

Deloitte.



Deloitte Technology
Fast 50 Australia 2011
Connect. Build. Inspire.

Welcome to the Deloitte Technology Fast 50 Australia 2011

Now in its 11th year, the Deloitte Technology Fast 50 program ranks 50 of Australia's fastest-growing public or private technology companies, based on percentage revenue growth over three years (2009 to 2011).

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, including those based in Australia, China, Hong Kong SAR, India, Indonesia, Japan, Macau SAR, Malaysia, the 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 nor affect the outcome of the final Technology Fast 50 list, which is judged on percentage revenue growth.

Technology companies are invited to nominate themselves 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 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

Connect. Build. Inspire.

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

Congratulations to this year's winner, telecommunications company Anittel Ltd, which provides technology solutions to small to medium-sized enterprises. This young company has achieved an outstanding growth rate (through acquisitions) of 1,022%. Not only has the company topped this year's list of winners, but it has also topped the Leadership Awards category, which provides special recognition to winners with revenues in excess of \$50 million.

Deloitte would also like to extend congratulations to the following companies:

- Vocus Communications Ltd for their second consecutive appearance in the top 10
- Atlassian Corporation Ltd and Message4U Pty Ltd, which have appeared in the index for seven consecutive years
- This year's Rising Star Award winner, Internet retailer brandsExclusive (Australia) Pty Ltd.

Even more pronounced than last year, nearly half of the winning companies classify themselves as 'Internet' businesses, which is representative of the shift of broader technology companies to being more focused on online commerce.

We are living through a once-in-a-generation opportunity driven by technology. The future is bright, with significant headroom for growth from online, mobile and data. We are enormously proud of the growth of Australia's technology companies and believe the industry has every opportunity to compete with the world's best technology players.

This year's Technology Fast 50 winners are an inspiration for the way they have embraced change, adopted new technologies and brought innovative solutions to the marketplace. Please join us in congratulating these businesses for being honoured as Deloitte Technology Fast 50 winners.



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	Anittel Ltd	1022.22%	Communications/ Networking	Peter Kazacos	www.anittel.com.au	NSW
2	Observatory Crest Australia Pty Ltd	869.93%	Computer Peripherals	Martin Christmas & Jack Sabo	www.obcrest.com.au	NSW
3	BizCover Pty Ltd	792.03%	Internet	Michael Gottlieb	www.bizcover.com.au	NSW
4	SurfStitch Pty Ltd	573.66%	Internet	Justin Cameron	www.Surfstitch.com	QLD
5	Vocus Communications Ltd	505.79%	Internet	James Spenceley	www.vocus.com.au	NSW
6	Energy Matters Pty Ltd	379.86%	Internet	Jeremy Rich	www.energymatters.com.au	VIC
7	catchoftheday.com.au	327.17%	Internet	Gabby Leibovich	www.catchoftheday.com.au	VIC
8	Switched on Media Pty Ltd	287.00%	Communications/ Networking	Scot Ennis	www.switchedonmedia.com.au	NSW
9	SportingPulse Pty Ltd	280.86%	Internet	Nick Maywald	www.sportingpulse.com	VIC
10	Hotels Combined Pty Ltd	261.58%	Internet	Yury Shar	www.hotelscombined.com	NSW
11	TigerSpike Pty Ltd	220.03%	Software	Luke Janssen	www.tigerspike.com	NSW
12	Odecee Pty Ltd	218.07%	Software	Con Mouzouris	www.odecee.com.au	VIC
13	4Cabling Pty Ltd	207.90%	Computer Peripherals	Nicole Kersh	www.4cabling.com.au	NSW
14	Partner Telecom Pty Ltd	205.99%	Communications	Graeme Kelly	www.partnertelecom.com.au	VIC
15	Mobile Tracking and Data Pty Ltd t/a MTData	204.56%	Communications/ Networking	Matthew Bellizia	www.mtdata.com.au	VIC
16	WARDY IT Solutions Pty Ltd	191.00%	Software	Peter Ward	www.wardyit.com	QLD
17	Spirit Telecom (Australia) Pty Ltd	180.41%	Communications/ Networking	Geoff Neate	www.spirit.com.au	VIC
18	Get Price Pty Ltd	176.51%	Internet	Chris Hitchen	www.getprice.com.au	NSW
19	Viocorp International Pty Ltd	171.61%	Internet	Ian Gardiner	www.viocorp.com	NSW
20	Appen Holdings Pty Ltd	170.83%	Communications/ Networking	William Pulver	appenbutlerhill.com	NSW
21	iSelect Ltd	167.25%	Internet	Damien Waller	www.iselect.com.au	VIC
22	SiteMinder Pty Ltd	165.88%	Software	Mike Ford	www.siteminder.com	NSW
23	Kogan Technologies Pty Ltd	158.39%	Components and Electronics	Ruslan Kogan	www.kogan.com.au	VIC
24	inTechnology Distribution Pty Ltd	155.43%	Communications/ Networking	Mark Winter	www.intechnology.com.au	QLD
25	Ansarada Pty Ltd	151.77%	Internet	Sam Riley	www.ansarada.com	NSW
26	Bulletproof Networks Pty Ltd	143.28%	Internet	Anthony Woodward	www.bulletproof.net	NSW
27	MacromatiX Holdings	141.96%	Internet	Dave Jacobson	www.macromatix.com	NSW
28	BigAir Group Ltd	140.09%	Internet	Jason Ashton	www.bigair.com.au	NSW

Rank	Company	Growth %	Sector	CEO/MD	Website	State
29	Generation-e Pty Ltd	136.60%	Communications/ Networking	Biagio LaRosa	www.generation-e.com.au	VIC
30	ROI.com.au Pty Ltd	130.42%	Internet	Ewan Watt	www.roi.com.au	VIC
31	E-Web Marketing Pty Ltd	122.19%	Internet	Gary Ng	www.ewebmarketing.com.au	NSW
32	M2 Telecommunications Group Ltd	110.80%	Communications/ Networking	Vaughan Bowen	www.m2.com.au	VIC
33	IP Payments Pty Ltd	107.70%	Software	Jamieson Collins	www.ippayments.com.au	NSW
34	Ultra Serve Internet Pty Ltd	106.65%	Internet	Samuel Yeats	www.ultraserve.com.au	NSW
35	Stratatel Ltd	104.19%	Software	Matthew Parry	www.stratatel.com.au	NSW
36	Aussie Farmers Direct Pty Ltd	104.16%	Internet	Braeden Lord	www.aussiefarmers.com.au	VIC
37	IF Telecom Pty Ltd	99.25%	Communications/ Networking	Richard Branson	www.iftelecom.com.au	VIC
38	RedBalloon Pty Ltd	94.81%	Internet	Naomi Simson	www.redballoon.com.au	NSW
39	C3 Business Solutions Pty Ltd	93.15%	Software	Cameron Wall & Conrad Bates	www.c3businesssolutions.com	VIC
40	Avoka Technologies Pty Ltd	85.84%	Software	Philip Copeland	www.avoka.com	NSW
41	e3Learning Solutions Pty Ltd	79.51%	Internet	Tony Fairbairn	www.e3learning.com.au	SA
42	Nitro PDF Software Pty Ltd	77.63%	Software	Sam Chandler	www.nitropdf.com	VIC
43	OzForex Pty Ltd	75.77%	Internet	Neil Helm	www.ozforex.com.au	NSW
44	News Ticketing Pty Ltd	75.03%	Internet	Adam McArthur	www.getprice.com.au	NSW
45	iiNet Ltd	70.91%	Internet	Michael Malone	www.iinet.net.au	WA
46	Message4U Pty Ltd	70.42%	Communications/ Networking	Grant Rule	www.message4u.com.au	VIC
47	Redarc Electronic Pty Ltd	64.59%	Components and Electronics	Anthony Kittel	www.redarc.com.au	SA
48	ispONE Pty Ltd	64.44%	Communications/ Networking	Zac Swindells	www.ispone.com.au	VIC
49	Kiandra IT Pty Ltd	63.83%	Software	Cameron Brookes	www.kiandra.com.au	VIC
50	Atlassian Corporation Pty Ltd	58.87%	Software	Mike Cannon-Brookes & Scott Farquhar	www.atlassian.com	NSW

Leadership Awards

The Leadership awards are in honour of the Technology Fast 50 winning companies with revenues in excess of \$50 million this year. Achieving \$50 million revenue status is a significant achievement in itself, but it is also the threshold needed to make this year's winners' list. Congratulations to these eight companies!

Rank	Company	Growth %	Sector	CEO/MD	Website	State
1	Anittel Ltd	1,022.22%	Communications/ Networking	Peter Kazacos	www.anittel.com.au	NSW
2	Energy Matters	379.86%	Internet	Jeremy Rich	www.eneregymatters.com.au	VIC
3	catchoftheday.com.au	327.17%	Internet	Gabby Leibovich	www.catchoftheday.com.au	VIC
4	iSelect Ltd	167.25%	Internet	Damien Waller	www.iselect.com.au	VIC
5	M2 Telecommunications Group Ltd	167.25%	Communications/ Networking	Vaughan Bowen	www.m2.com.au	VIC
6	Aussie Farmers Direct	104.56%	Internet	Braeden Lord	www.aussiefarmers.com.au	VIC
7	iiNet Ltd	70.91%	Internet	Michael Malone	www.iinet.net.au	WA
8	Atlassian Corporation Pty Ltd	58.87%	Software	Mike Cannon- Brookes & Scott Farquhar	www.atlassian.com	NSW

Rising Star Awards

This year's Rising Star awards recognise high-growth companies which did not qualify for the Technology Fast 50, either as a result of having less than three years' existing revenue data or not meeting the new \$8 million three-year cumulative revenue eligibility requirement of the Technology Fast 50 program. While there were many exciting, fast-growing companies that 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	brandsExclusive (Australia) Pty Ltd	Internet	Daniel Jarosch	www.bex.com.au	NSW
2	Flippa.com Pty Ltd	Internet	David Slutzkin	www.flippa.com	VIC
3	Jump On It Pty Ltd	Internet	Colin Fabig	www.jumponit.com	NSW
4	Mozo Pty Ltd	Communications/ Networking	Rohan Gamble	www.mozo.com.au	NSW
5	B2cloud Pty Ltd	Internet	Josh Guest	www.b3cloud.com.au	VIC
6	Virtunet Pty Ltd	Components and Electronics	Martin Johanes Kosasih	www.virtunet.com.au	NSW
7	Amethon Solutions	Software	Mr Michael Stone	www.amethon.com	NSW
8	Ramp Holdings Pty Ltd	Communications/ Networking	Mr Kevin Cohen	www.ramp.com.au	NSW

Observations from the winners' circle

Connect. Build. Inspire.

Our analysis of the 2011 Technology Fast 50 shows the following highlights:

- The total revenue of the index is approximately \$2.2 billion, up from \$1.8 billion in 2010
- Half of the top 50 companies are based in NSW, with a further 19 based in Victoria
- Privately held companies dominate the index, with 44 being privately owned and six companies being listed companies, two of which appear in our top 10
- Internet companies lead the charge, with 23 companies being involved in the Internet industry – the highest ever total
- Twelve companies are involved in the communications/networking industry
- Software companies follow suit, comprising 11 of the winners, down from 15 companies in the prior year
- 25 of the companies have appeared in the winners' list in previous years
- Average three-year revenue growth rate for this year's winners is 209%, down from 425% in 2010.

Revenue levels

	2011	2010	2009	2008	2007	2006
Greater than						
\$100m	4	3	1	2	3	5
\$50m – \$100m	4	3	6	3	1	4
\$20m – \$50m	9	13	7	7	8	15
\$5m – \$20m	27	19	14	15	16	10
\$1m – \$5m	6	12	22	23	22	16
Total	50	50	50	50	50	50
Total Revenue (\$m)	\$2,220	\$1,836	\$1,066	\$894	\$903	\$2,382

Industry segments

	2011	2010	2009	2008	2007	2006
Internet	23	19	14	15	22	17
Communications/networking	12	10	13	12	10	11
Software	11	15	20	19	7	8
Computers & peripherals	4	2	–	–	3	2
Biotechnology/pharmaceutical	–	3	2	2	3	8
Other	–	1	1	2	5	4
Total	50	50	50	50	50	50

Fast 50 by state

	2011	2010	2009	2008	2007	2006
NSW	25	28	29	24	23	21
VIC	19	17	15	17	15	16
QLD	3	4	4	6	11	6
SA	2	–	2	2	1	2
WA	1	1	–	–	–	4
ACT	–	–	–	1	–	1
Total	50	50	50	50	50	50

Listed vs private companies

	2011	2010	2009	2008	2007	2006
Listed	6	14	8	11	15	25
Private	44	36	42	39	35	25
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"> • Message4U Pty Ltd • Atlassian Corporation Pty Ltd. 	<ul style="list-style-type: none"> • M2 Telecommunications Group Ltd • iiNet Ltd. 	<ul style="list-style-type: none"> • TigerSpike Pty Ltd • OzForex Pty Ltd • ispONE Pty Ltd. 	<ul style="list-style-type: none"> • Viocorp International Pty Ltd • MacromatiX Holdings • E-Web Marketing Pty Ltd • IP Payments Pty Ltd. 	<ul style="list-style-type: none"> • Mobile Tracking & Data Pty Ltd • Get Price Pty Ltd • Ansarada Pty Ltd • BigAir Group Ltd • RedBalloon Pty Ltd. 	<ul style="list-style-type: none"> • Anittel Ltd • Vocus Communications Ltd • catchoftheday.com.au • Hotels Combined Pty Ltd • Spirit Telecom (Australia) Pty Ltd • InTechnology Distribution Pty Ltd • Bulletproof Networks Pty Ltd • Generation-e Pty Ltd • Stratatel Ltd • Redarc Electronics Pty Ltd.

Winners' profiles

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 2011 – Ranked 1

Anittel Ltd

Sector: Communications

Company structure: Listed

Growth: 1022.22%

Leader: Peter Kazacos

Location: NSW

Anittel Ltd (ASX: AYG) is a national listed IT and Telecommunications service provider. Over the past 12 months, a growth strategy through acquisition has seen the integration of 10 Australian-based IT and Telecommunication service firms.

The company is now positioned to support the complete end-to-end technology requirements of Small to Medium Enterprises across Australia, offering technology solutions including: IT support, telecommunications, Internet and networking, cloud services, and hardware and software. Anittel services a range of sectors, such as finance, legal, medical, government, education and not-for-profit.

Over the past several months, Anittel has opened two new office locations to increase its national footprint to 17 regional and metropolitan office locations.

Anittel was also named the 2011 National IT & Telecommunication Services Provider of the year by Australian Reseller News (ARN).

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

2

Fast 50 2011 – Ranked 2

Observatory Crest Australia Pty Ltd

Sector: Computer peripherals

Company structure: Private

Growth: 869.93%

Leaders: Martin Christmas & Jack Sabo

Location: NSW

Observatory Crest Pty Ltd describes itself as a Value Add Distributor that supports technology resellers and systems integrators throughout Australia and New Zealand. Observatory Crest provides its customers with access to vendor-certified technical resources.

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

3

Fast 50 2011 – Ranked 3

BizCover Pty Ltd

Sector: Internet

Growth: 792.03%

Location: NSW

Company structure: Private

Leader: Michael Gottlieb

Founded in 2008, BizCover Pty Ltd was the world's first online aggregator of Professional Indemnity insurance. BizCover's technology allows businesses to obtain quotes from multiple insurers and purchase in real time. Over 13,000 insurance policies have been purchased using BizCover's proprietary technology. BizCover continues to expand its product offering and international presence.

More at: www.bizcover.com.au

4

Fast 50 2011 – Ranked 4

SurfStitch Pty Ltd

Sector: Internet

Growth: 573.66%

Location: QLD

Company structure: Private

Leader: Justin Cameron

SurfStitch.com is Australia's largest online surf and fashion retailer – stocking more than 20,000 products (comprising more than 220 brands) with next day delivery to consumers across Australia. SurfStitch has developed a proprietary software and inventory management system that allows integration with front-end website infrastructure. This allows SurfStitch to leverage its front-end platform and provide online retailing capabilities for suppliers and third parties. SurfStitch provides technology to bricks-and-mortar retail partners, allowing over 250 retail stores, including well-known brands, to deliver products ordered online directly to customers.

More at: www.surfstitch.com.au

5

Fast 50 2011 – Ranked 5

Vocus Communications Ltd

Sector: Internet

Growth: 505.79%

Location: NSW

Company structure: Public

Leader: James Spenceley

Vocus Communications Ltd (ASX: VOC) is a newly listed Australian telecommunications provider, operating a national and global telecommunications network to provide Internet, ethernet and voice services to Internet Service Providers (ISPs) and telecommunications companies in Australia and New Zealand. In addition to these services, Vocus provides outsourced network management and tailored products and network management.

More at: www.vocus.com.au

Leadership Awards Winning Company

Anittel Ltd

Sector: Communications

Growth : 1022.22%

Location: NSW

Company structure: Listed

Leader: Peter Kazacos

Refer to company description on page 12.



Rising Star Awards Winning Company

brandsExclusive (Australia) Pty Ltd

Sector: Internet

Company structure: Private

Location: NSW

Leader: Daniel Jarosch

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 1.3 million people (growing by 70,000 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.bex.com.au

Contact us



Damiaen Tampling
National TMT Leader
Sydney
Tel: +61 2 9322 5890
email: dtampling@deloitte.com.au



Adrian Batty
Melbourne
Tel: +61 3 9671 7858
email: abatty@deloitte.com.au



Joshua Tanchel
Leader, Deloitte Technology
Fast 50 program
Sydney
Tel: +61 2 9322 7258
email: jtanchel@deloitte.com.au



Alan Scott
Brisbane
Tel: +61 7 3308 7286
email: alscott@deloitte.com.au



Martin Kaplan
Sydney
Tel: +61 2 9322 3544
email: makaplan@deloitte.com.au



David Hill
Adelaide
Tel: +61 8 8407 7181
email: dhill@deloitte.com.au



Peter Rupp
Perth
Tel: +61 8 9365 7285
email: perupp@deloitte.com.au



Simon Tarte
Hobart and Launceston
Tel: +61 3 6237 7030
email: starte@deloitte.com.au

Sydney

Deloitte
225 George Street
Sydney, New South Wales
Australia
Tel: +61 2 9322 7000
Fax: +61 2 9322 7001

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's approximately 182,000 professionals are 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 5,700 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

© 2011 Deloitte Touche Tohmatsu.

AM_Mel_11/11_045954