

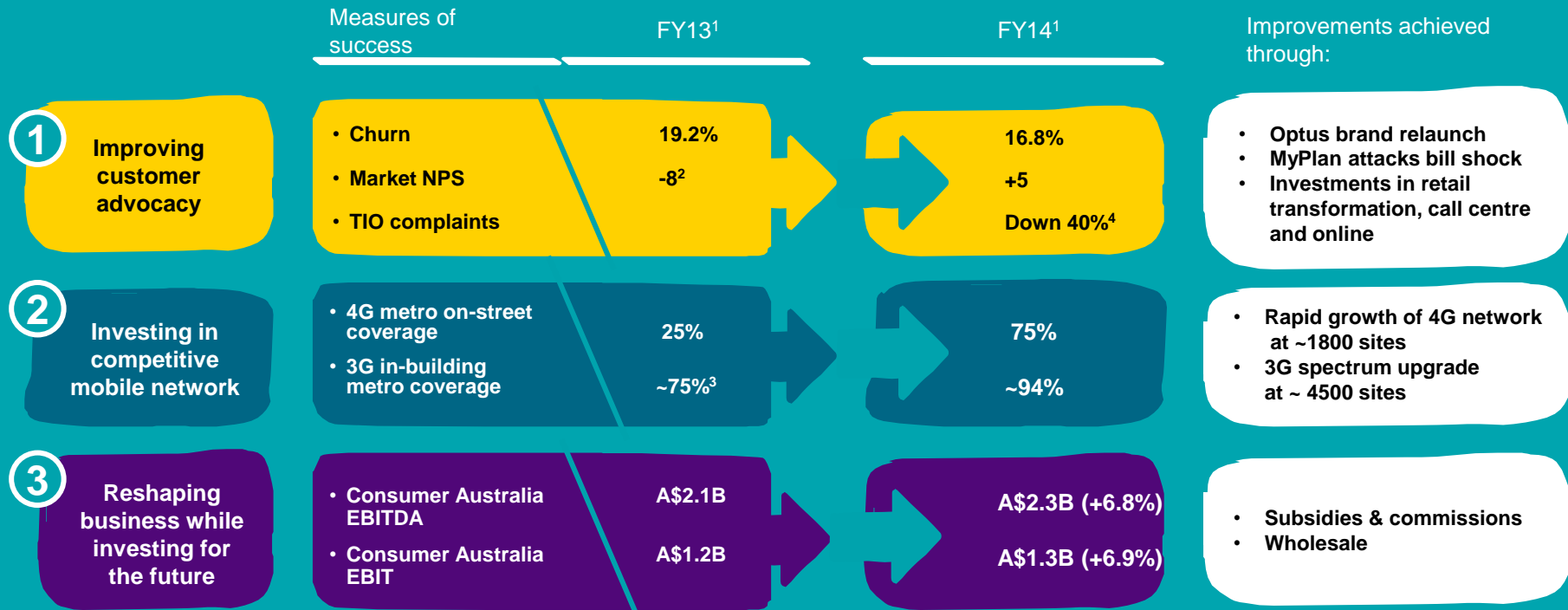
AUSTRALIA CONSUMER

SingTel Investor Day
3 June 2014

Paul O'Sullivan
CEO, Group Consumer

Vicki Brady
Managing Director, Customer, Australia Consumer

IN FY14, AUSTRALIA CONSUMER BUILT A FOUNDATION FROM WHICH TO GROW REVENUES



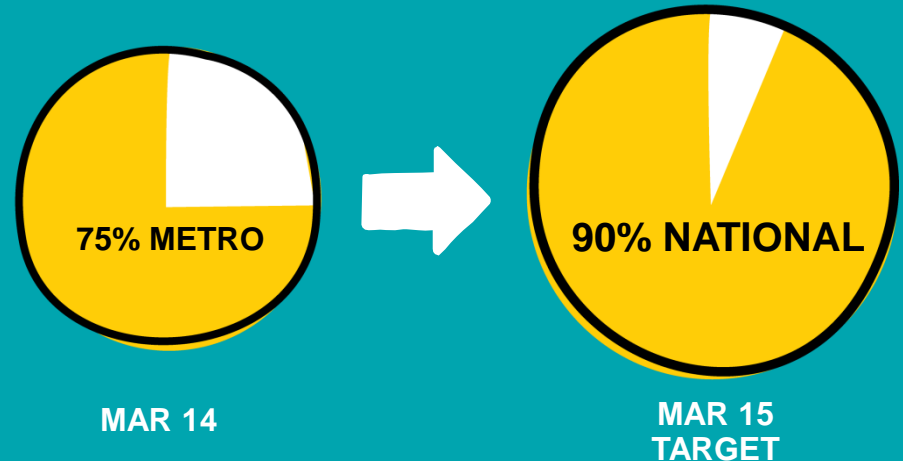
1. Year ended 31 March unless otherwise stated
 2. As at June 2013, when methodology first adopted
 3. As at April 2012 when U900 spectrum migration program commenced
 4. For the quarter ended 31 December 2013; YoY comparison

BUILDING A STRONG 4G NATIONAL NETWORK WITH AGGRESSIVE ROLLOUT

Optus 4G Network % Population Coverage (on-street)

Leverage access to ~1,000 metro sites through VHA JV

+2500 site builds and upgrades in FY15

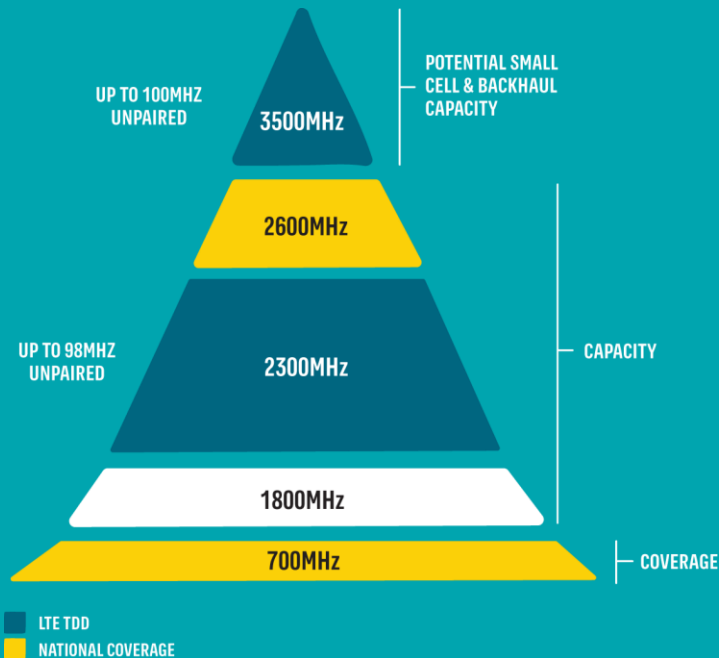


LEVERAGING ADDITIONAL SPECTRUM TO DELIVER GREATER COVERAGE AND CAPACITY

Accelerated national 700MHz & 2600MHz pre-build; ready for switch-on in early 2015

Differentiated technology and capacity with 2300 MHz (TD-LTE)

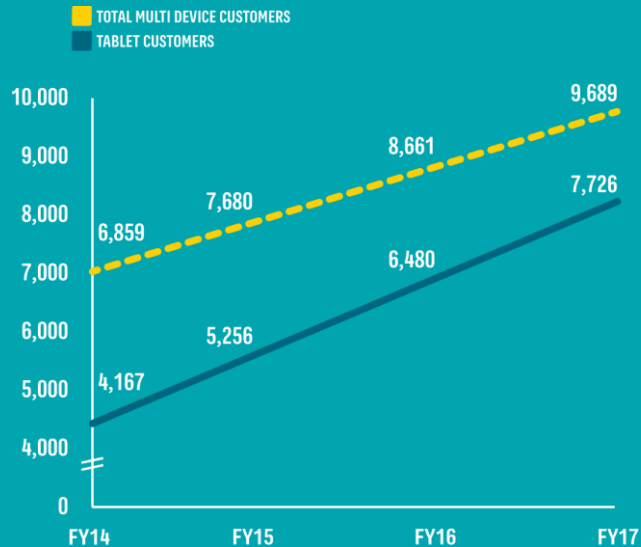
Optus' 4G spectrum holdings¹



1. 3500MHz not currently deployed for 4G; its 4G potential is being considered.

MULTI-DEVICE CUSTOMERS ARE A GROWING COHORT; THEY ARE HUNGRY FOR DATA AND GREATER NETWORK SPEEDS

Total Australian Market¹ (000)



Average monthly data usage²
Multi device customer (GB)



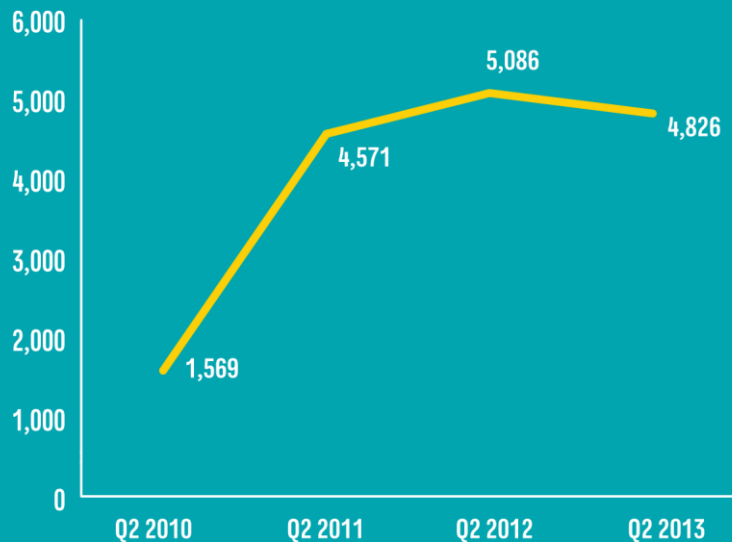
“49% of smartphone owners also own at least one other mobile internet device”³

I use my mobile for everything and generally want to have the latest technology. I can't imagine life without my mobile!

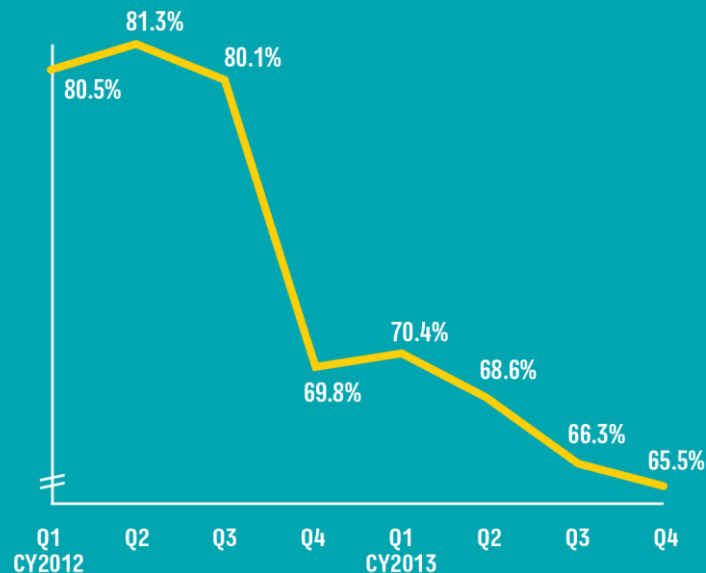
1. IDC Hardware Tablet tracker, GfK multi device market sizing Nov 2013
 2. Blended usage of most popular devices on Optus' network
 3. Research conducted on behalf of Optus by GfK research, June 2013

MORE CUSTOMERS ARE PREFERRING UNCONTRACTED PROPOSITIONS (BYO)

Australian market smartphone shipments¹ (000's)



Telco Share of Australian Market Smartphone Sales²



1. IDC AU smartphone tracker (Q2 2013)
2. IDC Mobile Phone Tracker

TWO NEW COMPELLING CUSTOMER PROPOSITIONS: DATA SHARING AND BYO

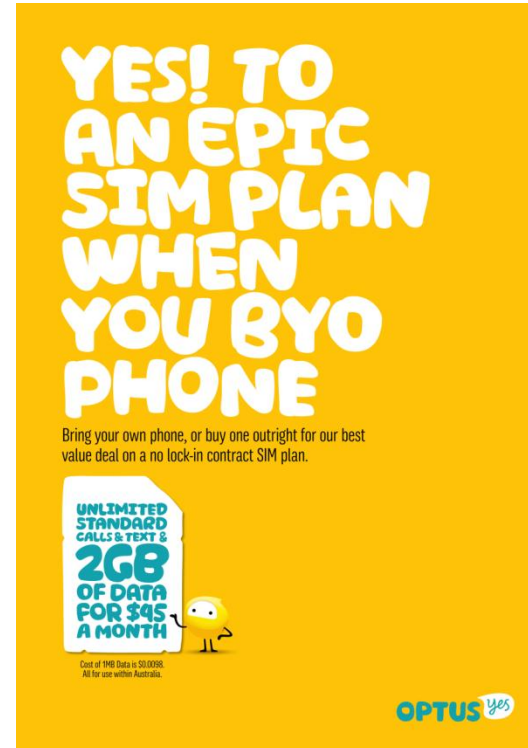


YES!
TO SHARING
DATA
ACROSS YOUR
MOBILE
DEVICES

There's no ongoing cost, just a one-off
\$5 set-up fee per device.

OPTUS yes

The advertisement features a teal background with icons of a smartphone, a SIM card, a tablet, and a laptop. Dotted lines connect these icons to the central text, illustrating the concept of data sharing across various devices.



**YES! TO
AN EPIC
SIM PLAN
WHEN
YOU BYO
PHONE**

Bring your own phone, or buy one outright for our best
value deal on a no lock-in contract SIM plan.

**UNLIMITED
STANDARD
CALLS & TEXT &
2GB
OF DATA
FOR \$45
A MONTH**

Cost of 1MB Data is \$0.0036.
All for use within Australia.

OPTUS yes

The advertisement has a yellow background. It features a SIM card icon with a small yellow character next to it, and the Optus logo at the bottom right.

BRINGING DATA SHARING TO LIFE

NEW BEGINS 10 JUNE

MOBILE PHONE
2GB



MOBILE BROADBAND
DEVICE 1
1.5GB



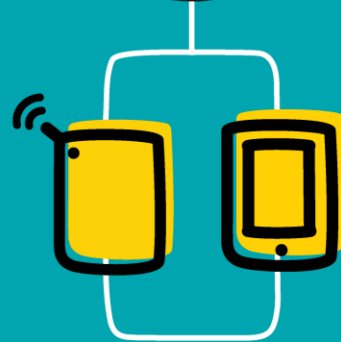
MOBILE BROADBAND
DEVICE 2
1.5GB



	OPTUS \$65 MY PLAN SIM ONLY	OPTUS \$60 MY PLAN PLUS SIM ONLY
ADDITIONAL DEVICES	2 x standalone \$20 MBB plans	2 data sharing SIMs
INCLUDED STANDARD NATIONAL CALLS, SMS AND MMS	Unlimited	Unlimited
INCLUDED DATA PER MONTH	2GB mobile phone 1.5GB mobile broadband device 1 1.5GB mobile broadband device 2	5GB
DATA SHARING	No	Yes One-off \$5 set-up fee per device and no ongoing costs
MONTHLY COST	\$105	\$60 (first month is \$70)
MINIMUM TOTAL COST FOR 12 MONTHS	\$1,260	\$730

Based on data sharing with two mobile broadband devices
All for use within Australia

MOBILE PHONE



MOBILE BROADBAND
DEVICES

THE NITTY GRITTY: Important information: information correct as of 30 May 2014. Comparison based on Optus \$65 My Plan SIM only and 2 x \$20 My Mobile Broadband plans. Excess data on both plans charged at \$10 per GB.

SIM ONLY (BYO) PLANS WHICH DELIVER OUTSTANDING VALUE AND RESPOND TO CUSTOMER NEEDS

SIM ONLY PLANS WITH DATA SHARING AND UNLIMITED VOICE



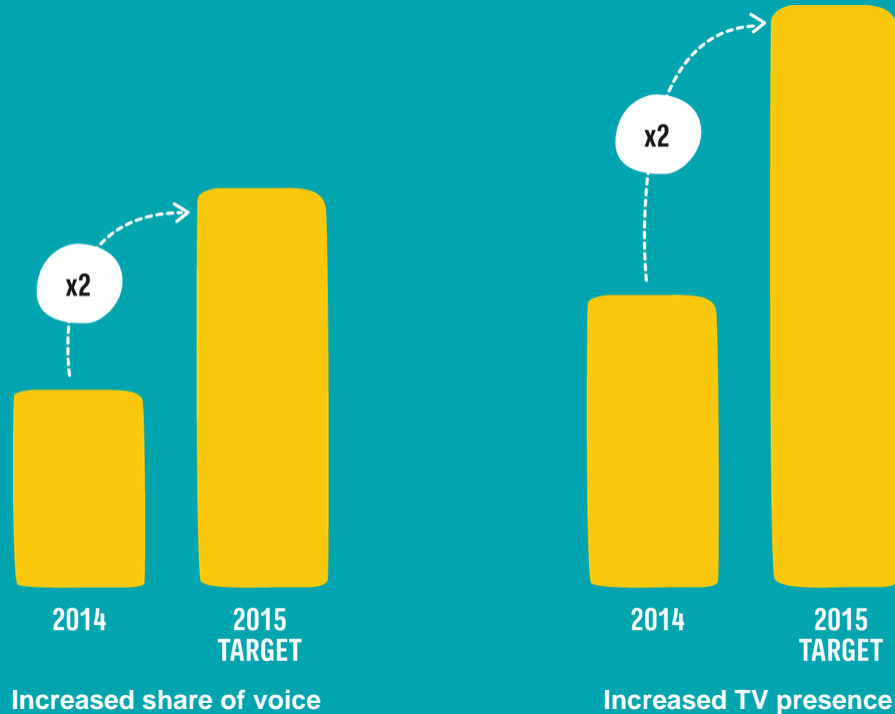
OPTUS \$60
MY PLAN PLUS SIM ONLY

TELSTRA \$105
MOBILE ACCELERATE
BYO DATA SHARE PACKAGE
\$105 package = \$95/month BYO phone plan + \$10/month SIM plan

CONTRACT LENGTH	Month to month	12 or 24 months
INCLUDED STANDARD NATIONAL CALLS, SMS AND MMS	Unlimited	Unlimited
INCLUDED DATA PER MONTH	5GB	3GB + 100MB = 3.1 GB 100MB for each additional device
NATIONAL VIDEO CALLS	Additional cost 40c flagfall + \$1 per minute	Unlimited
EXCESS DATA CHARGES	\$10 per extra 1GB (\$0.01 per MB) Charged per 1GB	\$30.72 per extra 1GB (\$0.03 per MB) Charged per 1MB
DATA SHARING COSTS	One-off \$5 set-up fee per device with no ongoing costs Up to five additional devices	Includes data sharing with one mobile broadband device Up to four additional devices for \$10 per month per device
MINIMUM TOTAL COST FOR 12 MONTHS	\$725	\$1260
	Based on data sharing with one mobile broadband device All for use within Australia	

THE NITTY GRITTY: Important information: Information correct as of May 30 2014. Comparison based on a customer who shares data between one mobile phone and one additional SIM-enabled device. Comparison with Telstra's cheapest SIM only data sharing unlimited voice plan.

IN FY15 WE WILL DRAMATICALLY RAISE OUR VISIBILITY IN THE MARKET



IN FIXED WE WILL LIFT OUR VISIBILITY THROUGH LOCAL AREA MARKETING

- Double A&P spend in FY15
- Enabling NBN customer growth

**SOUTH MORANG
UNLIMITED
NBN
BUNDLES
ARE HERE**

Choose an Optus Unlimited NBN bundle backed by our NBN experts, and you'll enjoy next generation internet with NO LIMITS and NO CATCHES.

NO DATA LIMITS **NO CONNECTION FEES**
NO COMPULSORY CONTRACTS **NO SNEAKY CHARGES**



FOR MORE ON THE BEN OF HELP SWITCHING, CHAT TO US TODAY
OPTUS.COM.AU/NBN OPTUS 'YES' STORE 1 800 074 600

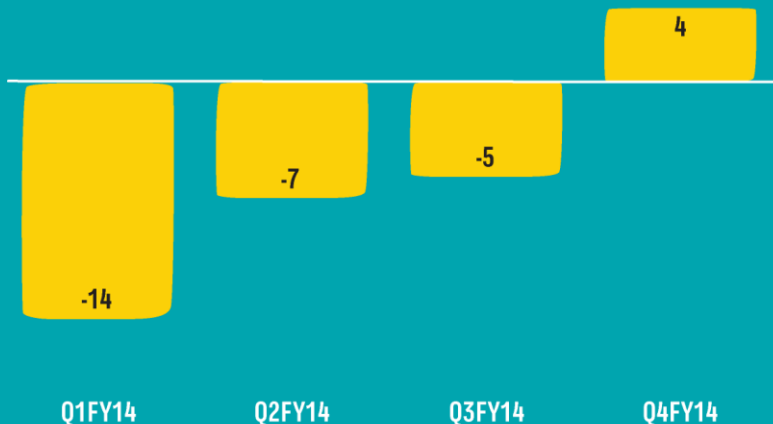
OPTUS yes



OPTUS yes

WE ARE BUILDING MOMENTUM IN FIXED WITH CUSTOMER-CENTRED PROPOSITIONS, IMPROVED EXPERIENCE AND BY LEVERAGING THE NBN

FY14 On-net Mass Market Fixed Broadband Net Adds (000's)



FY14

Customer-focused My Home plans deliver improved trading performance

**NO DATA LIMITS
NO GOTCHAS**



FY15

- Drive **higher broadband access ARPUs** from increased penetration of triple-play bundles
- Fixed **network investment** to improve experience and service availability
- Improved **ordering, activation and installation** process
- NBN
 - maintain advocacy for level playing field
 - leverage footprint expansion
 - focus on Local Area Marketing

APPENDIX

OPTUS PLANS




MY PLAN PLUS	\$35	\$50	\$60	\$80	\$100
Included Minutes Standard Australian mobiles and landlines, 13/1300 numbers and voicemail	300 mins Use more and get 200 mins for \$10 or UNLIMITED mins for \$20	600 mins Use more and get UNLIMITED mins for \$10	UNLIMITED	UNLIMITED	UNLIMITED
Included SMS/MMS Standard national SMS and MMS	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
Included Data You can share this data with up to 5 mobile devices, like your tablet	500MB \$10 per extra 1GB	1GB \$10 per extra 1GB	2GB \$10 per extra 1GB	3GB \$10 per extra 1GB	5GB \$10 per extra 1GB
Cost of 1MB inc. Data	\$0.0293	\$0.0195	\$0.0122	\$0.0114	\$0.0098
Contract Min total cost over 24 months	24 months \$840	24 months \$1,200	24 months \$1,440	24 months \$1,920	24 months \$2,440

All for use within Australia

ADDED OPTUS BENEFITS					
 Extra Data Automatically get extra data for just \$10 per 1GB, if you need more	✓	✓	✓	✓	✓
 Data Sharing Share your plan's data with up to 5 mobile devices like your tablet, for a one-off \$5 fee per device	✓	✓	✓	✓	✓
 Usage Alerts Stay in control of your spend and avoid hefty excess fees	✓	✓	✓	✓	✓

MY PLAN PLUS SIM ONLY	\$30	\$45	\$60
Included Minutes Standard Australian mobiles and landlines, 13/1300 numbers and voicemail	300 mins Use more and get 200 mins for \$10 or UNLIMITED mins for \$20	UNLIMITED	UNLIMITED
Included SMS/MMS Standard national SMS and MMS	UNLIMITED	UNLIMITED	UNLIMITED
Included Data You can share this data with up to 5 mobile devices, like your tablet	500MB \$10 per extra 1GB	2GB \$10 per extra 1GB	5GB \$10 per extra 1GB
Cost of 1MB inc. Data	\$0.0293	\$0.0098	\$0.0068
Contract Flexibility to move up and down plans as you like	Month-to-month	Month-to-month	Month-to-month

All for use within Australia

ADDED OPTUS BENEFITS			
 Extra Data Automatically get extra data for just \$10 per 1GB, if you need more	✓	✓	✓
 Data Sharing Share your plan's data with up to 5 mobile devices like your tablet, for a one-off \$5 fee per device	✓	✓	✓
 Usage Alerts Stay in control of your spend and avoid hefty excess fees	✓	✓	✓