

An aerial photograph of a high-altitude mountain landscape. A large, bright white snowfield dominates the foreground and middle ground, with a line of small hikers in colorful gear traversing it. To the left, dark, jagged rock formations are partially covered in snow. The background shows more snow-capped peaks and patches of dark rock, all under a sky filled with soft, white clouds. Overlaid in the upper left is the word 'Yes' in a large, teal, cursive-style font.

Yes

Singtel Investor Day

Consumer Australia

Allen Lew – CEO Consumer Australia

11 June 2019

Winning
Subscribers

+454k

Highest ever branded postpaid
Net Adds

Delivered
Revenue growth

\$7.7 billion

up 7% YoY

EBITDA

\$2.5 billion

Highest ever for Consumer
Australia

FY19

Highlights

World class entertainment

Home of Elite Football



ONLY IN OZ

Co-produced with National
Geographic

Network

#1 in P3 for data

#1 in Open Signal 2019 for 4G
availability

1st to deployed 5G Fixed
Wireless in Australia



In FY20 we will continue to differentiate through our four pillars

Our Purpose – Customer First

We go further to connect customers with exceptional network, value and service



INSPIRE...
with leadership in
CUSTOMER EXPERIENCE



DISRUPT...
with exceptional
NETWORK



EXCITE...
with exclusive
PREMIUM CONTENT



TRANSFORM...
with new
OPERATING MODEL

Visit us today

OPTUS

Choose smarter

The new Galaxy A50.
Only at Optus.



SAMSUNG Galaxy A50

\$49/mth

Minimum total cost \$1,176
over 24 months

10GB

Samsung Galaxy A50

Yes

Offer available until withdrawn. New and recontracting services only. Excludes trade-up customers. Not available with other offers. Optus is the authorised retailer of the A50 until 30/6/19.

15296.pptx



35GB for \$30 Epic Prepaid

35GB standard data on first three
Optus Prepaid Epic Data recharges.

First recharge by 3/6/19 and 2nd and
3rd recharge on or before 5/8/19.

OPTUS

Head in-store today

For use in Australia within 28 days. Data: After 3rd recharge, \$30 recharge gives you 10GB standard data. New customers only.
Excludes rate plan change and SIM swaps. Rate Plan ends: 3/6/19 with 2nd and 3rd recharge until 5/8/19.



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OPTUS

INSPIRE... with leadership in **CUSTOMER EXPERIENCE**



Create intuitive and simple digital Customer Experience

- My Optus App
- Data analytics to create tailored experiences
- Chatbot and Messaging



Fix the basics on issue resolution

- Reengineer customer journeys
- Continue identifying and solving customer issues
- Improve end to end problem resolution



Improve the nbn experience

- Create positive experience for the HFC customers migrating to nbn
- Improve nbn onboarding experience

DISRUPT... with exceptional NETWORK



Leverage 4G network investment

- Optimising the network for video
- Continue to invest in 4G to expand coverage and increase capacity



Lead the way with 5G

- First in Australia to launch 5G Home Broadband
- Plan to rollout 1,200 sites by March 2020



Driving to an automated software-driven network

- Virtualisation of Mobile data and voice core to reduce infrastructure costs
- Creating an intelligent Network to improve proactive monitoring, resilience and efficiency

More wow.

Less "ow."

Get great coverage
and great value.

Both is better.

yes

Go far.

For less.

Get great coverage
and great value.

Both is better.

yes

**Stronger than ever
in Tasmania**

Yes

EXCITE... with exclusive **CONTENT**



Partnering with National Geographic with exclusive and co-produced content



Engaging more customers with Optus Sport App



Change the future they see

The FIFA Women's World Cup™
On us. For all Australian school kids.



Come in-store to activate today

Data fees may apply. Excludes existing premium subscriptions.
Offer only available in Optus Yes stores. Full details at optus.com.au/fifawwc

YES1831 (5/19)

OPTUS

TRANSFORM... with new OPERATING MODEL



Digitization

- Drive seamless digital conversations powered by AI
- Build our customer relationship through high adoption and usage of our app
- Remove effort from our e-commerce experience



Productivity

- Product and process simplification
- Move to agile work structure in key parts of the business



Analytics and Automation

- Automate key processes and reporting
- Leverage analytics to reduce churn, improve cross selling and enable personalised offers

Thank you