

SINGTEL INVESTOR DAY
CONSUMER
AUSTRALIA

Murray King, CFO

Yes

FY16 HIGHLIGHTS

Total
Revenue

UP
4%

EBIT

UP 7% 

EBITDA

UP 6% 

Mobile Service
Revenue¹

UP 2%

Mass Market
Fixed Revenue

UP 4%

CUSTOMER GROWTH

- 259K POSTPAID HANDSETS²
- 1.1M 4G HANDSETS
- 77K NBN BROADBAND

COVERAGE³

- 4,850 4G MOBILE SITES
- 3,714 UPGRADED TO 700MHz

¹ Excluding the impact of lower mobile termination rates

² Excluding deactivations by wholesale customers

³ As at 30 April 2016

COMPETITIVE LANDSCAPE

Mobile¹



\$98 \$80 6GB² Ult'd Talk
\$18 handset repayment

\$118 \$95 6GB³ Ult'd Talk
\$23 handset repayment
AFL /NRL and Telstra Air

\$101 \$80 8GB⁴ Ult'd Talk
\$21 handset repayment
6M Stan/Spotify/SMH

Fixed



Optus Yes	Telstra T	iinet connect better	TRG
\$90 (includes a \$20 discount for customers with an eligible Optus mobile)	\$139	\$89.99 (+\$29.95 for entertainment pack)	\$69.99
Unlimited Data	500 GB + (Bonus 500GB)	1000 GB	Unlimited data
Local, National + Mobile calls	Local, National + Mobile calls	Local, National + Mobile calls	Local, National, Mobile calls + 100 intl min
Fetch TV with connect pack	Foxtel Entertainment Package Telstra TV	Fetch TV with entertainment pack + \$29.95	N/A

OUR FY17 STRATEGIC FOCUS



CONTENT

- Entertain our customers with video/entertainment bundles
- Opportunity to drive market differentiation and subscriber growth



NETWORK

- Enhance our customers' network experience



VISION

To become a mobile-centric entertainment company

ORGANISATIONAL EFFICIENCY

- Continue to reduce traditional operating costs while investing in Networks and driving efficiencies
- Digital first
- Billing and IT transformation

GROWTH OPPORTUNITES

- Build a strong mobile led multi-media business integrated across fixed and mobile networks
- Regional and SMB opportunities



TRANSFORMING OUR NETWORK TO DELIVER AMAZING ENTERTAINMENT EXPERIENCE

“Optus dramatically pushed up its **data performance score** on the highways to score **highest in the category.**”



OPTUS AND HUAWEI TRIAL 4.5G TECHNOLOGY

Achieve download speeds of 1.23Gbps – 1.41Gbps.*

* Live trial of 4.5G technology resulting in download speeds of 1.41Gbps (cabled scenario completed 17/2/16) with theoretical maximum speeds reaching 1.43Gbps.

OPTUS

Regional Expansion



Speed



Capacity



4G Devices



DIFFERENTIATING OUR CUSTOMER OFFERING WITH EXCITING CONTENT

24/7 EPL Channel



Optus Sport Web



All entertainment in one place with Yes TV by Fetch



OPTUS



One subscription*

Optus Sport App for mobile / tablet



Yes TV by Fetch

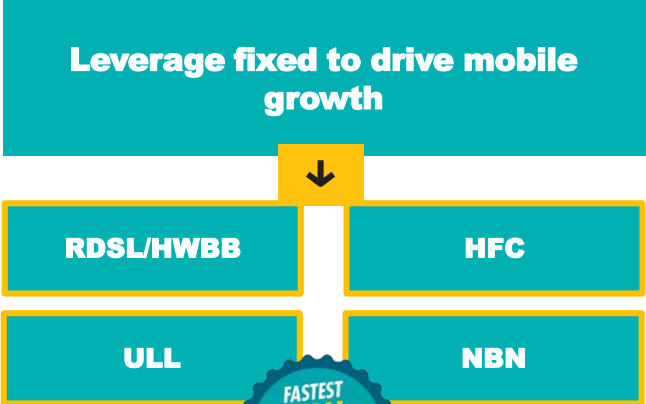


Zero-rated music streaming for prepaid customers

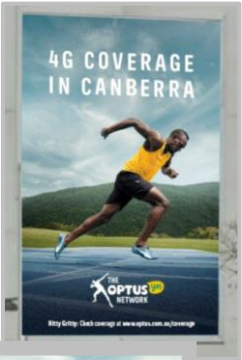


* One subscription that can be registered on four devices at one time with one stream, plus simultaneously watch on Yes TV by Fetch

GROWING OUR BUSINESS



Regional 4G Coverage



Grow SMB

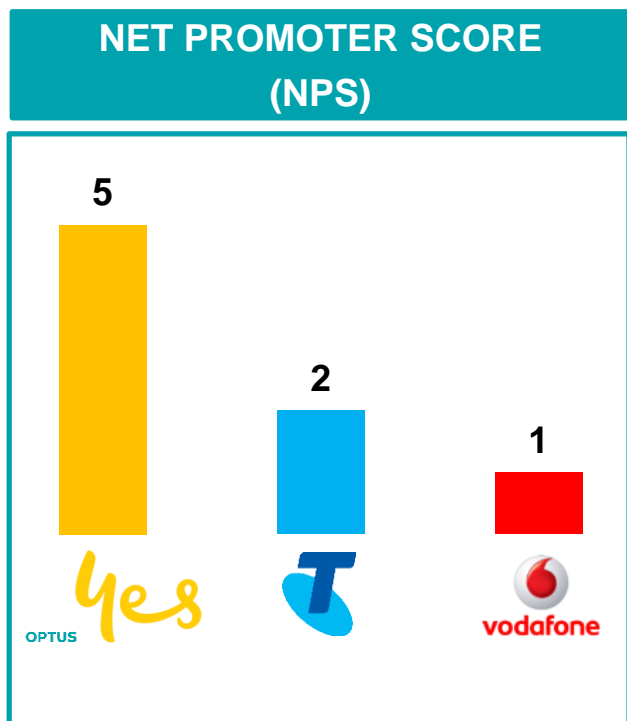


- ✓ Business specialist in stores and call centres
- ✓ Business centres
- ✓ Premium support services

Localised Marketing



SERVICE TRANSFORMATION TO ENHANCE CUSTOMER ENGAGEMENT AND OPTIMISE COST



Source: Forethought – Q4FY16

DRIVE ONLINE

- ✓ 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

CUSTOMER EXPERIENCE

- ✓ Premium support for high value and SMB customers
- ✓ Remove customer pain points
- ✓ Reduction in average handling time
- ✓ Eliminate calls
- ✓ Improved fixed on-boarding
- ✓ Multiskilling

Thank you