

NETaccounts appoints new Chief Operating Officer to maximise growth potential in Australia

New chief operating officer to drive key sales and marketing initiatives in Australia

NETaccounts Australia's leading online accounting application, today announced the appointment of James Benjamin as Chief Operating Officer for Australia. He will be based in the Sydney office.

As Chief Operating Officer, Mr. Benjamin will be responsible for the business across sales, marketing and administration in Australia. Mr. Benjamin brings to the position more than 20 years experience in the finance and accounting industry, joining NETaccounts most recently from Toyota Finance Australia Ltd where he was Treasurer. Previously, he served as a Director of UBS Global Asset Management and prior to that served as Treasury Manager with the Illawarra Mutual Building Society (IMB).

"This appointment is a key part of our strategy to raise the visibility and benefits of online accounting in Australia. For the past three years, NETaccounts has been assisting Australian small businesses, consumers and accounting professionals operate more efficiently and productively through the use of the NETaccounts online accounting application," said Mr. Marc Lehmann, Executive Chairman of NETaccounts. "We are delighted to have James join the team and know that NETaccounts will benefit from his wealth of knowledge and experience."

Mr. Benjamin holds a Bachelor of Economics from the University of Sydney and a Diploma of Education from Wollongong University.

About NETaccounts

Founded in 2000, NETaccounts is Australia's leading online accounting application for small businesses, consumers and accounting professionals. NETaccounts is the fast and easy way to manage business finances, with all the freedom, convenience and power of the Internet. It offers its users the flexibility to manage their finances from anywhere at anytime from only \$20 a month. More information can be found at www.netaccounts.com.au