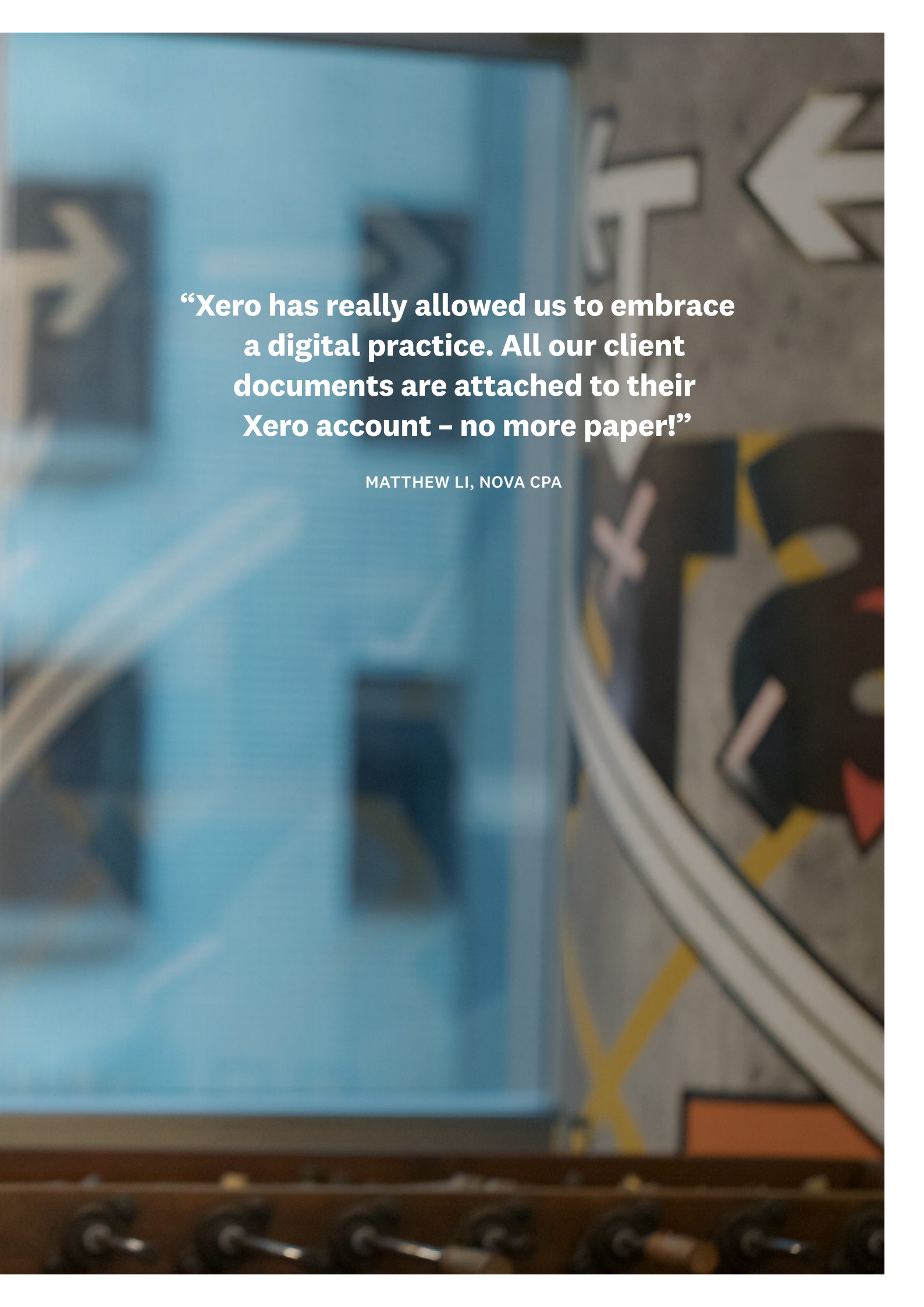# Grow your practice with Xero
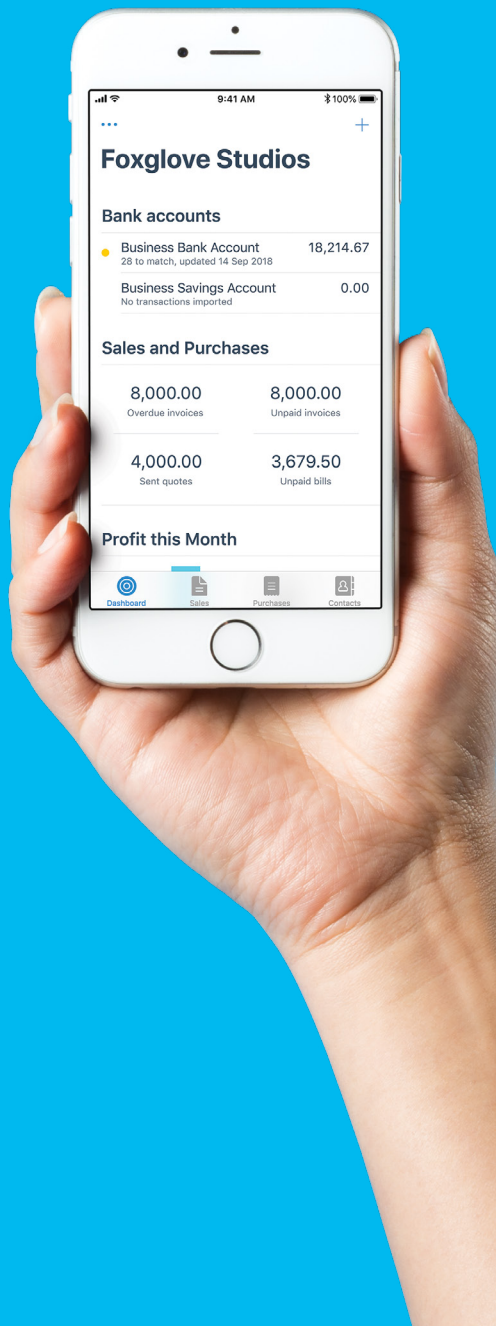
xero *your* business supercharged

"Xero has really allowed us to embrace a digital practice. All our client documents are attached to their Xero account – no more paper!"

MATTHEW LI, NOVA CPA

Introducing Xero, the global small business platform

What is Xero?

Xero is online accounting software that allows small businesses to work in real-time with their accountant or bookkeeper, and build a trusted relationship through online collaboration. Xero allows you and your team to connect with your clients and with the right information, anytime, anywhere. Xero also connects seamlessly with hundreds of other apps to become the basis of a complete business solution.

A beautiful and rewarding experience

With Xero, there's no software to install and it's no hassle to set up. It's a true partnership where we want to give you and your small business clients greater control over the finances and more help in reaching goals. When you're a Xero partner, Xero delivers all the tools you need to run your practice more efficiently, be more productive, and more profitable.

4.2+

MILLION SUBSCRIBERS WORLDWIDE

250,000+

ACCOUNTANTS AND BOOKKEEPERS USING XERO

10,000+

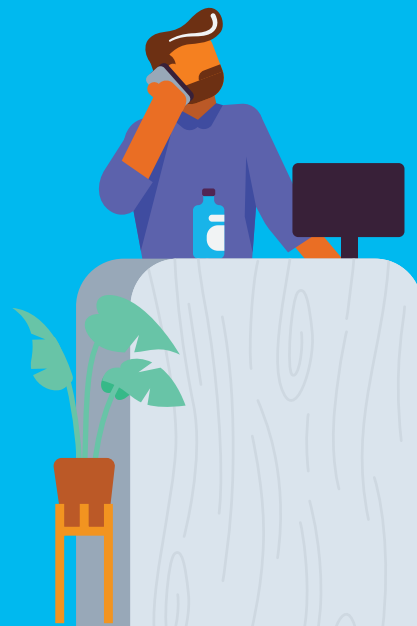CLIENTS REFERRED TO XERO PARTNERS EVERY MONTH

1,100+

CONNECTED APPS

Why online accounting?

Cloud Adopters were *twice as likely* to report an increase in revenue compared to Cloud Delayers.

Cloud Adopters reported *significantly higher earnings per client* than Cloud Delayers.
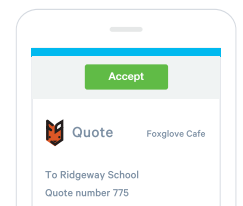
Accountants and bookkeepers play an inimitable role in their clients' businesses - *over 7 in 10 (71%)* stated that their clients always or almost always adopt the software recommended by their practice.
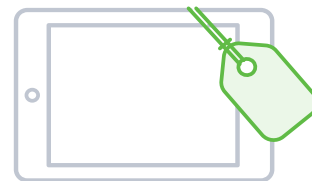
XERO FOR SMALL BUSINESSES

Features and tools

Invoicing

Keep your cash flow healthy and get paid faster by sending online invoices with online payment options.

Purchase orders

Simplify your purchasing process and easily keep track of orders.

Fixed assets

Manage your business's fixed assets a better way.

Bank connections

Keep track of the money coming in and going out with daily updates from your bank* and simple reconciling of transactions.

*Visit xero.com/bank-connections to check for bank feeds for your region.

Multi-currency

Automatically track gains and losses across multiple currencies.

Data Automation with Hubdoc

Automatically extract and digitise information from paper documents into Xero. Save time on manual data entry, entering bills and bank reconciliation.

Learn more at www.xero.com/hubdoc
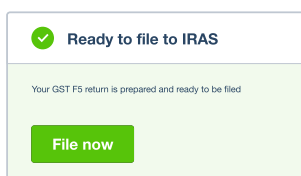
Manage GST online

Easily manage GST F5 and F8 returns using IRAS-compliant software, and file your returns directly from Xero to IRAS.

See what Hubdoc can do for you

Say goodbye to chasing documents and manual data entry. Hello to increased productivity and automation with Hubdoc

Easy bill and receipt capture

Hubdoc makes it easy for your clients to upload bills and receipts to Xero using any device, including mobile and scanner – giving you access to documents you need when you need them.

Fast, reliable data with Xero integration

Auto-extract key data from your clients' financial documents and sync to Xero as accurately coded transactions – giving you more time to analyse data rather than manually entering it.

Secure and centralised document management

All your clients' documents are securely stored in the cloud, auto-filed, searchable, and easy to access from anywhere in the world.

Foster strong client relationships

Automating manual bookkeeping tasks will help to ensure you can generate accurate and up-to-date financials at speed, without needing to keep chasing clients for documents.

Get more done in less time

Create an efficient and productive environment for your staff. Automating your bookkeeping workflow from end-to-end will turn tasks that used to take hours into minutes.

Streamlined bank reconciliation

Xero matches Hubdoc-created transactions to the bank feed, allowing you to achieve one-click bank reconciliation and audit-proofed books.

Learn more at www.xero.com/hubdoc

XERO FOR YOUR PRACTICE

Accountant and Bookkeeper tools

The most basic Xero plans are only available to businesses through their accountant or bookkeeper.

Xero practice tools

Xero HQ

Xero HQ enables your practice to provide superior client services. Get real-time visibility and insights across all of your clients, connect with a selection of third-party apps, and access the best practice tools.

Xero Practice Manager

Use Xero Practice Manager to manage your practice's workflow, time tracking, and job costing on a single cloud platform.

Report Templates

Build financial report templates that are compliant with local regulations which you can then apply to any of your Xero clients, whichever plan they're on. Xero report templates are able to generate accurate up-to-date information right out of your client's Xero accounts.

Xero partner plans

Xero Ledger

Xero Ledger is a simplified version of Xero, perfect for clients who only require annual accounts preparation. Bank transactions can be imported manually.

How much it costs

FOR SMALL BUSINESSES

Singapore edition	STARTER*	STANDARD*	PREMIUM*
Users	Unlimited	Unlimited	Unlimited
File storage	Unlimited	Unlimited	Unlimited
Reconcile bank transactions	Unlimited	Unlimited	Unlimited
Invoices	20/month	Unlimited	Unlimited
Bills	5/month	Unlimited	Unlimited
Bank feeds	✔	✔	✔
Budgeting	✔	✔	✔
Reporting	✔	✔	✔
Sales tax reporting	✔	✔	✔
Data automation (Hubdoc)	✔	✔	✔
Multi-currency	–	–	✔
File GST with IRAS	✔	✔	✔

*For updated prices, please visit www.xero.com/sg/pricing-plans/

FOR ACCOUNTING FIRMS

Asia edition	LEDGER*
Users	Unlimited
File storage	Unlimited
Reconcile bank transactions	Unlimited
Budgeting	✔
Reporting	✔
Bank feeds	–
Sales tax reporting	–
Multi-currency	–
Invoicing	–

*For updated prices, please visit www.xero.com/sg/xero-ledger-and-cashbook/

Which plan is best for your client?

REGULAR PLANS*

PARTNER ONLY PLANS^
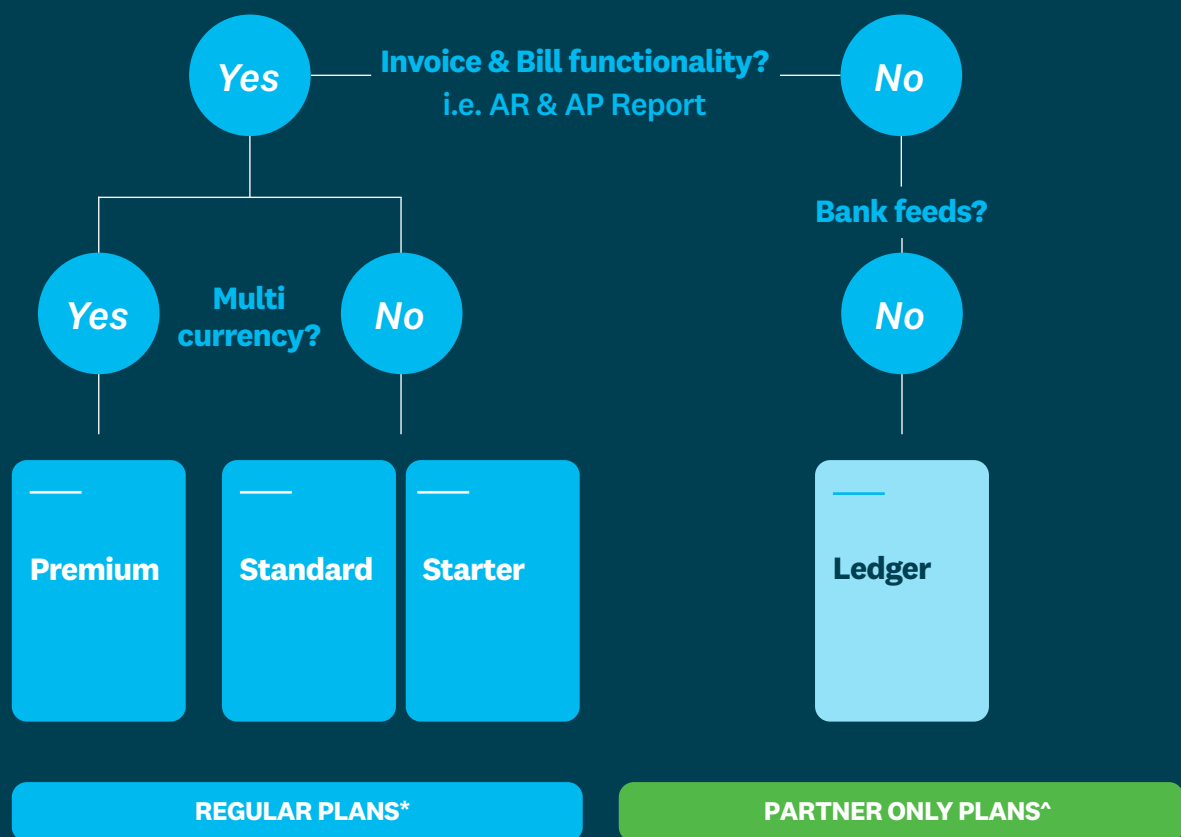
*For updated prices, please visit www.xero.com/sg/pricing-plans/
^For updated prices, please visit www.xero.com/sg/xero-ledger-and-cashbook/

Optional extras for your clients – Xero Projects, Expenses and Analytics

Xero Projects

Easy-to-use, mobile-friendly job management software

- Create and manage as many jobs as you want
- Monitor job costs from day to day to stay on track
- Add task estimates and track budgets with ease
- Track time using a stop-start timer
- Turn logged time and costs into invoices
- Make project accounting easy with helpful reports

For existing Xero subscribers, the first month free includes unlimited active users.

SGD 10 + SGD 8/active user/month

Xero Expenses

Capture, track and manage your expenses with ease

- Submit with just a photo
- Minimise data entry
- Manage all expenses in Xero
- Gain more control
- Go paperless: no more paper receipts

New Xero users can try Xero + Xero Expenses for 30 days.

SGD 6 + SGD 6/active user/month

Xero Analytics

Overview of your revenue, profitability and cash flow at a glance

- Project future bank balance with short-term cash flow
- View important financial information with business snapshot

SGD 10/month

*Prices are in SGD.

Introducing the Xero partner programme

PARTNER **BRONZE PARTNER** **SILVER PARTNER** **GOLD PARTNER** **PLATINUM PARTNER**

Xero partner programme

The Xero partner programme for accounting and bookkeeping practices is a points-based programme offering benefits designed to give you what you need to be successful.

Benefits at a glance

► Complimentary software and tools

► Free education and training

► Recognition as Xero advisor

► Xero account manager support

► Xero partner pricing plans and discounts

► Access to co-marketing funding

► Get new business leads by being listed in the Xero advisory directory

What do you get out of the partnership?

Partner benefits

The more points you earn as a Xero partner, the higher your status level and the more benefits you receive.

Partner benefit point	PARTNER 1-24	BRONZE PARTNER 25-74	SILVER PARTNER 75-299	GOLD PARTNER 300-999	PLATINUM PARTNER 1000+
Free Xero subscription to run your practice	✔	✔	✔	✔	✔
Xero HQ to manage your practice's client portfolio	✔	✔	✔	✔	✔
Free Hubdoc, Xero Projects and Xero Expenses for your practice's Xero subscription	✔	✔	✔	✔	✔
Access to Xero marketing materials and collateral for your team and client events	✔	✔	✔	✔	✔
Eligible to list your practice on Xero's advisor directory (xero.com/advisors)	—	✔	✔	✔	✔
Xero Practice Manager to track time, manage workflow and compute billing on your client jobs	—	—	✔	✔	✔
Receive discounts on Xero subscriptions*	5%	5%	10%	15%	20%

Partner marketing fund	Starter	Bronze	Silver	Gold	Platinum
Account Manager support at client events* Invite your local Xero Account Manager to speak at your Xero-focussed client events on behalf of your practice.	✔	✔	✔	✔	✔
Quarterly event fund^ Enjoy a quarterly event fund contribution to cover the cost of running your own Xero themed client events, such as venue hire and catering.	—	—	Up to USD 200/quarter		
Co-op marketing fund^ Apply for dollar-for-dollar marketing fund contribution when you market your practice as a Xero partner. Xero will match your marketing spend up to the following limit every financial year.	—	—	Up to USD 500/year	Up to USD 5,000/year	Up to USD 10,000/year

*Subject to review and approval of event and the availability of Xero representatives.
^Terms and conditions apply.

Earn points for every client

When you and your clients use Xero products you receive points that help increase your partner status and rewards.

The client pays for the subscription and invites you in			
Xero Starter Plan 3 per client	**Xero Standard Plan** 3 per client	**Xero Premium Plan** 4.5 per client	**Xero Projects** 1.5 per client
Xero Expenses 1.5 per client	**Hubdoc** 1 per client	**Xero Analytics Plus** 1.5 per client	

You pay the Xero subscription for your client			
Xero Starter Plan 2 per client	**Xero Standard Plan** 2 per client	**Xero Premium Plan** 3 per client	**Xero Projects** 1 per client
Xero Expenses 1 per client	**Hubdoc** 1 per client	**Xero Ledger** 0.1 per client	**Xero Analytics Plus** 1 per client

You use Xero for your practice		
Xero Projects 5 per practice	**Xero Expenses** 5 per practice	**Hubdoc** 5 per practice

Check the eligibility criteria

Xero Projects

To earn and retain points for using Xero Projects in your practice, at least one user must be actively using Xero Projects, for example, by adding projects, logging costs or time, or invoicing for projects. If no-one uses Xero Projects for 31 days, the practice points are removed.

Xero Expenses

To earn points for clients who use new Expenses, you or the client needs to be paying for the Xero subscription. To earn and retain points for using new Xero Expenses in your practice, at least one user must be actively submitting expense claims. If no-one uses new Xero Expenses for 31 days, the practice points are removed.

Hubdoc

To earn points for clients using Hubdoc, the Hubdoc organisation must be linked to a Xero business edition organisation, and you must have advisor rights in the Xero organisation. To be eligible for points an interaction must take place between Xero and Hubdoc within a 60 day period, for example creating an invoice or bill.

Making the most of your Xero partnership

As a Xero partner, you'll get access to online training and education, marketing tools and resources, as well as a dedicated account manager and support.

Partner toolkit

The partner toolkit contains useful resources, links and downloads, including tools for marketing your practice and running events.

xero.com/partner-toolkit/

Xero Central

A central hub for you to find the answers to your most frequently asked questions, join in discussions with other users and flexible learning options to be a successful Xero advisor to further grow your practice. The support team are there to help 24/7.

central.xero.com

Advisor certifications

To join and maintain partner benefits as part of the Partner Program, at least one person in your practice must hold and maintain at least one active Xero advisor certification. Gain your Xero certification online with education and training that will help you advise your business clients.

xero.com/sg/partner-toolkit/get-certified/

Events

Attend events that we host exclusively for partners, including our training sessions. Keep up to date with the latest announcements and network with other partners at our annual Xero events like Xero Roadshow and Xerocon.

xero.com/accountant-events/
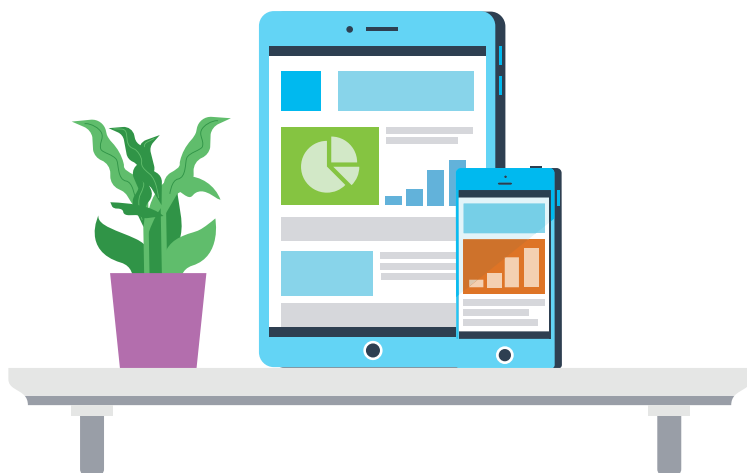
Growing your practice with Xero – join the partner programme now

Signing up to become a Xero partner is really easy – and it's free! We value a long term partnership which gives you access to heaps of benefits right from the start. We aim to provide you with all the tools you need to grow your practice using Xero.

Simply fill in your details at www.xero.com/partner-programme/sign-up, and one of our expert Xero team members will be in touch to help you get your practice started.

xero

your business
supercharged