



## Amazon joins Connexus' Pay It Fwd to help SMBs link into e-commerce

Sydney – 1 October 2020 – Connexus, the leader in enabling small business success through technology, has secured the support of global e-commerce giant Amazon to back Sorell's community of small businesses seeking to grow their business via an online presence.

Participants in the innovative 'Pay it Forward' (Pay It Fwd) scheme, which is funded by Connexus (owned by Australian-founded MNF Group), attended an education session with new PIF sponsor Amazon at the South East Trade Training Centre, Sorell on September 24.

The 'Emerging with eCommerce' event focused on how to bring a business online. Keynote speaker Brittany Rinker, Amazon's Senior Program Manager, and other local businesses shared tips on how to bolster an online presence in order to grow a business.

The Pay It Fwd scheme was originally launched in February this year in Sorell by Connexus and Larkins Tech and nearly 20 businesses are now participating.

The program provides free digital phone services to local small and medium-sized businesses (SMBs) for 12 months. In exchange for a free digital phone service, local businesses are asked to 'pay it forward' and spend with other businesses in their local community.

Amazon will sponsor select Sorell businesses participating in PIF moving onto Amazon's online marketplace. This includes providing on-boarding support, training and ongoing account management. Marketing materials will also be provided.

A recent survey of participants found businesses in Sorell had 'paid forward' over the last 12 months \$42,304.

"Connexus is thrilled to be working with small businesses to help them reach their potential. As the world has become smaller due to COVID-19, having an online presence has become more important than ever," Connexus General Manager Lee Atkinson said.

"We are excited that Amazon is now working with us to help small businesses involved in our Pay It Fwd program to take their businesses to the next level, reaching the hundreds of millions of customers who shop on Amazon globally."

Connexus will assist a select number of businesses in Sorell over a 6 month period who wish to utilise Amazon's premium services.

Pay It Fwd businesses in Sorell have already received a Cloud-based business grade phone system and a basic desk phone handset for free under the program. To join the program, please call Larkins Tech on 03 6127 5255 or visit <https://www.payitfwd.org/sorell>.

For more information about the national Pay it Fwd scheme, please visit <https://www.payitfwd.org>.

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About Connexus

Connexus solves the pain of technology for small business. Connexus makes business-grade phone, mobile and NBN easy to understand, quick to setup and simple to use, leveraging world-class innovation and investment to create the best business telecom experience for SMBs.

Connexus is part of the MNF Group, one of Asia-Pacific's fastest growing technology companies. Listed on the ASX since 2006, it is now twice the winner of the Forbes Asia-Pacific "Best under a Billion" award. MNF develops and operates a global communications network and software suite enabling some of the world's leading innovators to deliver new-generation communications solutions.

For further information about Connexus visit: <https://www.connexus.com.au/>

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