



## News Release

### FOR IMMEDIATE RELEASE

## *Next* generation emerges in Deloitte Tech' Fast 50

Deloitte today welcomed the next generation of Australia's technology industry's brightest stars to the 2007 Deloitte Technology Fast 50 Awards Ceremony.

Mobile content and applications provider, Mobile Data Group Pty Limited easily rode to the top of the Deloitte Technology Fast 50 league table, with phenomenal revenue growth of 10237%.

The company's performance was only previously surpassed by Bill Express who topped the Asia Pacific Fast 500 in 2004 with 54,000% growth.

Now in its seventh year in Australia, the Deloitte Technology Fast 50 program ranks the 50 fastest growing technology companies, public or private, based on percentage revenue growth over three years (2005–2007).

Deloitte Technology, Media and Telecommunications (TMT) partner, Julia Bickerstaff noted that this year the fastest growing companies in the Deloitte Technology Fast 50 were mobile content and wireless service companies.

"For the third consecutive year internet based companies dominated the field, with 44% of the Fast 50 engaged in internet based businesses. This is a significant jump, up 10% on 2006 results," she said.

According to CEO of Eclipse, Deloitte's online advisory arm, Stuart Johnston, with online increasingly becoming mainstream for business these trends are expected to continue.

"Consumer behaviours have changed dramatically as seen by Web 2.0 trends such as the rise of social networking. When you combine this with the decreased barriers to entry new technologies can provide, we're likely to see the number of online rapid growth success stories continue to increase over time," Mr Johnston said.

"This is particularly the case among smaller businesses that are looking to leverage online technologies and channels to maximise growth and profile. Web 2.0 is a classic example of the huge potential of online, where the marketplace rather than organisations are defining the opportunities and smaller organisations, which are able to adapt quickly are reaping the benefits."

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Member of  
Deloitte Touche Tohmatsu

Ms Bickerstaff added that another interesting trend to note is the decline of software companies this year.

“In 2003, 42% of the Fast 50 was software companies, compared to 14% this year,” Ms Bickerstaff said.

“Over the same period, companies involved in communications and networking have doubled.”

Ms Bickerstaff said this year the average total revenue of Deloitte Technology Fast 50 participants was smaller.

“Total revenue fell to \$903m, less than half the previous year’s average total revenues. However, this decline really underlines the changing type of companies in the Fast 50, with this year’s table dominated by younger companies in newer industry segments,” she said.

The Fast 50 benchmarking survey this year highlighted a dramatic increase in the number of companies seeking business opportunities outside of Australia.

“The United Kingdom, Ireland and Europe combined represent the largest source of potential opportunity for Fast 50 companies, with some 79% of companies in this region as a potential market place, compared to 39% last year,” Ms Bickerstaff said.

Keynote speaker at the Deloitte Technology Fast 50 Awards Ceremony was Adrian Giles founder of internet marketing intelligence company, Hitwise.

Hitwise was recognised for its serial success in the Deloitte Fast 50 appearing for five consecutive years (2002-2006) in the league tables. The company was acquired earlier this year by Experian Group Limited for US\$240m.

## Rising Star Award

As part of this program, Deloitte also runs the ‘Rising Star Award’ which focuses on identifying high quality and innovative companies with strong growth potential. These are the businesses that are too small to qualify for the Fast 50 program but are seriously punching above their weight.

The winner of our Rising Star category, Amethon Solutions (Asia Pacific) Pty Limited, is also a player in the mobile space.

Amethon is a mobile analytics solutions company whose products enable mobile operators and content providers to leverage the value of mobile content by managing, monitoring, measuring and monetising mobile content traffic. The company is a global provider of analytical tools and services to mobile telecommunications operators.

## Top Ten Ranking

Rank	Company name	Growth	Sector	CEO/MD	Website	State
1	Mobile Data Group Pty Limited	10237.0%	Communications/Net working	Marc & Dale Carr	<a href="http://www.mobiledatagroup.com">www.mobiledatagroup.com</a>	NSW
2	Ansearch Limited	4986.0%	Internet	Andrew Beecher & Joshua Edis	<a href="http://www.ansearchltd.com">www.ansearchltd.com</a>	VIC
3	BigAir Group Limited	1528.0%	Communications/Net working	Jason Ashton	<a href="http://www.bigair.com.au">www.bigair.com.au</a>	NSW
4	Brennan Software Development Pty Ltd	1260.4%	Software	Dave Stevens	<a href="http://www.brennanit.com.au">www.brennanit.com.au</a>	NSW
5	m.Net Corporation Limited	1091.7%	Communications/Net working	Horde Wiltshire	<a href="http://www.mnetcorporation.com">www.mnetcorporation.com</a>	SA
6	Domain Central Pty Ltd	1054.7%	Internet	Nicholas Bolton	<a href="http://www.domaincentral.com.au">www.domaincentral.com.au</a>	VIC
7	iCare Solutions Pty Ltd	1031.9%	Software	Chris Gray	<a href="http://www.icare.com.au">www.icare.com.au</a>	VIC
8	TigerSpike Pty Ltd	1028.3%	Communications/Net working	Luke Janssen	<a href="http://www.tigerspike.com">www.tigerspike.com</a>	NSW
9	Bravura Solutions Limited	946.1%	Software	Iain Dunstan	<a href="http://www.bravurasolutions.com">www.bravurasolutions.com</a>	NSW
10	Aconex Pty Ltd	648.0%	Internet	Robert Phillipot & Leigh Jasper	<a href="http://www.aconex.com">www.aconex.com</a>	VIC

See 2007 Deloitte Technology Fast 50 Report for full top 50 ranking table.

For more information visit the [Deloitte Technology Fast 50](http://www.deloitte.com.au) website or refer to the Fast Facts and state-by-state round-up summaries which follow.

NB: See our news releases and research at [www.deloitte.com.au](http://www.deloitte.com.au)

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## 2007 Deloitte Fast 50 Fast Facts

### Key observations

Our analysis of the Fast 50 shows that:

- more Fast 50 winners call NSW home; this year 46% are based in NSW
- internet based companies dominate the Fast 50, 44% in 2007 compared to 34% in 2006
- mobile content companies have established a strong presence
- there are twice as many privately held companies as publicly listed companies
- half of the Fast 50 were also included in the Fast 50 in previous years
- the companies in this year's Fast 50 are more confident of exploring business opportunities outside of Australia than ever before
- two women CEOs are represented in the Fast 50: Anita Markovic (Adviware Pty Ltd, a previous Fast 50 winner in 2006) and Naomi Simson (Red Balloon Pty Ltd, a previous Fast 50 winner in 2006).

### Listed vs. private

	2007	2006	2005	2004	2003	2002
Listed	15	25	20	19	21	27
Private	35	25	30	31	29	23

Private companies continue to dominate the Fast 50 in 2007. The tendency in Australia for relatively young companies to list is borne out by 15 companies of the 2007 Fast 50 being listed. This is lower than last year, reflecting the younger profile of companies in the Fast 50 in 2007

## Serial successes

	2007	2006	2005	2004	2003	2002	2001
Number of Technology Fast 50 winners for the ...							
2nd consecutive year	13	12	14	10	22	16	n/a
3rd consecutive year	7	7	1	7	4	n/a	n/a
4th consecutive year	4	0	4	3	n/a	n/a	n/a
5th consecutive year	0	2	0	n/a	n/a	n/a	n/a
6th consecutive year	1	0	n/a	n/a	n/a	n/a	n/a
Total number of consistent performers	25	21	20	20	26	16	0

Given the fast growth and change in technology, the number of companies which retained their status in the Fast 50 over multiple years is remarkable.

This year 50% of the Fast 50 had been listed in previous years.

In particular we congratulate Seek for appearing in the Fast 50 for the sixth consecutive year and BigAir for appearing in the top 10 for two consecutive years.

Other significant consecutive year winners include; Aconex Pty Ltd (4<sup>th</sup> consecutive year and in this year's top 10), Destra Corporation Ltd (4<sup>th</sup> year), carsales.com.au Limited (4<sup>th</sup> year), Webjet Limited (4<sup>th</sup> year), Cellestis Limited (3<sup>rd</sup> year), PIPE Networks Limited (3<sup>rd</sup> year), Atlassian Software Systems Pty Ltd (3<sup>rd</sup> year), Customers Limited (3<sup>rd</sup> year), Real Estate.com.au Limited, message4u Pty Ltd (3<sup>rd</sup> year) and CogState Limited (3<sup>rd</sup> year).

## Fast 50 Industry segments

	2007	2006	2005	2004	2003
Software	7	8	10	15	21
Communications/networking	10	11	8	8	5
Internet	22	17	19	14	12
Computers and Peripherals	3	2	8	4	4
Biotechnology/pharmaceutical	3	8	3	4	4
Other	5	4	2	5	4

Internet based companies dominate the field with 44% of the Fast 50 engaged in businesses based on the internet. This is up 10% on 2006. With increased activity globally in the Web 2.0 space, the rise of

social networks and the presence in Australia of large investors like Google, Microsoft, PBL and News Corp, it would seem that this trend will continue in the Australian context.

It's interesting to note how the dominance of software companies has declined this year. In 2003, 42% of the Fast 50 was software companies, compared to 14% this year. Over the same period, companies involved in communications and networking have doubled.

In keeping with the nature of the complex development cycle for biotech companies, this segment of the Fast 50 has shown little consistent growth to date. From a high of 16% in 2006, this year only 6% of the Fast 50 is biotechnology companies.

## State rankings

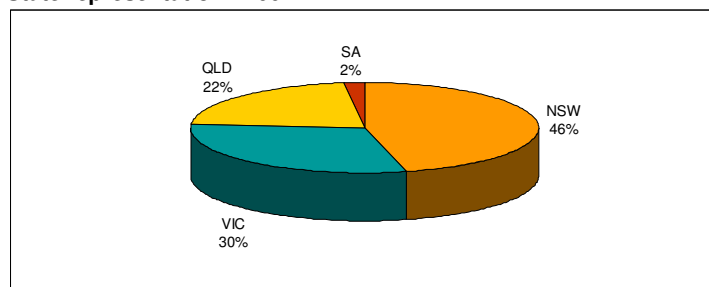
### Top 50 winners by state

	2007	2006	2005	2004
NSW	23	21	15	12
VIC	15	16	20	18
QLD	11	6	5	0
SA	1	2	6	12
WA	0	4	4	7
ACT	0	1	0	1

Almost half the Fast 50 winners call New South Wales home. The trend for the dominance of New South Wales based companies began in 2005 and shows consistent growth. Victoria maintains second place with 30% of winners' resident there.

Of the top 10 companies five are resident in New South Wales, four in Victoria and one is from South Australia.

### State representation - 2007



	Former Rising Star
	Two consecutive years
	Three consecutive years
	Four consecutive years
	Six consecutive years

## NSW

State Rank	Fast 50 Rank	Company name	Growth	Sector	CEO/MD
1	1	Mobile Data Group Pty Limited	10237%	Communications/Networking	Marc & Dale Carr
2	3	BigAir Group Limited	1528%	Communications/Networking	Jason Ashton
3	4	Brennan Software Development Pty Ltd	1260%	Software	Dave Stevens
4	8	TigerSpike Pty Limited	1028%	Communications/Networking	Luke Janssen
5	9	Bravura Solutions Limited	946%	Software	Iain Dunstan
6	12	Viocorp International Pty Ltd	453%	Internet	Ian Gardiner
7	18	DocsCorp Pty Limited	364%	Computers/Peripherals	Dean Sappey
8	20	Atlassian Software Systems Pty Ltd	357%	Software	Scott Farquhar & Mike Cannon-Brookes
9	22	Smartpath Pty Ltd	329%	Software	David Hodges
10	25	Multi Vendor Support Services Pty Ltd	306%	Computers/Peripherals	Mal Fraser-Clay
11	31	Customers Limited	228%	Communications/Networking	Greg Baker
12	32	Real Estate.com.au Limited	221%	Internet	Simon Baker
13	33	Mirror Image Access (Australia) Pty Ltd	212%	Communications/Networking	Richard Mergler
14	36	Unwired Group Limited	189%	Communications/Networking	David Spence
15	37	Sirtex Medical Limited	184.6%	Biotechnology/Pharmaceutical	Gilman Wong
16	38	MassMedia Studios Pty Limited	184.1%	Internet	Steve Fanale
17	39	Pure Hacking Pty Ltd	175.7%	Internet	Timothy Dole
18	40	Red Balloon Pty Ltd	175.6%	Internet	Naomi Simson
19	42	First Focus IT Pty Limited	163%	Other	Peter Paddon
20	43	Brennan Voice and Data Pty Ltd (formally SecureTel Pty Ltd)	162%	Internet	Dave Stevens
21	44	Exetel Pty Limited	159.2%	Internet	John Linton
22	45	FuseFarm Interactive Pty Ltd	159.1%	Internet	Ben Kay
23	47	BQT Solutions Limited	132%	Computers/Peripherals	John Genner

## VIC

State Rank	Fast 50 Rank	Company name	Growth	Sector	CEO/MD
1	2	Ansearch Limited	4986%	Internet	Andrew Beecher & Joshua Edis
2	6	Domain Central Pty Ltd	1055%	Internet	Nicholas Bolton
3	7	iCare Solutions Pty Ltd	1032%	Software	Chris Gray
4	10	Aconex Pty Ltd	648%	Internet	Robert Phillipot & Leigh Jasper
5	11	Cellestis Limited	461%	Biotechnology/Pharmaceutical	Tony Radford
6	14	ispONE Pty Ltd	422%	Internet	Zac Swindells
7	16	ExtraCorp Pty Ltd	404%	Internet	Heath Kilgour
8	17	Clever Communications Australia Limited	365%	Communications/Networking	Scott Carter
9	19	Revolution IT Pty Ltd	360%	Other	Jamie Duffield
10	23	Destra Corporation Ltd	324%	Internet	Domenic Carosa
11	27	carsales.com.au Limited	247%	Internet	Greg Roebuck
12	34	Webjet Limited	201%	Internet	Richard Noon
13	35	message4u Pty Ltd (tading as Message Media)	200%	Communications/Networking	Grant Rule
14	49	CogState Limited	129%	Biotechnology/Pharmaceutical	Brad O'Connor
15	50	Seek Limited	126%	Internet	Paul & Andrew Bassat

## QLD

State Rank	Fast 50 Rank	Company name	Growth	Sector	CEO/MD
1	13	Bing Technologies Pty Ltd	436%	Software	Stephen Cranitch
2	15	PIPE Networks Limited	406%	Communications/Networking	Bevan Slattery
3	21	ImpediMed Limited	332%	Biotechnology Equipment	Greg Brown
4	24	Intellection Pty Ltd	311%	Instrumentation	Calvin Treacy
5	26	Vision 6 Pty Ltd	302%	Internet	Mathew Myers & Evan Fortune
6	28	Adviware Pty Ltd	245%	Internet	Anita Markovic
7	29	Vroom Vroom Vroom Pty Ltd	242%	Internet	Richard Eastes
8	30	Vigil Systems Pty Ltd	237%	Software	Ian Haynes
9	41	Speedwell eBusiness Solutions Pty Ltd	175.0%	Internet	Bruce Young
10	46	Devnet Pty Ltd	142%	Internet	Craig Deveson
11	48	JKTech Pty Ltd	131%	Instrumentation	Geoffrey Gault



## SA

State Rank	Fast 50 Rank	Company name	Growth	Sector	CEO/MD
1	5	m.Net Corporation Limited	1092%	Communications/Networking	Horden Wiltshire

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