

Singtel Investor Day 2018

Consumer Australia

Allen Lew – CEO Consumer Australia

13 June 2018

OPTUS
SPORT



FIFA WORLD CUP
RUSSIA
2018

LICENSED BROADCASTER



Consumer Australia is uniquely positioned for growth

Strong market position

Consumer services

1.2m
Fixed

- HFC – 396k
- ULL – 339k
- NBN – 453k
- Other – 57k

10.1m
Mobile

- Postpaid – 5.3m
- Prepaid – 3.7m
- MBB – 1.1m

Portfolio of strong brands

yes
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amaysim



OVO
MOBILE

dodo

Multi-channel sales and service

Call centres in Australia, India, Philippines ✓

Over 350 stores ✓

Online ✓

2.2m My Optus App users ✓

SMB & MVNO partnerships ✓

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Strong underlying business trends

Accelerated
net adds



+384k

across postpaid and
prepaid handset, and
mobile broadband

Grew NPS



+10

for Consumer
Australia

Accelerated
network



Best

in test in Australia¹

Excited customers



Delivered
revenue growth

\$7.2b

In FY18

Up 4%

Delivered EBITDA
growth

\$2.5b

In FY18

Up 4%

Notes: 1. Based on P3 test in December 2017.
P3 is a globally recognised company which performs
independent measurement of mobile network performance.

Future growth is fueled by four pillars



**Lead in
customer
experience**

**Lead in
mobile
networks**

**Differentiate
with exclusive
premium
content**

**Lead in
business
productivity**

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Lead in customer experience



**Self-service via
My Optus App**



**Big data analytics
for proactive
customer care**



**Improving end to end
problem resolution**



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Lead in mobile networks



Continue 4G LTE excellence through extending coverage, densifying cell sites and Massive MIMO



Deploy 5G Fixed Wireless with commercial launch in 2019

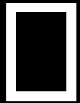


Start virtualising core and implement intelligent EDGE network

Differentiate with exclusive premium content



**Extended Premier League
rights until May 2022**



**Encouraging take up
of National Geographic**



**Engaging more customers
with Optus Sport App
starting with World Cup**



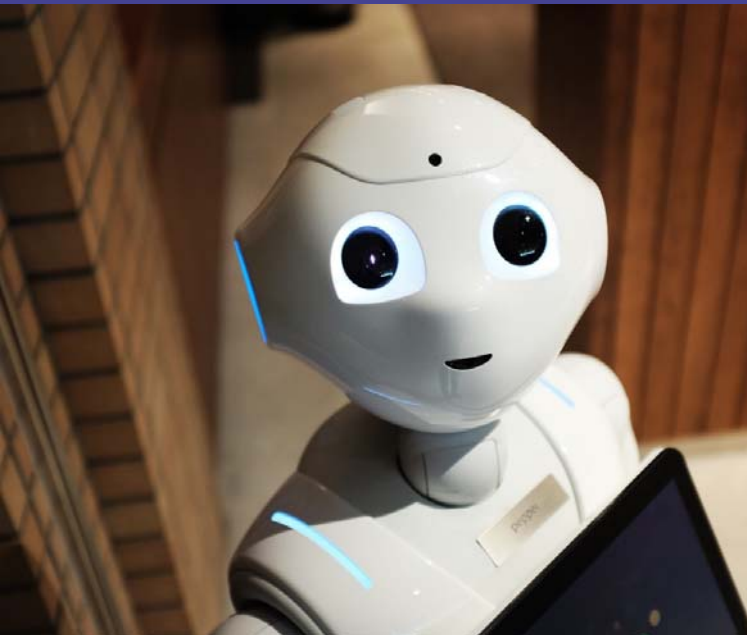
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Lead in business productivity

**Operational
excellence BOTS
for customer
interactions and AI
in key processes**

**Lean and agile
organization accelerated
decisions and improved
collaboration**

**Product and
processes
simplification**



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Thank you!