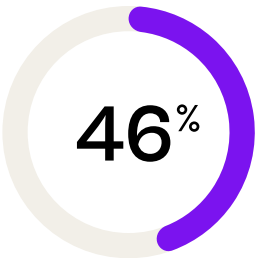


New Zealand’s Mid-Sized Businesses

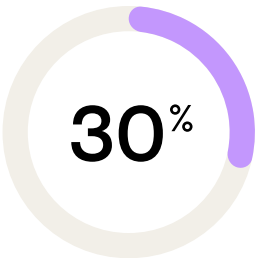
Q3 Insights Summary

As 2025 continues to deliver challenging conditions for the New Zealand economy, local mid-sized businesses are showing their strength, with most seeing an increase in revenue compared to a year ago and more than half predicting revenue will be up in 12 months’ time. As mid-sized firms look to grow their prospects, empower their teams and unlock greater productivity in the year ahead, MYOB’s insights show that while there are still some concerns impacting adoption of cloud-based solutions, there is also deep recognition that these tools can give them an edge.

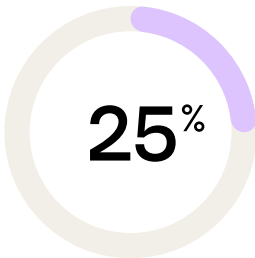
Business revenue compared to 12 months ago



Revenue is up

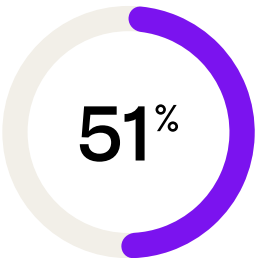


Revenue is the same

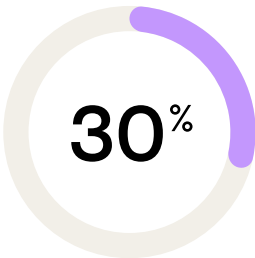


Revenue is down

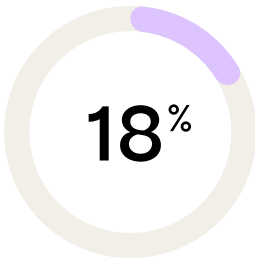
Business revenue expectations for 12 months’ time (compared to now)



Revenue will be up



Revenue will be about the same



Revenue will be down

Biggest challenges facing mid-sized businesses in New Zealand (top 5)*

32%

Slow/sluggish economy



29%

Interest rates and cost of finance



25%

Falling consumer confidence



23%

High competition



22%

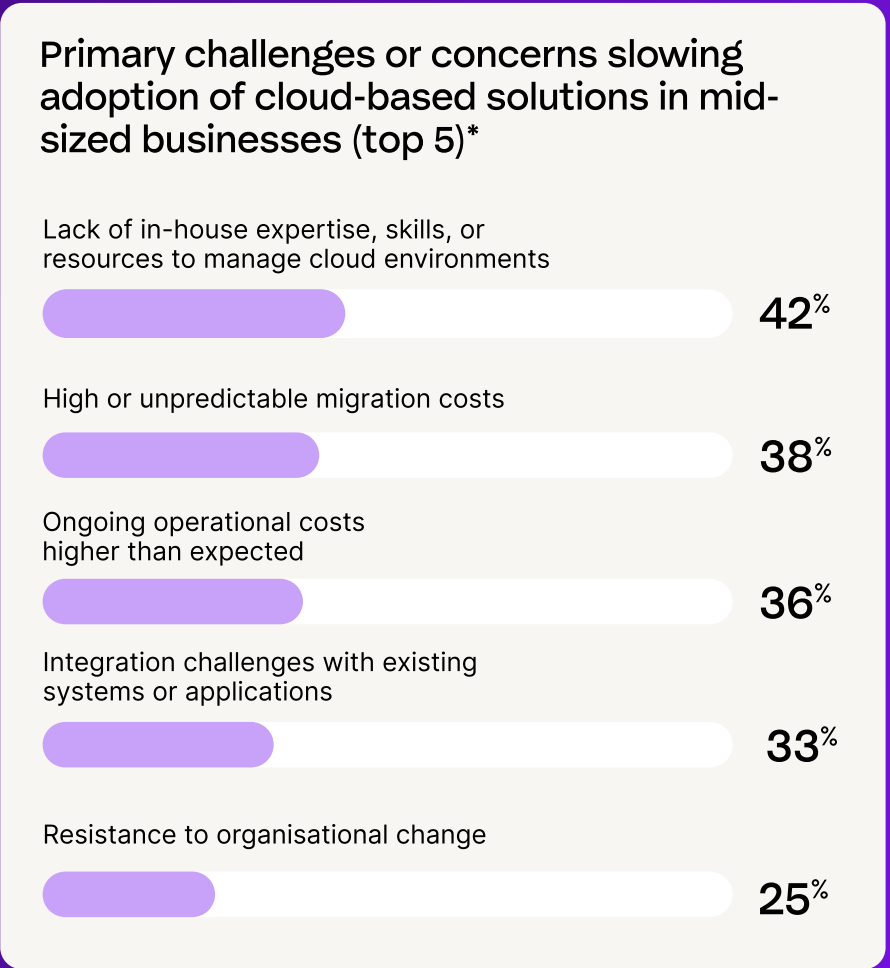
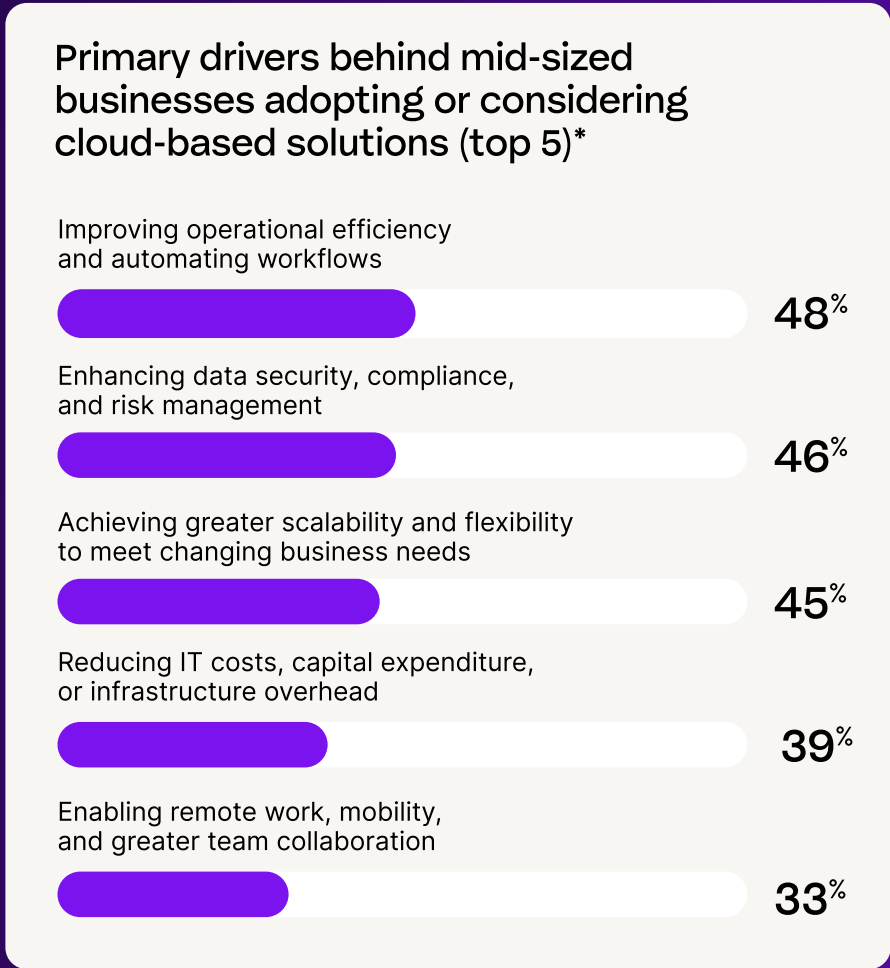
Employment costs



*Respondents were able to select more than one option

Technology insights

Digital/technological solutions mid-sized businesses plan to improve or upgrade in next 12 months (top 5)*



Top benefits experienced after a change or upgrade to cloud ERP (top 5)*
Of those who have upgraded in the last two years



*Respondents were able to select more than one option

Methodology

These insights are from MYOB's latest survey polling a representative sample of 532 leaders and decision-makers in mid-sized businesses (*with between 20-500 FTEs and \$5m+ annual revenue) in New Zealand. The survey took place from 13 August – 2 September 2025 and was conducted by independent research agency, Dynata. Respondents were sampled randomly from the Dynata online panel and screened to ensure they met the qualifying criteria. Quotas were maintained on industry sector and business size/FTEs to ensure a reliable and diverse cross-section of business opinions from mid-sized businesses were obtained.