

Singtel Investor Day
Consumer Australia

Mr Allen Lew - CEO

Yes

Our operating environment in FY18



Capital intensity

- Increase in mobile capital intensity



Competition

- New entrant expected to commence operations in selected geographies



Regulatory

- Transition to NBN reduces margins for fixed line operators

FY18 strategic focus



Seamless customer experience

1



Building a video-ready national mobile network

2



Engaging our customers with content

3



Transform our cost base

4

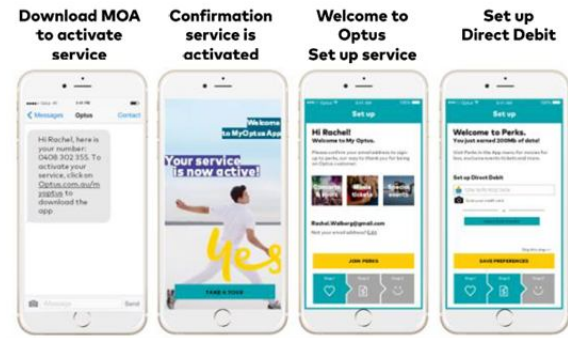
Creating a sustainably profitable Optus

1

Delivering seamless customer experience

Moving to an app-based digital experience

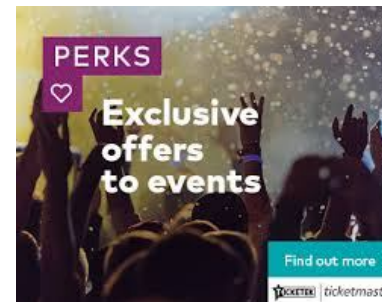
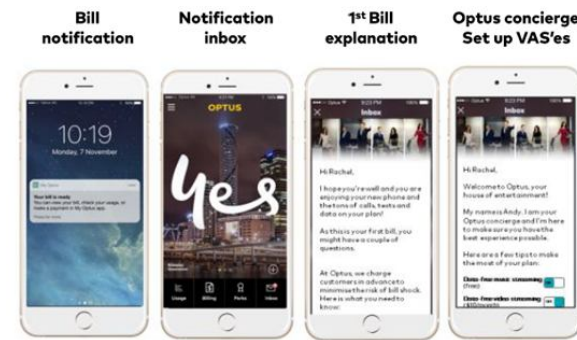
Simple activation and set-up



Customers Rewards



Personalised on-boarding



Increasing efficiency and reducing cost to serve

2

Investing in our network

Extending and densifying our network to meet the needs of web-centric customers

Speed

- 4.5G in North Ryde with speed of 1Gbps
- 4G LTE Advanced Carrier Aggregation

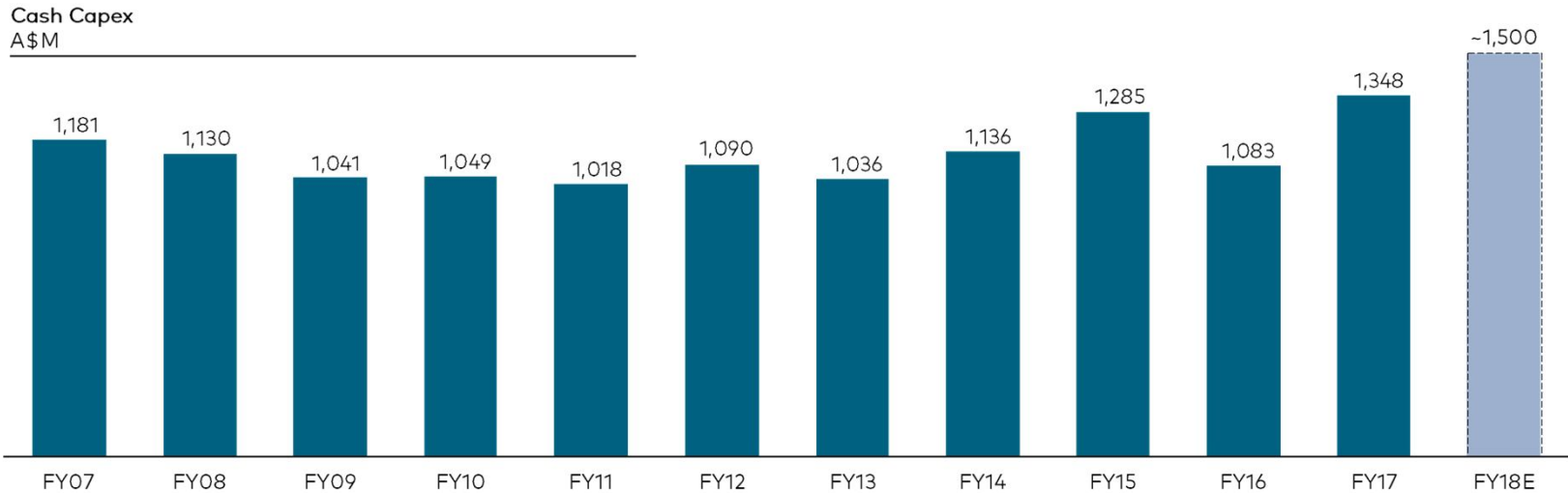
Capacity

- Massive MIMO
- Regional 1800MHz spectrum
- 98Mhz of 2300Mhz spectrum
- Small cells connectivity

Coverage¹

- 96.1% 4G pop coverage
- 5,872 4G sites
- 98.5% 3G pop coverage
- WiFi calling

4G Devices



1. As at 31 March 2017.

3

Engaging our customers with content, apps and services

Differentiated premium content – Premier League



Promoting tactical data free offers of video and music



Transforming our cost base

Re-engineering our business & operating processes

NETWORKS

- ✓ Review property portfolio strategy
- ✓ Energy efficiencies
- ✓ Vendor support initiatives
- ✓ Backhaul lease optimisation
- ✓ Decommission legacy fixed network to align with NBN re-seller model

DIGITAL

- ✓ Improve take-up of Optus App
- ✓ Increase digital first adoption
- ✓ Increase self serve transactions
- ✓ Increase digital bill take-up
- ✓ Increase online sales mix for Mobile, Fixed and Prepaid recharge
- ✓ Personalised experience and offers

FIXED

- ✓ Fixed service efficiency
- ✓ Simplified products
- ✓ Optimise mix of calls to lowest cost solution
- ✓ Improve fixed on-boarding experience

Benchmarking to best-in-class

Thank you.