

Optus

Stephen Rue, CEO Optus
Investor Day | 27 August 2026



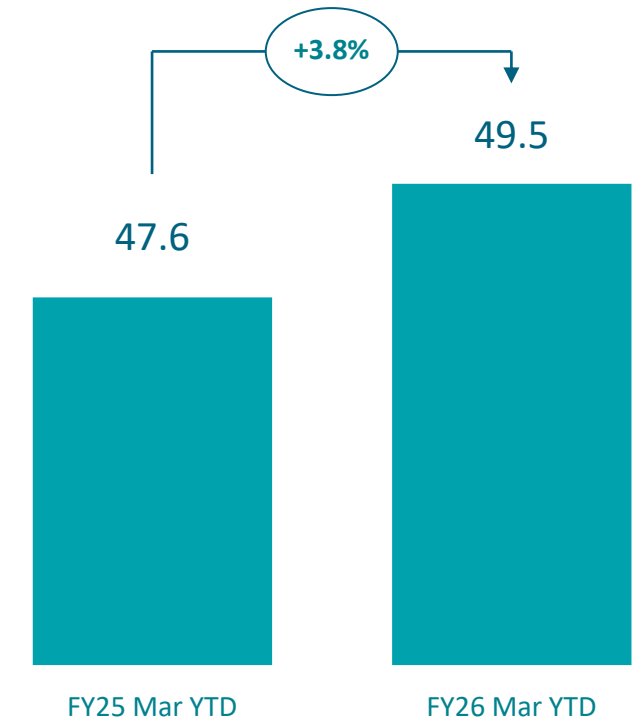
yes

OPTUS

FY26 Performance driven by Mobile growth and transformation progress

	FY26 Full Year	YoY	FY27 Q1	YoY
Revenue	\$8,345m	↑ 2.1%	\$1,970m	↓ 2.0%
EBITDA	\$2,356m	↑ 6.0%	\$613m	↑ 5.1%
EBITDA Margin	28.2%		31.1%	
EBIT	\$550m	↑ 23.1%	\$152m	↑ 13.8%

Branded Postpaid ARPU¹



1. Excludes Wholesale MVNOs

Our strategy

Our purpose
why we exist

To deliver real choice by championing the customer

Our strategy
what we
will do

Make Optus easier to trust and easier to choose, with...

**Strong
basics**

**Reliable
connectivity**

**Simpler
systems**

Our values
how we
show up

We are one team

We are accountable

We act with integrity

Our measures
how we track
success

Trust and reputation
RepTrak

Customer satisfaction
Market NPS

FY27 addressing immediate priorities and setting up for sustainable ROIC growth

Immediate Priorities



Uplifting sales compliance



On-shoring of contact centres



21 Schott Report recommendations



Strengthen network resilience



In-sourcing of critical Network ops



Continued legacy RAN swap-out

Building for the Future



IT Core Modernisation



Key data platform migration



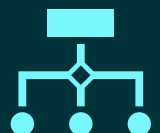
Accelerated plan rationalisation



Embedding AI & Automation



Service-centric operating model



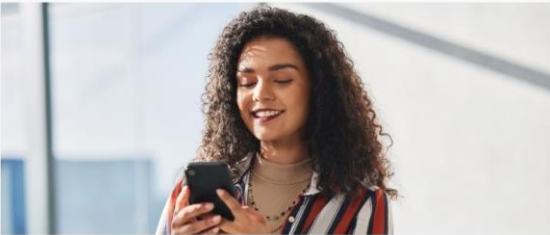
Scaled Process Excellence rollout

Operating in a complex regulatory environment

Increased compliance requirements

ACMA to replace telco consumer code with stronger protections

27 March 2026



- Enhanced New Telecommunications Consumer Protections (TCP)
- Strengthened financial hardship rules
- Expanded scam-prevention obligations

Sources: Australian Communications and Media Authority, March 2026

Higher standards on network resilience

ACMA takes Optus Mobile to court over September 2025 Triple Zero outage

30 July 2026



- Higher expectations on telcos for network resiliency, low tolerance for failures
- Federal court proceedings commenced by ACMA in relation to the 2025 Triple Zero outage
- Matters relating to 2022 Cyber incident are also on-going

Sources: Australian Communications and Media Authority, July 2026

Elevated costs anticipated

FINANCIAL REVIEW

Telecommunications

Telcos warn of mobile price hikes after \$7.3b regulatory blow

The government has revealed it wants \$7.32 billion from major telcos to access the radio waves used for phone calls. Telcos say it's a tax on consumers.

May 20, 2026 | Sam Buckingham-Jones



- Significantly higher spectrum prices vs industry expectations
- UOMO legislation expected to further increase cost of mandatory compliance

Sources: Australian Financial Review, Parliament of Australia, ACCC

Consumer and B2B businesses focussed on mobility-led growth, uplifting of CX and simplification

Consumer

Brand



Restoring trust in Optus by **focussing on customers, community**, improving the way we **show up**, and measuring brand performance through RepTrak.

Customers



Focus on **uplifting sales compliance**, short-term headwinds to be offset by **ARPU gains & churn mgmt.**

Simplification & Efficiency



Accelerate **product simplification and digital-first distribution** to uplift customer experience, and support core modernisation.

B2B

Profitable Growth



Outperformed EBITDA target and **grew margin YoY**

Streamlined Portfolio



Continued **product simplification & vendor rationalisation** journey

Mid-market Momentum



Accelerated **channel partner program** in mid-market



Switch to Australia's
Most Awarded
Mobile Network



Opensignal Awards – Australia: Mobile Network Experience Report May 2026

Secured major mobile
Wholesale Re-signs



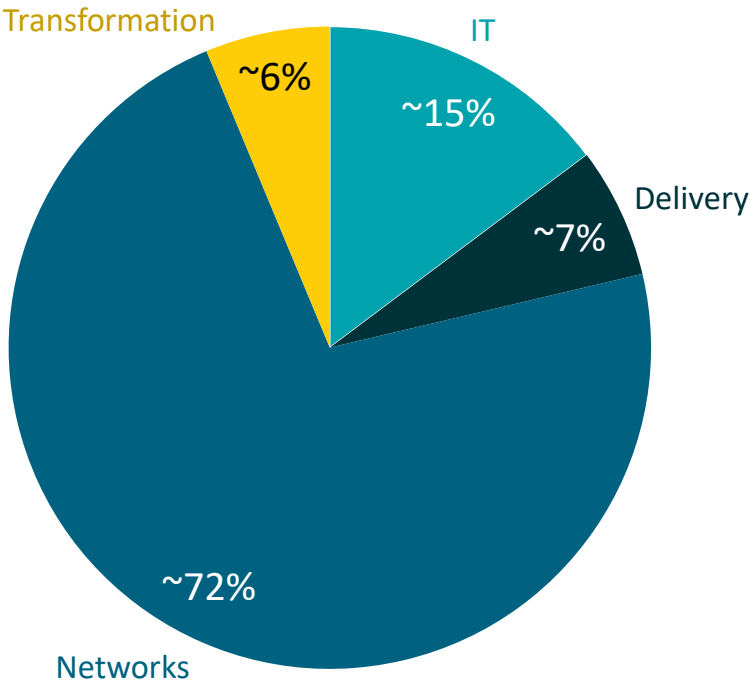
Key customer *wins* and new
logos across *all segments*



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FY27 Key investments to deliver on Compliance and Growth

Investing in immediate priorities
and build foundations for growth



Total ~\$1.5b

IT



Addressing IT Resilience, security (incl. Cyber), EOL, and other immediate priorities

Delivery



Enterprise bids, embed AI & automation, and uplift consumer outcomes

Long-term programs

Networks



Strengthen network resilience, and modernise capabilities

Transformation



Multi-year tech transformation underway

