

Reckon Ltd



Result Presentation 6 Months to 30th June 2004

Greg Wilkinson – CEO

Clive Rabie - CFO



On the Agenda

Clive Rabie - CFO

- 6 Month – June 2004 Financial Results

Greg Wilkinson – CEO

- Product Development
- Customer Acquisition
- Marketing Campaign
- APS Update

Financial Highlights

Six Months to June 2004



	<u>Six Month</u> To June 2003	<u>Six Month</u> To June 2004
Revenue	\$12,696,000	\$18,753,000
Net Profit	\$2,567,000	\$3,657,000
Operating Cash Flow	\$2,987,000	\$3,656,000
Cash in Bank	\$13,733,000	\$14,760,000
Return of Capital	1 cent per Share	3 cents per Share

* Accounts for 5 months of APS contribution

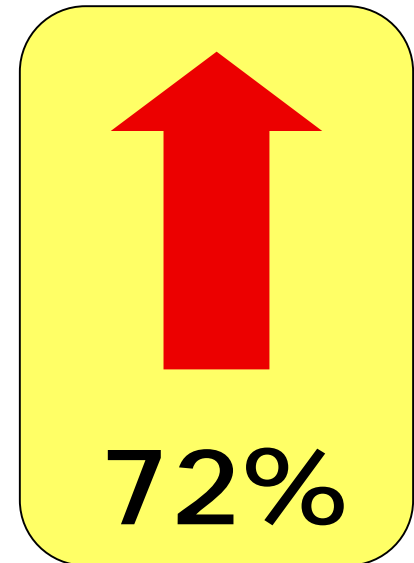
Financial Highlights

Six months to June 2004



EBITDA

	To June 2003	To June 2004
EBITDA	\$2.57million	\$4.42million



* Accounts for 5 months of APS contribution

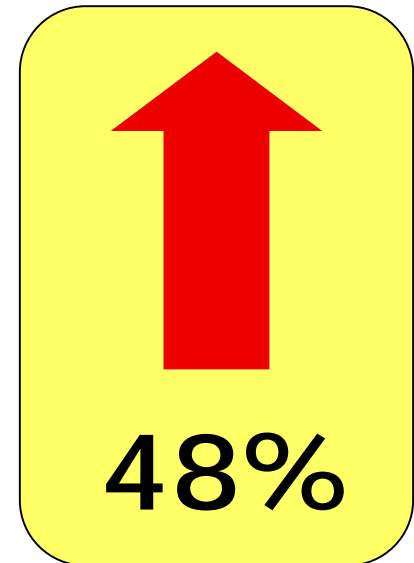
Financial Highlights

Six Months to June 2004



Revenue

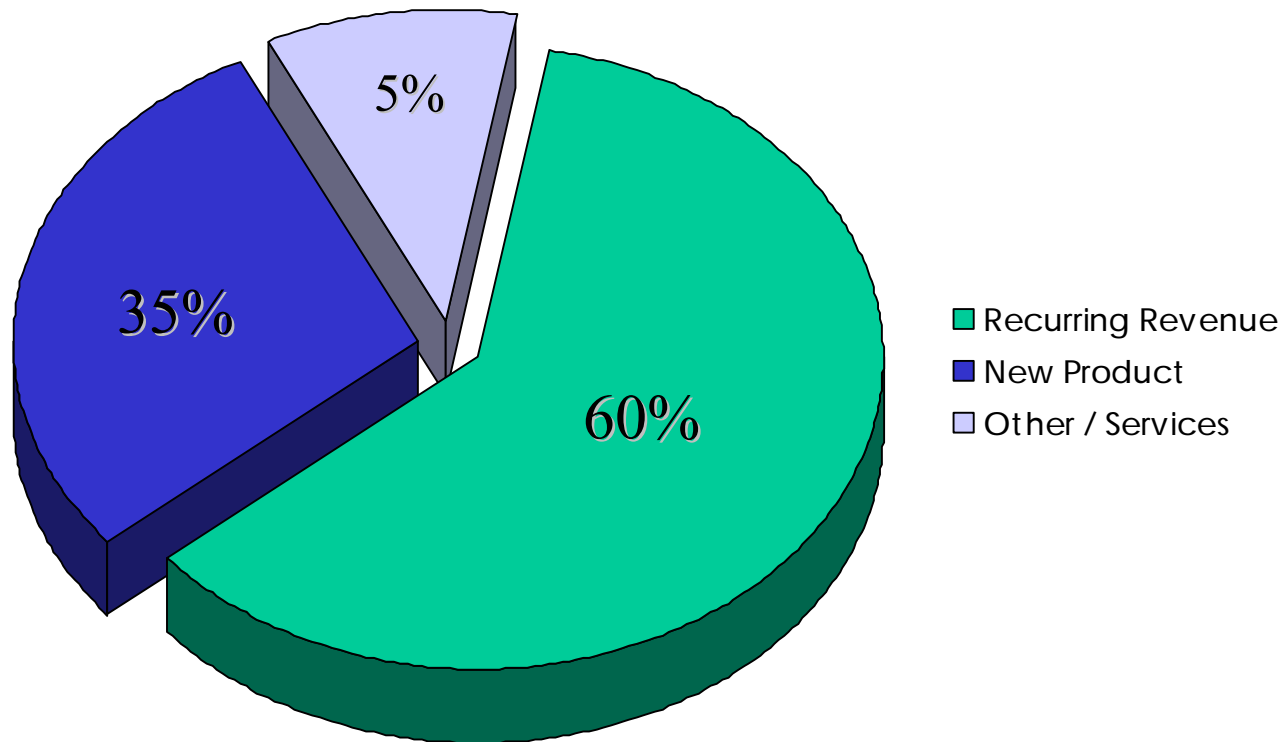
	To June 2003	To June 2004
Revenue	\$12.7million	\$18,8million



* Accounts for 5 months of APS contribution



Revenue Breakdown





Greg Wilkinson – CEO

- Product Development
- Customer Acquisition
- Marketing Campaign
- APS Update

Product Development



- 2004 Released

- QuickBooks 2004 with 7 Flavours
- Quicken Payroll Premier
- Quicken Customer Manager
- APS Foundation

- 2004 To Come

- Quicken Personal Plus 2005
- Quicken Share Analyser 3.0

Marketing



- Advertising campaign
- National and Regional Road Shows

TV Commercials



- 1 x 30 Second
- 2 x 15 Second
- 3 x 10 second

National (Metro and Regional Markets)



Outdoor: Bus/Taxi Backs

A photograph of a man with glasses reading a book to two children on a bus seat. The man is smiling and looking at the book. A young girl is leaning her head on his shoulder, and a young boy is looking at the book. The scene is warmly lit, suggesting a cozy atmosphere.


"Dad. Brought to you by Quicken."

Quicken
Easy
quicken.com.au

Adelaide, Brisbane, Sydney, Melbourne, Perth, Canberra, Hobart



Outdoor: Supersites

A photograph of a man with glasses reading a book to two children in bed. The man is holding the book open, and the children are looking at it. The scene is dimly lit, suggesting a bedtime routine.

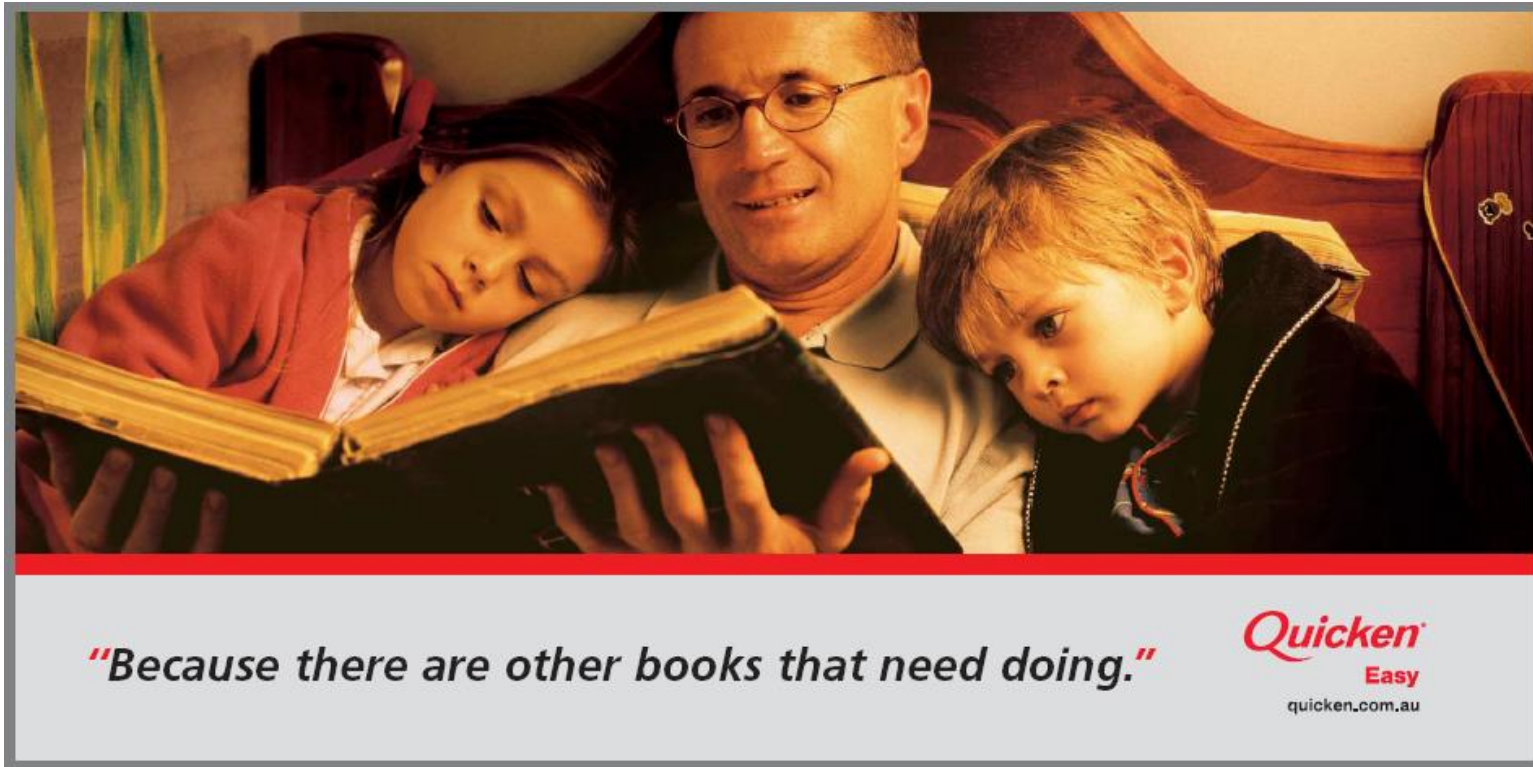
"Because there are other books that need doing."

Quicken
Easy
quicken.com.au

Sydney, Melbourne, Perth



Outdoor: 24 Sheet Posters

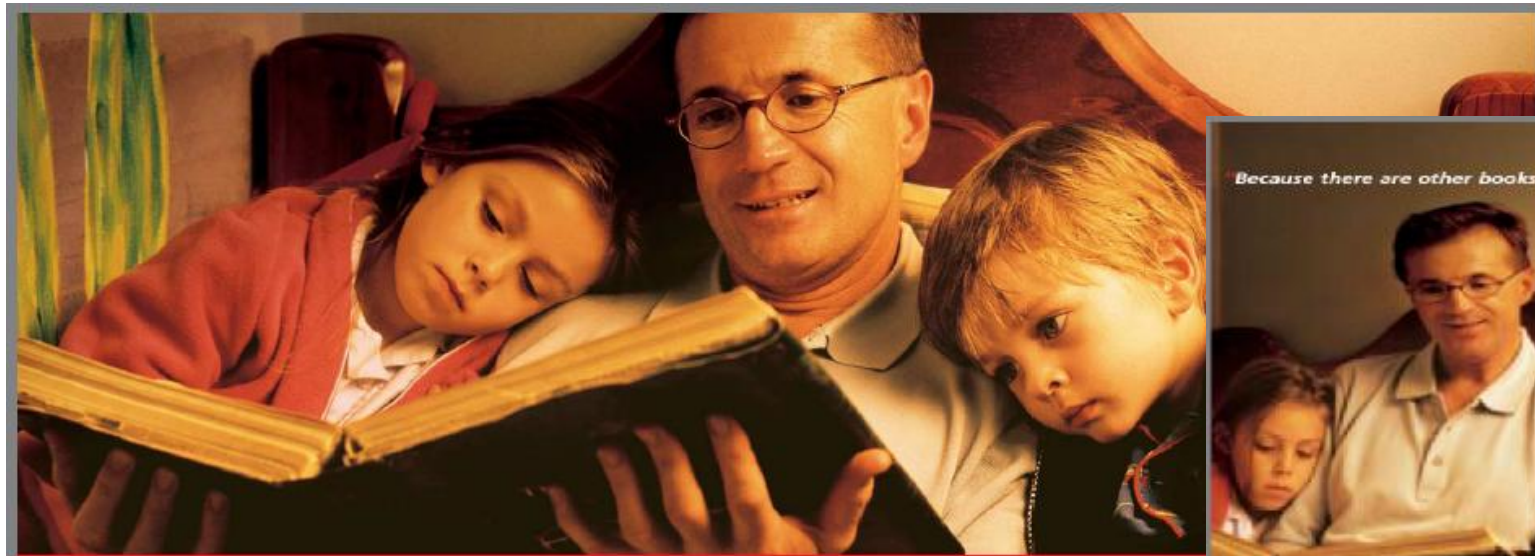


Brisbane

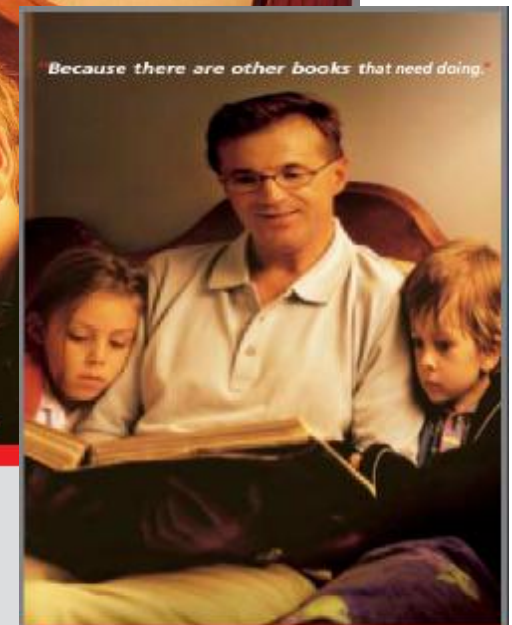


Outdoor: Airports

(indoor & outdoor)



"Because there are other books that need doing."



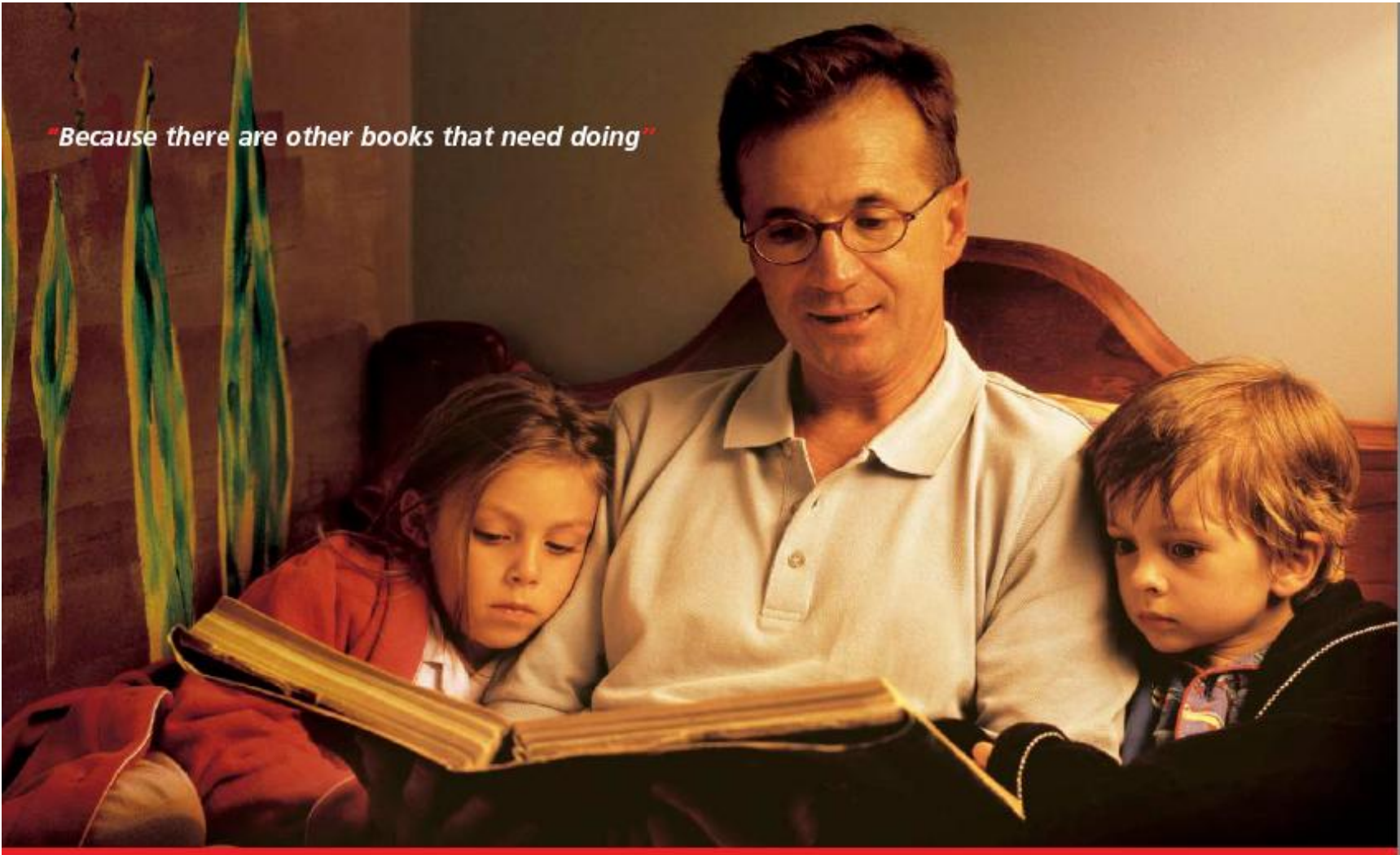
"Because there are other books that need doing."

We understand perhaps you want that you've happily used other but the ease and stability of the world of Quicken for more accounting software, in the long term, means that you have made the



Adelaide, Brisbane, Sydney, Melbourne, Perth

Print Advertising



"Because there are other books that need doing"

No accounting package can ensure that you live happily ever after but the ease and simplicity of the world's leading

business accounting software will, at the very least, ensure that you have more of a life.

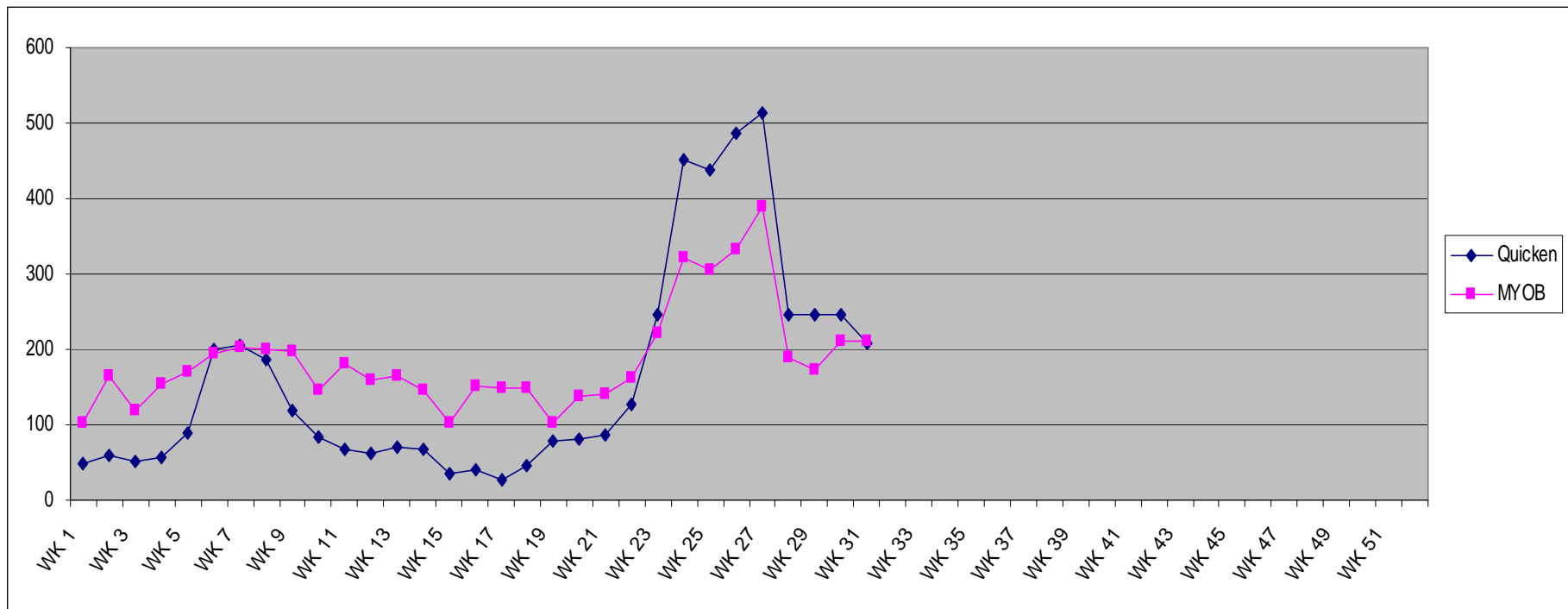


www.quicken.com.au

Campaign Impact



Entry level product retail sell through comparison



Source: Inform

National Capitals Road Show



1200 Attendees



- Melbourne
- Sydney
- Brisbane
- Adelaide
- Perth

Regional Road Show



- Bendigo
- Albury
- Canberra
- New Castle
- Dubbo
- Armidale
- Toowoomba
- Bundaberg
- Rockhampton
- Townsville
- Mackay
- Cairns

4300 attendees

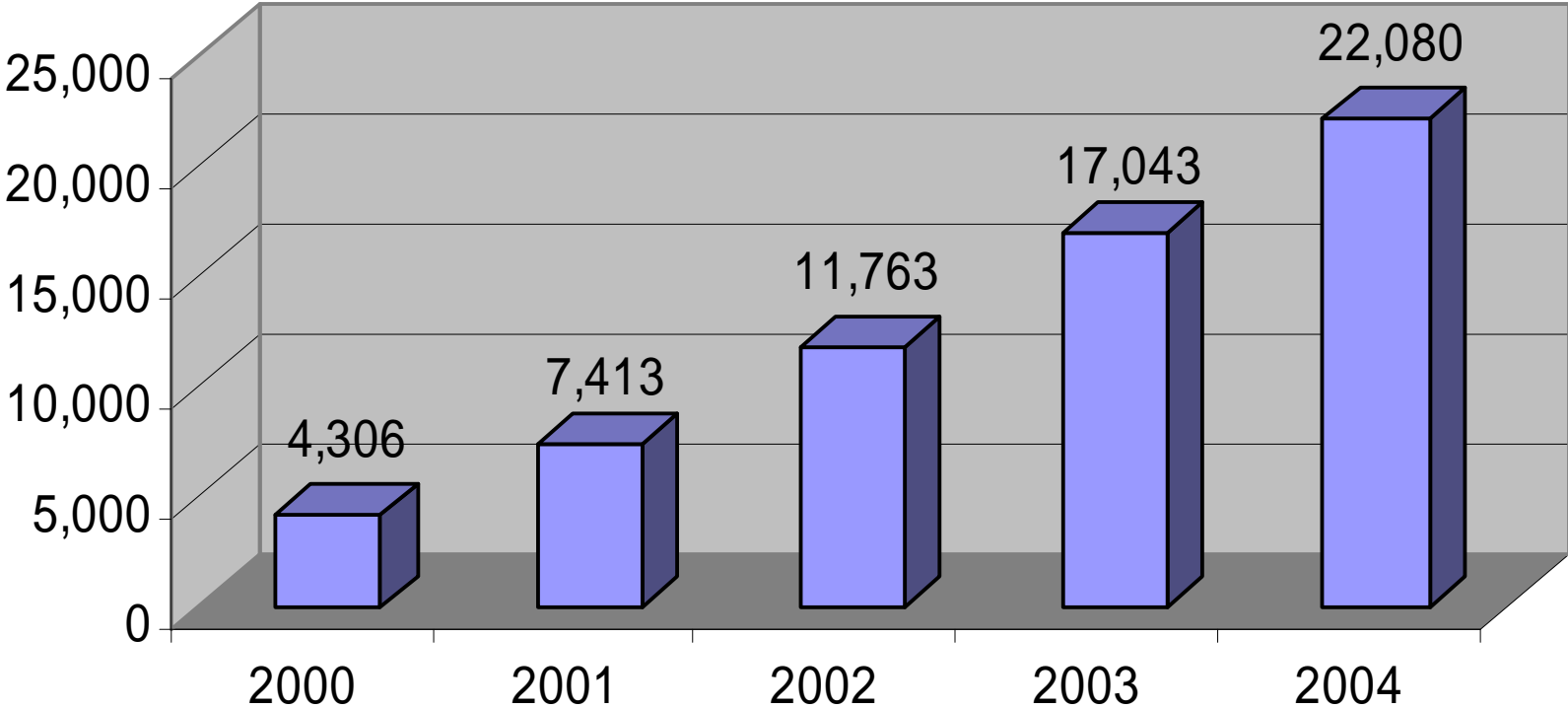


APS

APS



Growth in APS Seats*

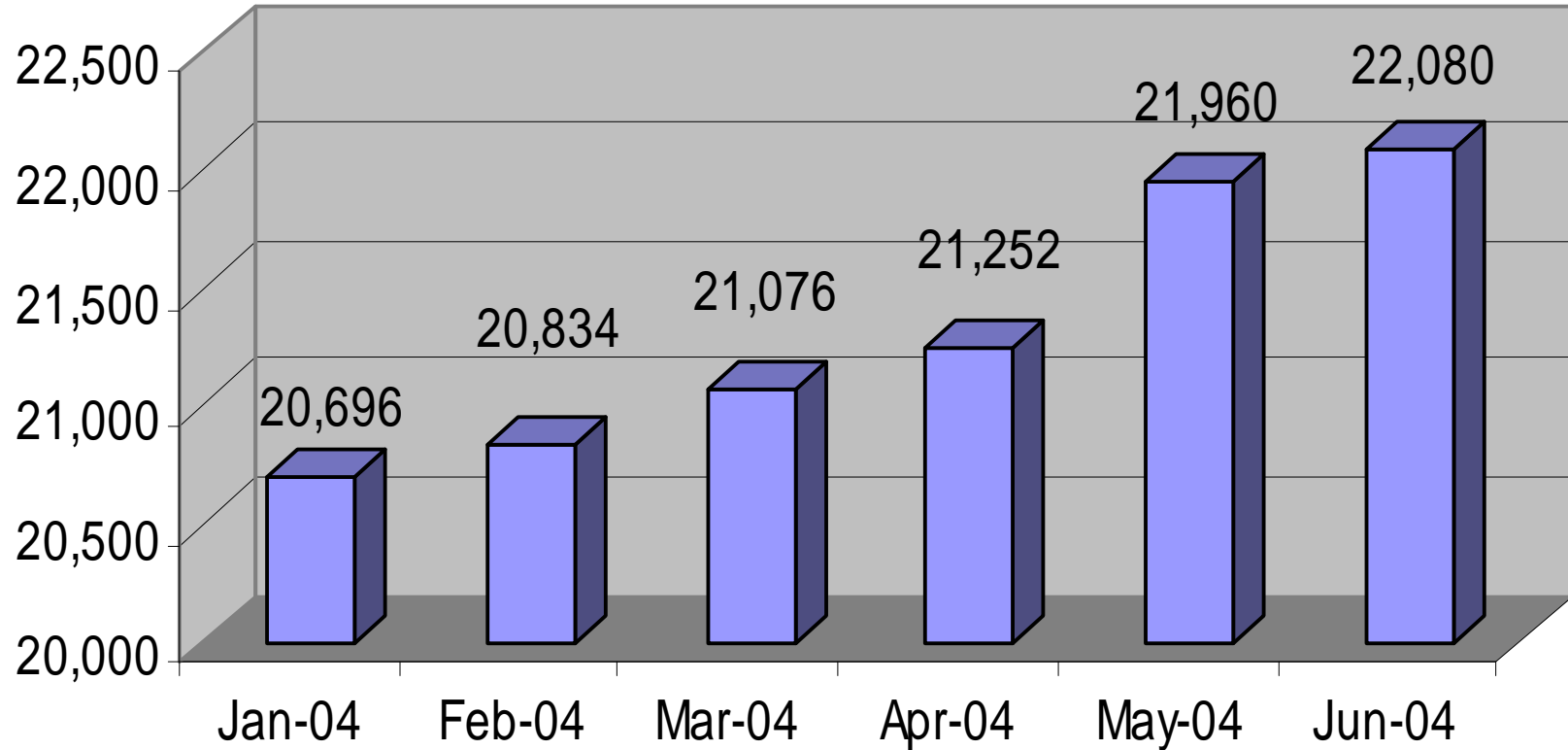


* Seats = Individual Users

APS



Growth in APS Seats* YTD



* Seats = Individual Users