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Deloitte Technology
Fast 50 Australia 2010
Lead. Innovate. Excel

Welcome to the Deloitte Technology Fast 50 Australia 2010

The Deloitte Technology Fast 50 Australia 2010 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 (2008 to 2010).

The program includes the following related industry sectors:

- Communications/networking
- Software
- Biotechnology/Pharmaceutical
- 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 Technology Fast 50 Australia list via our website. Financial data about the top 50 companies is provided by the entrants gathered via our online survey tool, DTermine, and is 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

Lead. Innovate. Excel

This year's Deloitte Technology Fast 50 is, yet again, a celebration of companies who are embracing 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.

In our 2009 report we identified a technology driven tipping point of improving efficiencies and diminishing operational costs.

We believe beyond 2010 this technology shift is going to be even more pronounced as the cost of innovation reduces, organisations are now beginning to embrace these shifts from a talent perspective and the rules of business are starting to change. This linking of shifting technology, highly skilled people and changing business rules will continue to create future opportunities for our Technology Fast 50 companies to capitalise on.

The companies in this year's index are inspirational in the way they have looked for opportunities in a somewhat cautious market and strategically prepared themselves for improved economic conditions.

Congratulations to this year's winner, telecommunications company, Vocus Communications Limited, who provides independent data and voice solutions to the wholesale market. This young company has leapt to prominence through an exceptional growth rate of 11,306% and has recently successfully completed its listing onto the ASX.

Congratulations also go to the following companies:

- M2 Telecommunications Group for their second consecutive appearance in the top 10, as well as topping this year's Leadership awards (for winners with revenues of greater than \$50 million in 2009/10)
- Atlassian Corporation Ltd, Cellestis Ltd, CogState Ltd and Message4U Pty Ltd, who have appeared in the index for six consecutive years
- This year's Rising Star award winner, Internet company, Mozo Pty Ltd.

This year we have noticed an increase of companies that classify themselves as 'Internet' businesses, which is representative of the shift of broader technology companies to being more online focused and operating in the cloud. Ozsale Pty Ltd in some ways is a new style of entrant in the Technology Fast 50 as its online presence and 'bricks and mortars' element is the first we've seen in the ten year history of the Australian program. In the coming years we expect more activity in this space. Even in the last 12 months we've seen the large retailers such as David Jones and Myer make moves in this area.

Interestingly, many of this year's winners have been through one or more transactions, already with large trade players and offshore venture capital/private equity houses.

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.



Joshua Tanchel
Leader, Deloitte Technology Fast 50 Program

Congratulations to this year's winners...

■ Two consecutive years ■ Three consecutive years ■ Four consecutive years ■ Five consecutive years ■ Six consecutive years

Rank	Company	Growth %	Sector	CEO/MD	Website	State
1	Vocus Communications Ltd	11,305.60%	Communications/ Networking	James Spenceley	www.vocus.com.au	NSW
2	Hotels Combined Pty Ltd	1,925.68%	Internet	Yury Shar	www.hotelscombined.com	NSW
3	Ozsale Pty Ltd	821.21%	Internet	Carl Jackson	www.ozsale.com.au	NSW
4	Stateless Systems Pty Ltd	698.11%	Internet	Bevan Clark & Guy King	www.statelessystems.com	VIC
5	Megabuy Group Pty Ltd	519.14%	Computer Peripherals	Yury Karpowicz	www.megabuy.com.au	QLD
6	Rubik Financial Ltd	395.84%	Software	Brent Jackson	www.rubik.com.au	NSW
7	Anittel Ltd	373.00%	Communications/ Networking	Ilkka Tales	www.anittel.com.au	NSW
8	inTechnology Distribution Pty Ltd	311.90%	Software	Mark Winter	www.intechnology.com.au	QLD
9	M2 Telecommunications Group Ltd	272.79%	Communications/ Networking	Vaughan Bowen	www.m2.com.au	VIC
10	Get Price Pty Ltd	257.77%	Internet	Chris Hitchen	www.getprice.com.au	NSW
11	Ansarada Pty Limited	240.07%	Internet	Sam Riley	www.ansarada.com	NSW
12	Mobile Tracking & Data Pty Ltd	226.97%	Software	Matthew Bellizia	www.mtdata.com.au	VIC
13	Kidspot.com.au Pty Ltd	195.36%	Internet	Katie May	www.kidspot.com.au	VIC
14	Spirit Telecom (Australia) Pty Ltd	192.14%	Communications/ Networking	Geoff Neate	www.spirit.com.au	VIC
15	catchoftheday.com.au	179.13%	Internet	Gabby Leibovich	www.catchoftheday.com.au	VIC
16	MacromatiX Holdings Pty Ltd	174.24%	Software	Dave Jacobson	www.macromatix.com	NSW
17	TigerSpike Pty Ltd	170.70%	Software	Luke Janssen	www.tigerspike.com	NSW
18	Online Growth Solutions Pty Ltd	155.74%	Internet	Larry Bloch	www.netregistry.com.au	NSW
19	CogState Ltd	150.69%	Life Sciences	Brad O'Connor	www.cogstate.com	VIC
20	OzForex Pty Ltd	144.04%	Internet	Neil Helm	www.ozforex.com.au	NSW
21	Distribution Central Pty Limited	130.96%	Software	Scott Frew	www.distributioncentral.com	NSW
22	Verve Portraits Pty Ltd	128.70%	Computer Peripherals	Holly McErvale	www.verveportraits.com.au	VIC
23	ispONE Pty Ltd	125.25%	Communications/ Networking	Zac Swindells	www.ispone.com.au	VIC
24	Cellestis Ltd	114.47%	Life Sciences	Tony Radford	www.cellestis.com	VIC
25	Stratatel Ltd	101.74%	Software	Mike Fairclough	www.stratatel.com.au	NSW
26	Viocorp International Pty Ltd	101.07%	Software	Ian Gardiner	www.viocorp.com	NSW
27	IP Payments Pty Ltd	99.39%	Software	Jamieson Collins	www.ippayments.com.au	NSW
28	Viteklogies Pty Ltd	96.87%	Internet	David Vitek	www.viteklogies.com.au	NSW
29	Sense of Security Pty Ltd	93.72%	Internet	Murray Goldschmidt & Jason Edelstein	www.senseofsecurity.com.au	NSW
30	iiNet Ltd	89.44%	Internet	Michael Malone	www.iinet.net.au	WA

Rank	Company	Growth %	Sector	CEO/MD	Website	State
31	Revolution IT Pty Ltd	85.80%	Software	Hamish Leighton	www.revolutionit.com.au	VIC
32	Praemium Ltd	85.66%	Software	Arthur Naoumidis	www.praemium.com.au	VIC
33	Atlassian Corporation Pty Ltd	84.42%	Software	Mike Cannon-Brookes & Scott Farquhar	www.atlassian.com	NSW
34	Learning Seat	82.21%	Internet	Michael Solomon	www.learningseat.com	VIC
35	Generation-e Pty Ltd	79.07%	Communications/ Networking	Biagio LaRosa	www.generation-e.com.au	VIC
36	CADX Pty Ltd trading as ProjectCentre.net	78.37%	Internet	Kevin Davis	www.projectcentre.net	NSW
37	My Net Fone Australia Pty Ltd	77.59%	Communications/ Networking	Andy Fung	www.mynetfone.com.au	NSW
38	Bulletproof Networks Pty Ltd	77.56%	Internet	Anthony Woodward	www.bulletproof.net.au	NSW
39	RITEQ Pty Ltd	77.51%	Software	David Kroser	www.riteq.com.au	NSW
40	RedBalloon Pty Ltd	74.28%	Internet	Naomi Simson	www.redballoon.com.au	NSW
41	Message4U Pty Ltd	72.47%	Communications/ Networking	Grant Rule	www.messagemedia.com.au	VIC
42	Moshtix Ltd	71.32%	Internet	Adam McArthur	www.moshtix.com.au	NSW
43	E-Web Marketing Pty Ltd	70.60%	Internet	Gary Ng	www.ewebmarketing.com.au	NSW
44	Vision 6 Pty Ltd	69.91%	Software	Mathew Myers & Evan Fortune	www.vision6.com.au	QLD
45	Sirtex Medical Ltd	68.45%	Life Sciences	Gilman Wong	www.sirtex.com	NSW
46	LEAP Legal Software Pty Ltd	67.24%	Software	Christian Beck	www.leap.com.au	NSW
47	Thomas Duryea Consulting Pty Ltd	61.73%	Components and Electronics	Andrew Thomas	www.td.com.au	VIC
48	Vroom Vroom Vroom Pty Ltd	59.94%	Internet	Richard Eastes	www.vroomvroomvroom.com.au	QLD
49	Webjet Ltd	56.75%	Internet	Richard Noon	www.webjet.com.au	VIC
50	Matrix CNI Pty Ltd	55.87%	Communications/ Networking	Deni Saupin	www.matrixcni.com.au	NSW

Leadership awards

The Leadership awards recognise the Technology Fast 50 winning companies with revenues in excess of \$50 million this year. Achieving \$50 million revenue status is a significant achievement for our Technology Fast 50 winners. Congratulations to these six companies!

Rank	Company	Growth %	Sector	CEO/MD	Website	State
1	M2 Telecommunications Group Ltd	272.79%	Communications	Vaughan Bowen	www.m2.com.au	VIC
2	catchoftheday.com.au	179.13%	Internet	Gabby Leibovich	www.catchoftheday.com.au	VIC
3	Distribution Central Pty Limited	130.96%	Software	Scott Frew	www.distributioncentral.com	NSW
4	iiNet Ltd	89.44%	Internet	Michael Malone	www.iinet.net.au	WA
5	Atlassian Corporation Pty Ltd	84.42%	Software	Mike Cannon-Brookes & Scott Farquhar	www.atlassian.com	NSW
6	Sirtex Medical Ltd	68.45%	Life Sciences	Gilman Wong	www.sirtex.com	NSW

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 new \$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:

Rank	Company	Sector	CEO/MD	Website	State
1	Mozo Pty Ltd	Internet	Rohan Gamble	www.mozo.com.au	NSW
2	Emantra Pty Ltd	Internet	Ross Dewar	www.emantra.com.au	QLD
3	Pollenizer Pty Ltd	Internet	Michael Liubinskas	www.pollenizer.com	NSW
4	Ramp Holdings Pty Ltd	Communications	Kevin Cohen	www.ramp.com.au	NSW
5	The Website Marketing Group Pty Ltd	Internet	Michael Doyle	www.twmg.com.au	NSW

Observations from the winners' circle

Lead. Innovate. Excel

Our analysis of this year's Technology Fast 50 shows the following highlights:

- The total revenue of the index is approximately \$1.8 billion, up from \$1.1 billion in 2009
- The majority of the top 50 companies are based in NSW. This has been the pattern since the inception of the ranking in 2001. 28 companies hail from NSW, with 17 from Victoria
- Privately held companies dominate the index, with 36 being privately owned and 14 companies being listed, four of which appear in the top 10
- For the first time since 2007, Internet companies are leading the charge, with 20 companies being involved in the internet industry. Software companies follow suit, comprising 15 of the winners. Nine companies are involved in the communications/networking industry
- 30 of the companies have appeared in the winners list in previous years
- Average three-year revenue for this year winners is 425%, up from 278% in 2009.

Revenue Levels

	2010	2009	2008	2007	2006	2005
Greater than \$100m	3	1	2	3	5	4
\$50m – \$100m	3	6	3	1	4	1
\$20m – \$50m	13	7	7	8	15	13
\$5m – \$20m	19	14	15	16	10	5
\$1m – \$5m	12	22	23	22	16	27
Total	50	50	50	50	50	50
Total Revenue (\$m)	\$1,836	\$1,066	\$894	\$903	\$2,382	\$2,036

Industry Segments

	2010	2009	2008	2007	2006	2005
Internet	20	14	15	22	17	19
Software	15	20	19	7	8	10
Communications/Networking	9	13	12	10	11	8
Biotechnology/Pharmaceutical	3	2	2	3	8	3
Computers & Peripherals	2	–	–	3	2	8
Other	1	1	2	5	4	2
Total	50	50	50	50	50	50

Fast 50 by State

	2010	2009	2008	2007	2006	2005
NSW	28	29	24	23	21	15
VIC	17	15	17	15	16	20
QLD	4	4	6	11	6	5
SA	–	2	2	1	2	6
WA	1	–	–	–	4	4
ACT	–	–	1	–	1	–
Total	50	50	50	50	50	50

Listed vs Private

	2010	2009	2008	2007	2006	2005
Listed	14	8	11	15	25	20
Private	36	42	39	35	25	30
Total	50	50	50	50	50	50

Serial success

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

Sixth year	Fifth year	Fourth year	Third year	Second year
<ul style="list-style-type: none"> • CogState Ltd • Cellestis Ltd • Atlassian Corporation Pty Ltd • Message4U Pty Ltd • Webjet Ltd 	<ul style="list-style-type: none"> • M2 Telecommunications Group Ltd 	<ul style="list-style-type: none"> • TigerSpike Pty Ltd • ispONE Pty Ltd • RevolutionIT Pty Ltd • Vision 6 Pty Ltd • Vroom Vroom Vroom Pty Ltd • iinet Ltd 	<ul style="list-style-type: none"> • E-Web Marketing Pty Ltd • IP Payments Pty Ltd • LEAP Legal Software Pty Ltd • MacromatiX Holdings Pty Ltd • My Net Fone Australia Pty Ltd • OzForex Pty Ltd • Sense of Security Pty Ltd • Sirtex Medical Ltd • Thomas Duryea Consulting Pty Ltd • Viocorp International Pty Ltd • Vitetechnologies Pty Ltd 	<ul style="list-style-type: none"> • Get Price Pty Ltd • Ansarada Pty Limited • Mobile Tracking & Data Pty Ltd • Distribution Central Pty Limited • CADX Pty Ltd trading as ProjectCentre.net • RITEQ Pty Ltd • Red Balloon Pty Ltd

Winners' profiling

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.

Technology Fast 50 – Top 5

1

Fast 50 2010 – Ranked 1

Vocus Communications Limited

Sector: Internet

Company Structure: Listed

Growth: 11,305.60%

Leader: James Spenceley

Location: NSW

Vocus Communications Limited (ASX: VOC) is a newly listed Australian telecommunications provider, operating a national and global telecommunications network to provide Internet, Ethernet and Voice services to ISPs and telecommunications companies in Australia and New Zealand. Vocus is simply described as the Internet Provider to the Internet Providers.

The company provides high performance, high availability and highly scalable communications solutions which allow service providers to quickly and easily deploy new services for their own customer base. In addition to these services, Vocus provides outsourced network management, as well as tailoring products or network management to their customers' needs.

In July 2010 Vocus listed on the ASX and since listing Vocus has gone from strength to strength – reporting a 501% increase in profit before tax when releasing their audited annual results for the year ending 30 June 2010.

Vocus operates across both Australia and New Zealand, supplying services to some of the Internet's best known brands (such as Vodafone, iinet and Yahoo). On 25 October 2010 Vocus announced that it had entered into a binding agreement to acquire the Sydney and Melbourne data centre businesses from E3 Networks for a total consideration of \$5.9 million. This business will complement Vocus' core product offerings.

Vocus has also debuted on the BRW Fast Starters list (as 28th on the list). In addition, Vocus's CEO, James Spenceley, was also recently awarded the title of Young Entrepreneur of the Year in Ernst and Young's regional Entrepreneur of the Year program.

More at: www.vocus.com.au

2

Fast 50 2010 – Ranked 2

Hotels Combined Pty Ltd

Sector: Internet

Company Structure: Private

Growth: 1,925.68%

Leader: Yury Shar

Location: NSW

Hotels Combined owns and operates a leading web platform that searches a wide selection of global websites for inventory covering the world's key hotel suppliers and online travel agents and compares accommodation prices, features and availability for consumers in a user friendly manner. Hotels Combined uses world-class software and finely tuned data filtering and quality assurance technologies. By partnering with many globally recognised hotel chains and online travel agencies, Hotels Combined offers consumers unique access to a broad choice of accommodation available.

More at: www.hotelscombined.com

3

Fast 50 2010 – Ranked 3

Ozsale Pty Ltd

Sector: Internet	Company Structure: Private
Growth: 821.21%	Leader: Carl Jackson
Location: NSW	

Ozsale is Australia's first and exclusive private online shopping club, conducting private sales of selected brands (at discounted prices) to all members. The company's technology enables effective real time management of its online purchase ordering through to customer sales and related management.

More at: www.ozsale.com.au

4

Fast 50 2010 – Ranked 4

Stateless Systems Pty Ltd

Sector: Internet	Company Structure: Private
Growth: 698.11%	Leader: Bevan Clark & Guy King
Location: VIC	

The company's flagship website, RetailMeNot.com allows users to share coupons to help others save at online stores. Currently there are over 500,000 coupons listed for over 70,000 stores, including Target, Gap, Victoria's Secret, Walmart, Amazon, Macys and Pizza Hut. Despite its international success, the company has kept a low profile in Australia, maintaining a 'startup' like culture with low overheads and a focus on technology, user experience and design, as well as innovation and product development. The company's other sites include CushyCMS.com and TrendsMap.com. CushyCMS is a content management systems that powers over 50,000 sites in 12 languages and TrendsMap.com is a real-time local Twitter trends analyser.

More at: www.statelessystems.com

5

Fast 50 2010 – Ranked 5

MegaBuy Group

Sector: Computer Peripherals	Company Structure: Private
Growth: 519.14%	Leader: Yury Karpowicz
Location: QLD	

MegaBuy is an online retailer of computer hardware, software and other technology related products, selling an extensive range of products (over 30,000). The company maintains its competitive prices by utilising technology to achieve operational efficiencies and gain competitive advantage in the industry. MegaBuy has implemented in-house software systems to be able to efficiently manage a large product catalogue, process large volumes of orders and maintain a high level of customer service.

More at: www.megabuy.com.au

Leadership Awards winning company

M2 Telecommunications Group Ltd

Sector: Communications/
Networking

Growth : 272.79%

Location: VIC

Company Structure: Listed

Leader: Vaughan Bowen

M2 Telecommunications Group Ltd (ASX: MTU) is Australia's largest network-independent provider of the full suite of telecommunications services. After beginning as a manufacturer and retailer of digital messaging equipment in 1999, M2 moved on to become a retailer of telecommunications services in 2001, with products and services aimed at the small and medium business market. The success of their 'Phone & Fly' program under the M2 Telecom brand drove the concentrated move into the provision of telecommunications services, and several years of profitable, organic growth followed, as M2 became a provider of fixed line, mobile and data services.

M2 now operates in the retail and wholesale markets in Australia, as well as providing retail fixed line and mobile services in New Zealand. Key brands under the M2 Group are Commander, People Telecom and Southern Cross Telco.

More at: www.m2.com.au

Rising Star Awards winning company

Mozo Pty Ltd

Sector: Internet

Company Structure: Private

Location: NSW

Leader: Rohan Gamble

Mozo launched in October 2008 to help Australians make informed decisions in minutes regarding retail banking products to suit their needs.

In September 2009, the company partnered with Fairfax Digital to equip its network of news sites with a monetised financial comparison platform. Mozo are taking advantage of this momentum to expand into insurance products, with plans to provide Australia's first market-wide comparison/evaluation of car, home and contents insurance.

In June this year, Mozo launched Australia's only application to determine the true value of rewards credit cards. The company's 'Rewards Revealer' ranks cards according to an estimated spend, calculating the value offered by each program (and whether the rewards are in fact worth more than annual fees). It also provides comparisons based on preferred rewards options such as flights, gift cards or cash-back, to further personalise the results.

More at: www.mozo.com.au

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