



Deloitte Technology Fast 50
Australia 2014
Powerful connections

GO



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**



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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.

Congratulations also go to:

- Pepperstone (VIC), last year's Rising Star winner and Australia's largest online forex broker and this year's Leadership Award winner (1098%)
- Vocus Communications (NSW) a wholesale telecommunications provider and five times winner (103%).

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”



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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:

Pepperstone	1098%	Internet
DEALS.com.au	592%	Internet
amaysim	305%	Communications
Observatory Crest	166%	Software
InfoTrack	135%	Internet

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



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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:





Congratulations to this year's winners...

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

Rank	Company	Growth %	Sector	CEO/MD	Website	State
1	NEXTDC	3626%	Communications	Craig Scroggie	www.nextdc.com	QLD
2	Temple & Webster	1981%	Internet	Brian Shanahan	www.templeandwebster.com.au	NSW
3	Pet Circle	1295%	Internet	Michael Frizell	www.petcircle.com.au	NSW
4	Pepperstone	1098%	Internet	Owen Kerr	www.pepperstone.com	VIC
5	R1i	599%	Communications	Martin Conway	www.r1i.com.au	WA
6	DEALS.com.au	592%	Internet	Adam Schwab	www.aussiecommerce.com.au	VIC
7	Kloud Solutions	461%	Software	Nicki Bowers	www.kloud.com.au	VIC
8	Outware Mobile	420%	Software	Eytan Lenko	www.outware.com.au	VIC
9	Atomic 212	403%	Communications	Jason Dooris	www.atomic212.com.au	NSW
10	CarsGuide	388%	Internet	Lauren Williams	www.carsguide.com.au	NSW
11	Loud & Clear	347%	Software	Cade Witnish	www.loudclear.com.au	VIC
12	Broadband Solutions	341%	Communications	Sam Bashiry	www.broadbandsolutions.com.au	VIC
13	amaysim	305%	Communications	Rolf Hansen	www.amaysim.com.au	NSW
14	Web Marketing Experts	289%	Internet	Nick Bell	www.webmarketingexperts.com.au	VIC
15	Vinomofo	281%	Internet	Andre Eikmeier	www.vinomofo.com	VIC
16	Menulog	261%	Internet	Dan Katz	www.menulog.com.au	NSW

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17	Class Financial Systems	222%	Software	Kevin Bungard	www.class.com.au	NSW
18	Katana1	221%	Software	Nick Russell	www.katana1.com	NSW
19	Nextgen Distribution	221%	Components and Electronics	John Walters	www.nextgendistribution.com.au	NSW
20	Nearmap	218%	Internet	Simon Crowther	www.nearmap.com	NSW
21	Adore Beauty	214%	Internet	Kate Morris	www.adorebeauty.com.au	VIC
22	DesignCrowd	213%	Internet	Alec Lynch	www.designcrowd.com	NSW
23	TimeTarget	204%	Software	Bruce Mackenzie	www.timetarget.com	NSW
24	Atomos Global	197%	Components and Electronics	Jeromy Young	www.atomos.com	VIC
25	Bionomics	191%	Life Sciences	Deborah Rathjen	www.bionomics.com.au	SA
26	Audinate	186%	Software	Lee Ellison	www.audinate.com	NSW
27	SiteMinder	177%	Software	Mike Ford	www.siteminder.com	NSW
28	Fonebox Group of Companies	167%	Communications	Jordan Grives	www.fonebox.com.au	QLD
29	Observatory Crest	166%	Software	Jack Sabo & Martin Christmas	www.obcrest.com.au	NSW
30	Cohort Digital	155%	Internet	Malcolm Treanor	www.cohort.com.au	NSW

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

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

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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.

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

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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:

Rank	Company name	Growth %	Sector	CEO/MD	Website	State
1	health.com.au	8873%	Internet	Andy Sheats	www.health.com.au	VIC
2	Cirrus Networks	2129%	Communications	Frank Richmond	www.cirrusnetworks.com.au	WA
3	Smart Business Telecom	1521%	Communications	Sachin Rathi	www.smartbusiness telecom.com.au	VIC
4	ASPIRE Advisor Network	1476%	Software	Richard Crabb	www.aspirenetwork.net.au	VIC
5	bellabox	1093%	Internet	Sarah Hamilton	www.bellabox.com.au	VIC
6	PlantMiner.com.au	889%	Internet	Michael Trusler	www.plantminer.com.au	QLD
7	Benchmarketing	881%	Internet	Ori Gold	www.benchmarketing.com.au	NSW
8	OpenAgent	570%	Internet	Zoe Pointon	www.openagent.com.au	NSW
9	Healthshare	541%	Internet	Rami Weiss	www.healthsharedigital.com.au	NSW
10	ingogo	464%	Software	Hamish Petrie	www.ingogo.com.au	NSW
11	HealthEngine	381%	Internet	Marcus Tan	www.healthengine.com.au	WA
12	Squixa	335%	Internet	Stewart McGrath	www.squixa.com	NSW

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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

	2014	2013	2012	2011	2010	2009
Greater than \$100m	2	2	3	4	3	1
\$50m–\$100m	7	5	7	4	3	6
\$20m–\$50m	6	5	8	9	13	7
\$5m–\$20m	30	31	25	27	19	14
\$1m–\$5m	5	7	7	6	12	22
Total	50	50	50	50	50	50
Total Revenue (\$m)	\$1,829	\$1,692	\$2,400	\$2,220	\$1,836	\$1,066

Industry segments

	2014	2013	2012	2011	2010	2009
Internet	19	16	21	23	19	14
Software	16	16	15	11	15	20
Communications/Networking	9	12	11	12	10	13
Computers & Peripherals	4	4	2	4	2	-
Biotechnology/Pharmaceutical	2	2	1	-	3	2
Other	-	-	-	-	1	1
Total	50	50	50	50	50	50



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Fast 50 by state

	2014	2013	2012	2011	2010	2009
NSW	31	26	31	25	28	29
VIC	13	15	11	19	17	15
QLD	3	5	3	3	4	4
SA	2	3	3	2	-	2
WA	1	1	1	1	1	-
ACT	-	-	1	-	-	-
Total	50	50	50	50	50	50

Listed vs. Private

	2014	2013	2012	2011	2010	2009
Listed and public unlisted	7	5	8	6	14	8
Private	43	45	42	44	36	42
Total	50	50	50	50	50	50

Serial success

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

Fifth year	Fourth year	
<ul style="list-style-type: none">• BigAir• Vocus Communications	<ul style="list-style-type: none">• Appen Holdings• e3Learning Solutions• Observatory Crest• SiteMinder	
Third year	Second year	
<ul style="list-style-type: none">• Cohort Digital• InfoReady• Tyro Payments	<ul style="list-style-type: none">• Audinate• Azzurri Communications• Bigcommerce• hipages.com.au• Menulog• Outware Mobile• Planet Innovation• Virtunet• Web Marketing Experts• Vinomofo	



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Fast 50 2014 – Ranked 1
NEXTDC

Sector: Communications	Company structure: Listed
Growth: 3626%	Leader: Craig Scroggie
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



Fast 50 2014 – Ranked 3
Pet Circle

Sector: Internet	Company structure: Private
Growth: 1295%	Leader: Michael Frizell
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.

More at: www.petcircle.com.au



Fast 50 2014 – Ranked 2
Temple & Webster

Sector: Internet	Company structure: Private
Growth: 1981%	Leader: Brian Shanahan
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.

More at: www.templeandwebster.com.au

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





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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



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.





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Pepperstone

Sector: Internet

Growth: 1098%

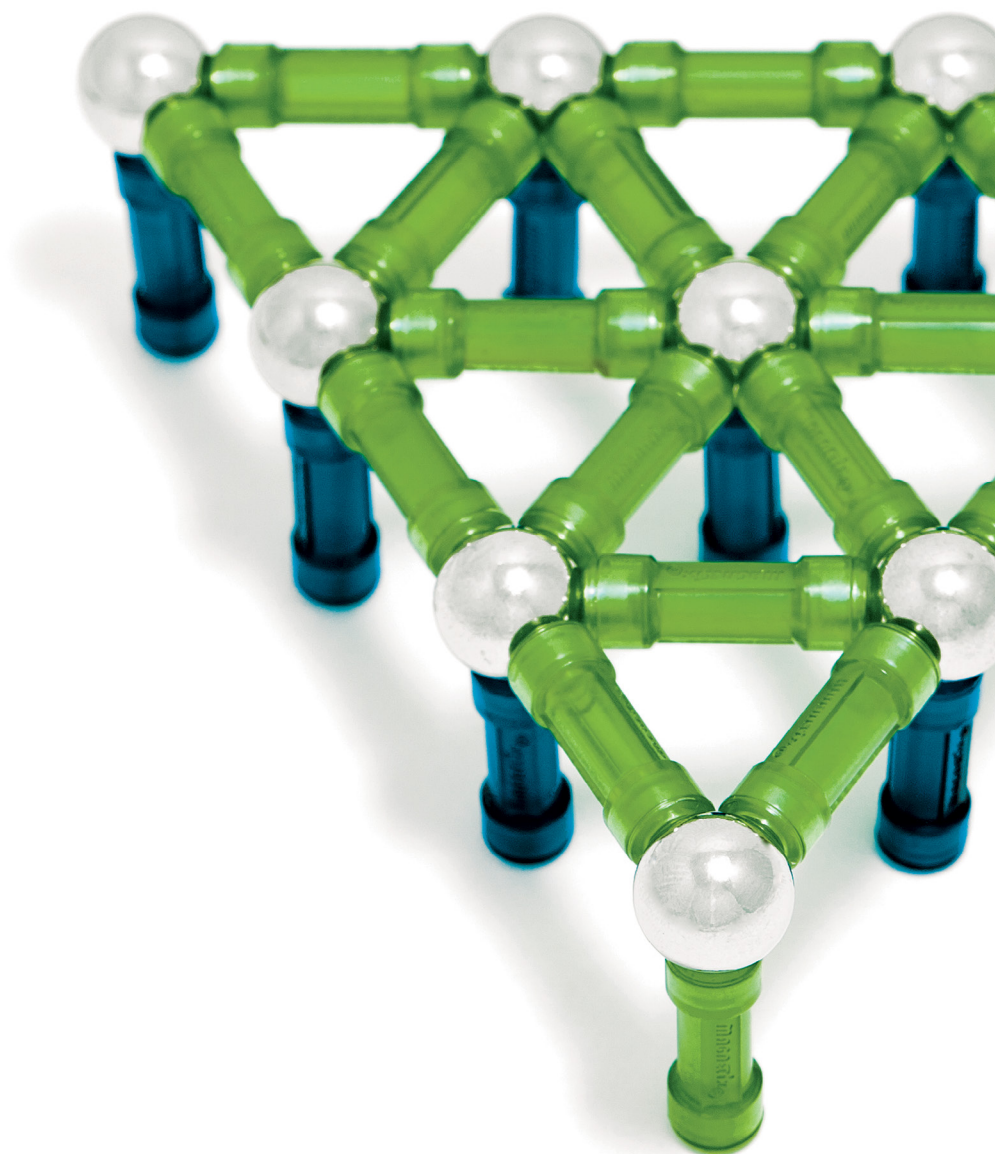
Location: VIC

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



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



Rising Star Awards – Winner's Profile

health.com.au

Sector: Internet

Company structure: Private

Growth: 8873%

Leader: Andy Sheats

Location: VIC

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**

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