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make sense of their financial data, as opposed to collecting it.

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accountants and bookkeepers save time and run their practices more efficiently. The existing integration between Hubdoc and Xero delivers:

- **Streamlined data capture:** Hubdoc complements Xero's "financial web" strategy by auto-fetching financial documents from over 700 utilities, telecom providers, banks and online vendors, extracting the key financial data and source documentation and then seamlessly syncing the data into Xero.
- **Real-time financial data:** Xero can automatically match data imported from Hubdoc with bank feed transactions, so that advisors and their clients have an always up-to-date set of books, and can make more informed, timely business decisions.
- **Organized and verified data:** Hubdoc provides accountants and their clients with confidence that their financial documents are organized, secure, and always available. All data is "verified" with the source document, stored and easily searchable on any device.

"Bringing Hubdoc into the Xero family will enable us to take the next step in delivering a platform that seamlessly connects small businesses with their financial data and their accountants and bookkeepers," said Keri Gohman, President for Xero Americas. "This is all about accelerating our ability to streamline the collection and classification of that data so that small businesses and their advisors can answer the big questions, and find lasting success."

### **Xero + Hubdoc: Shared Vision and Values**

Hubdoc and Xero have built a strong relationship since integrating in 2014. Hubdoc is now a leading application on the Xero app marketplace, winner of the 2016 Xero App Partner of the Year award, winner of the very first Xero Partnership Impact award in 2017, and a Xero HQ integrated partner.

Both Hubdoc and Xero are born-in-the-cloud companies with a shared vision for

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about this transaction is the opportunity to deeply partner with Xero to rewire the global small business economy.”

“Like Xero, we believe that the underlying foundation of any great company is deep customer and employee focus. Our two north stars at Hubdoc are to create amazing customer experiences that people tell their friends about and amazing professional experiences that employees take with them throughout their careers,” said Jamie McDonald, co-founder and co-CEO of Hubdoc. “Xero shares those north stars wholeheartedly, and we can’t wait to join them on this journey.”

Hubdoc will continue to operate on a stand-alone basis. Customers can expect a deeper, more powerful integration between Xero and Hubdoc in the future. Hubdoc will continue to be led by Jamie Shulman and Jamie McDonald. They will report to Keri Gohman, President for Xero Americas.

Accounting

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