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NZ INFOTECH

Teaching Thais to barter

-EUBEN SCHWARZ

–...AUCKLAND company has sold –bartering software to a Thai finD for more than $1 million, with up to $5 million more expected over the next five years if the deal goes to plan.

XO develops software that underpins barter exchanges -alternative – exchanges where businesses — surplus product or staff time. }K)'s technology also allows "barter –" to set up eftpos and Internet banking services using tile ex- change's virtual cUTTency.

The Thai customer, Sohmons Cor- ner, will use tile software to set up a barter exchange in Thailand and Vietnam. It aims to have 1200 mem- bers and a trading volume of $1.27 million by tile end of tile year. As well as tile $1 million up-front licence fee, XO will get a 0.5 per cent com- mission on each transaction.

The sale comes a mouth after XO raised $1 million by selling 4 per cent of tile company to two New Zealand investors. Mr Evans says it will use the money to market its software overseas.

XO was independently valued at $120 million after the investors bought in. Mr Evans says it's one of only three companies worldwide that make software for barter exchanges, and the only one with more than one employee.

The four-year-old finn employs 36 staff and started its own New Zea- land barter network, Ozone, two years ago as a way to test its soft- ware. It has since grown to more than 2500 members. Ozone New Zea- land was bought by Orcon late last year.

XO software also underpins Ozone exchanges in Australia, Singapore and South Africa. Members of Ozone exchanges in different coun- tries can trade with each other, at the normal exchange rates. The Thai and Vietnamese exchanges will also operate using the Ozone brand.

Barter exchanges are more popu- lar overseas than here, and Mr Evans says about 40,000 exist world- wide, including non-commercial va- rieties set up to help rural start-ups.

The largest Spanish exchange has 70,000 member businesses, and the Swiss person-to-person Wir exchange has 140,000 members, turning over more than $3.2 billion a year.

Mr Evans says barter exchanges have several advantages over cash, including zero-interest lines of credit for smRII businesses.

Ozone exchanges compete with the rival Bartercard network.

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NEWS CLIPPING

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พันธมิตรใหม่ : ชัชพงษ์ มัญชุภา รองกรรมการผู้จัดการ บริษัท โชคชัย คอนซอร์ซี่ (1998) หรือ SLC และ แซม วามา ประธานกรรมการบริษัท เอ็กซ์โอ ลิมิเต็ด (นิวซีแลนด์) ลงนามในสัญญาร่วมเป็นพันธมิตรธุรกิจระหว่าง SLC และบริษัท เอ็กซ์โอ ลิมิเต็ด พร้อมเปิดตัวบริษัท โอซอน เซิร์ฟ (ประเทศไทย) ณ โรงแรมเมารินท์ ไฮแอท เอราวัณ โดยรองกรรมการผู้จัดการ SLC กล่าวว่า บริษัทอยู่ระหว่างการหาแนวทางในการเพิ่มทุนเพื่อแก้ปัญหาการหมุนเวียนของกระแสเงินสดที่ปัจจุบันอยู่ในระดับต่ำ – [illegible]