the company has developed its web-store platform on the base of a customised Magento open source platform.

More at: www.styletread.com.au

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*Flickr Geotag Map
London*

ukti.gov.uk/greatbritain/au

