



Optus

Kelly Bayer Rosmarin, CEO Optus

Investor Day | 24 August 2023

**It starts
with yes**



Optus overview

Market presence



>10.4m Mobile customers

>1.3m Home customers

>400k Business customers

Yes

Australian household brand

c.300 stores nationwide



Partnerships with leading retailers

#1 rated telco app

Infrastructure



98.5% pop coverage

>70% 5G

Australia's Fastest 5G



Nationwide Home networks – NBN, 4G, 5G

32k km fibre cable

4x international cables



5 Satellites

LEO partnerships

Company



c.12k amazing Optus people



+31% mobile market share
+425k customers FY23



c.\$8.1 billion revenue
c.\$2.1 billion EBITDA

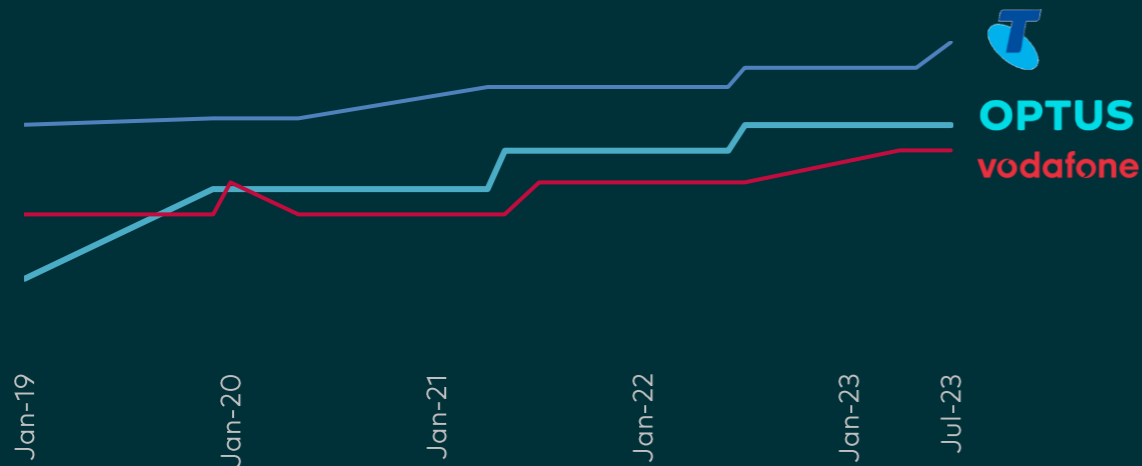


c.\$1.5b Capex

Australian market recovery is emerging, but with a number of challenges

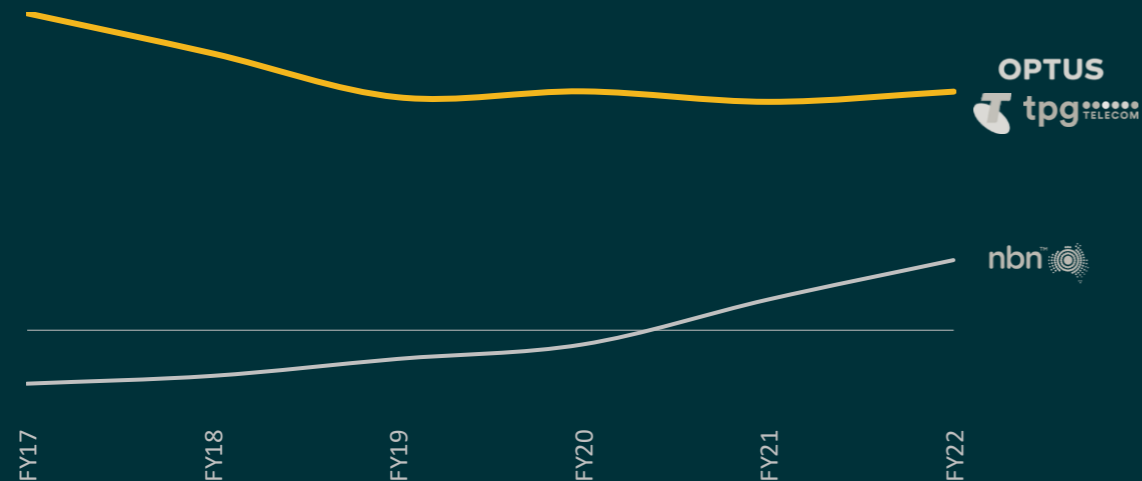
MNO Postpaid Pricing

Postpaid Entry (Monthly) over time

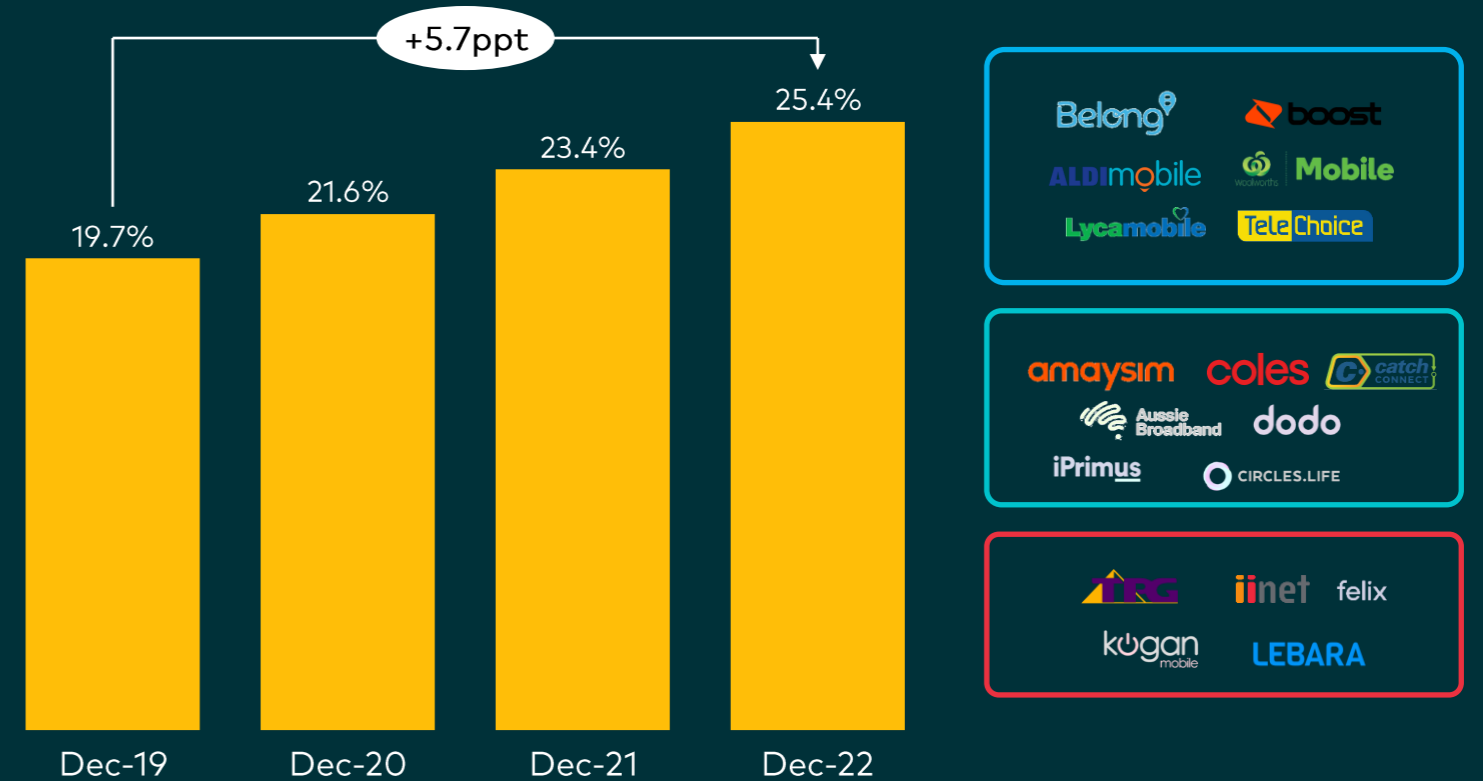


Transfer of value to NBN

Telco Total EBITDA



Tier 2 Share of Total Market SIOs



	Telstra	OPTUS	ALDImobile
Coverage	99.4%	98.5%	98.8%
Postpaid Entry Price	\$58	\$49	\$17
Prepaid Entry Price	\$30	\$30	\$17

Our strategy to deliver to our vision

To be...

Australia's Most Loved...

TIO Complaints per 10k

FY20

6.0



FY24

< 4.0



51m

GBs donated since program launch

0.1%

Transfer Rate



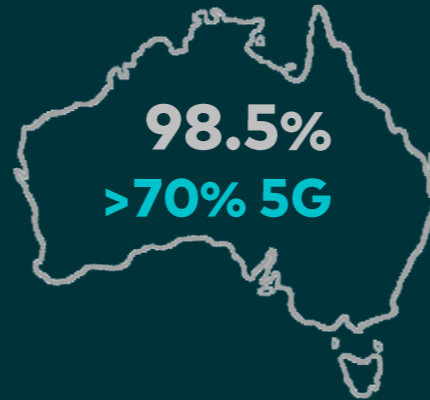
>440k

SubHub customers



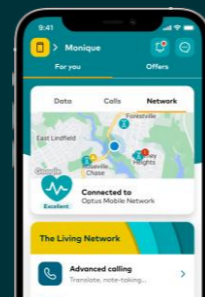
65m social video views of WWC23 Optus Sport content

Everyday Brand with...



Be part of the Living Network

>300k monthly Living Network customers



#1

rated telco app: My Optus App

73k

weekly My Optus App users

Lasting Customer Relationships

Customer Lifetime Value (\$bn)

FY21

c. \$18bn



FY24

>\$23bn

amaysim >1m customers



Improved digital skills of

>550k

students with Digital Thumbprint



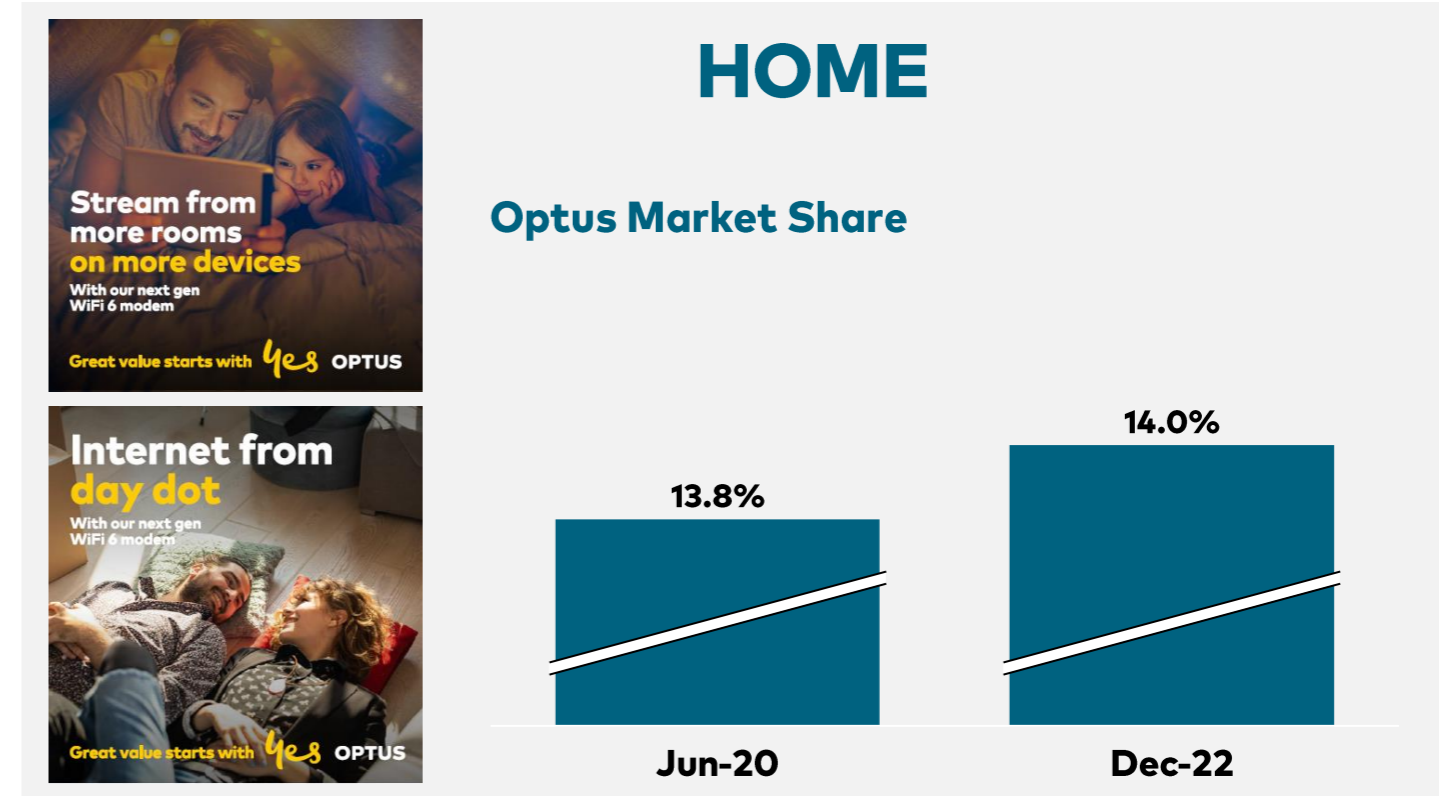
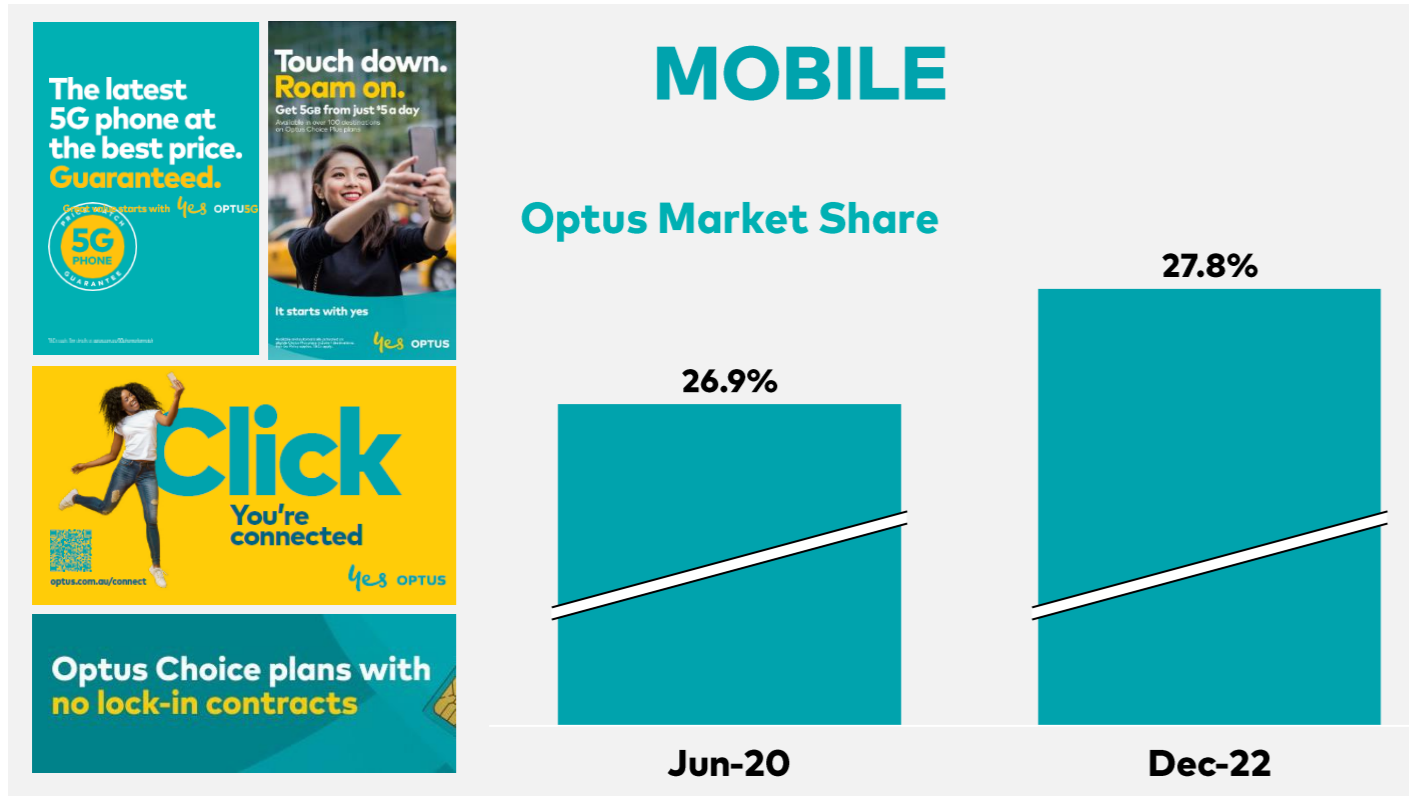
#5 Good Company's Best Workplaces to Give Back



ONE OPTUS



Adapting to customer needs with leading propositions driving market share gains in mobile and home



Business

Experience Australia's fastest 5G

For mobile download speeds, as awarded by Open Signal.

Great business starts with **Yes OPTUS 5G**

Optus Business Plus

Yours to build the way you want

Search Optus Business Plus, call or ask in-store

Great business starts with **Yes OPTUS**

From making a plan to making your mark

Speak to a business specialist at the Maroochydore store today

Great business starts with **Yes OPTUS**

Add-ons

Google Nest Security Starter kit for only \$1

when you buy an eligible fast nbn plan and stay connected for 36 mths.

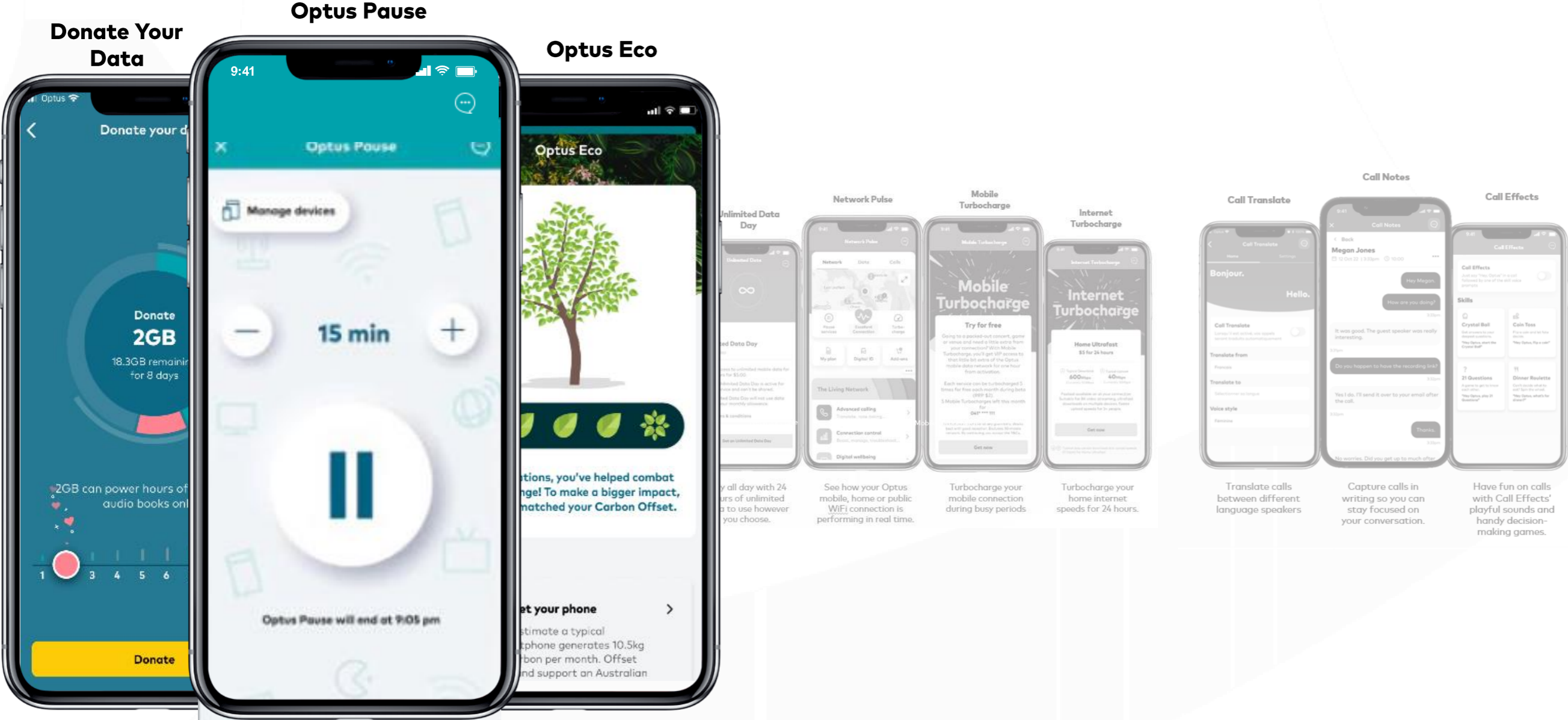
Offer ends 31/01/23 (unless withdrawn earlier). Eligible customers and new nbn services only. Redeem by 31/03/23. T&Cs and redemption criteria apply.

RRP \$478

Enjoy 30 days of O-Team support

Creating unique experiences with the Living Network

Digital Wellbeing



Do a little good by donating your leftover data to those who need it.

Press pause on your connections to make the most of the moments that matter.

Reduce your phone's environmental impact and offset your carbon footprint.

Unlimited Data Day: Enjoy unlimited data for 24 hours.

Network Pulse: See how your Optus mobile, home or public WiFi connection is performing in real time.

Mobile Turbocharge: Turbocharge your mobile connection during busy periods.

Internet Turbocharge: Turbocharge your home internet speeds for 24 hours.

Call Translate: Translate calls between different language speakers.

Call Notes: Capture calls in writing so you can stay focused on your conversation.

Call Effects: Have fun on calls with Call Effects' playful sounds and handy decision-making games.

Creating unique experiences with the Living Network

Connection Control

Unlimited Data Day

9:41
Unlimited Data

Unlimited Data Day
\$5.00 / day

- Get access to unlimited mobile data for 24 hours for \$5.00.
- Your Unlimited Data Day is active for this service and can't be shared.
- Unlimited Data Day will not use data from your monthly allowance.

View terms & conditions

Get an Unlimited Data Day

Play all day with 24 hours of unlimited data to use however you choose.

Network Pulse

9:41
Network Pulse

Network Data Calls

Pause services Excellent Connection Turbocharge

My plan Digital ID Add-ons

The Living Network

Advanced calling
Translate, note-taking...

Connection control
Boost, manage, troubleshoot...

Digital wellbeing

See how your Optus mobile, home or public WiFi connection is performing in real time.

Mobile Turbocharge

9:41
Mobile Turbocharge

Mobile Turbocharge

Try for free

Going to a packed-out concert, game or venue and need a little extra from your connection? With Mobile Turbocharge, you'll get VIP access to that little bit extra of the Optus mobile data network for one hour from activation.

Each service can be turbocharged 5 times for free each month during beta (RRP \$2).
5 Mobile Turbocharges left this month for 041* *** 111

Limited users available at any given time. Works best with good reception. Excludes 3G mobile networks. By continuing, you accept the T&Cs.

Get now

Turbocharge your mobile connection during busy periods

Internet Turbocharge

9:41
Internet Turbocharge

Internet Turbocharge

Home Ultrafast
\$5 for 24 hours

Typical Download 600Mbps (Currently 30Mbps)
Typical Upload 40Mbps (Currently 10Mbps)

Fastest available on all your connection. Suitable for 4K video streaming, ultrafast downloads on multiple devices, faster upload speeds for 3+ people.

Get now

Turbocharge your home internet speeds for 24 hours.

Call Notes

9:41
Call Notes

Back Megan Jones
13 Oct 22 1:30pm 10:00

Hi Megan
How are you doing?
It was good. The guest speaker was really interesting.
Do you happen to have the recording link?
Yes I do, I'll send it over to your email after the call.
No worries. Did you get up to much after?

Capture calls in writing so you can stay focused on your conversation.

Call Effects

9:41
Call Effects

Call Effects
Just say "Hey, David" to get notified by one of the cool voice prompts.

Skills

Crystal Ball
Ask questions to your changed conditions. "Hey David, what's the chance of rain?"

Coin Toss
Flip a coin and let fate decide. "Hey David, flip a coin!"

? 21 Questions
A classic game where each other. "Hey David, what's the answer?"

11 Dinner Roulette
Cook, drink and eat! "Hey David, what's for dinner?"

Have fun on calls with Call Effects' playful sounds and handy decision-making games.

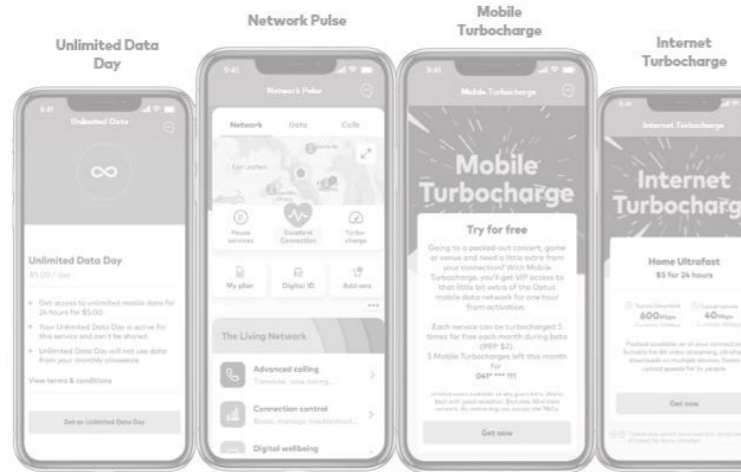
Creating unique experiences with the Living Network

Advanced Calling

Call Notes

Call Effects

Call Translate

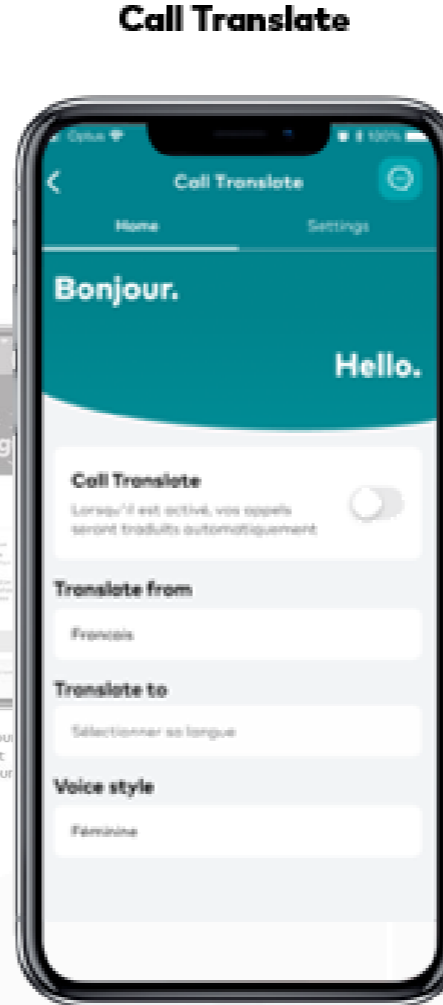


Play all day with 24 hours of unlimited data to use however you choose.

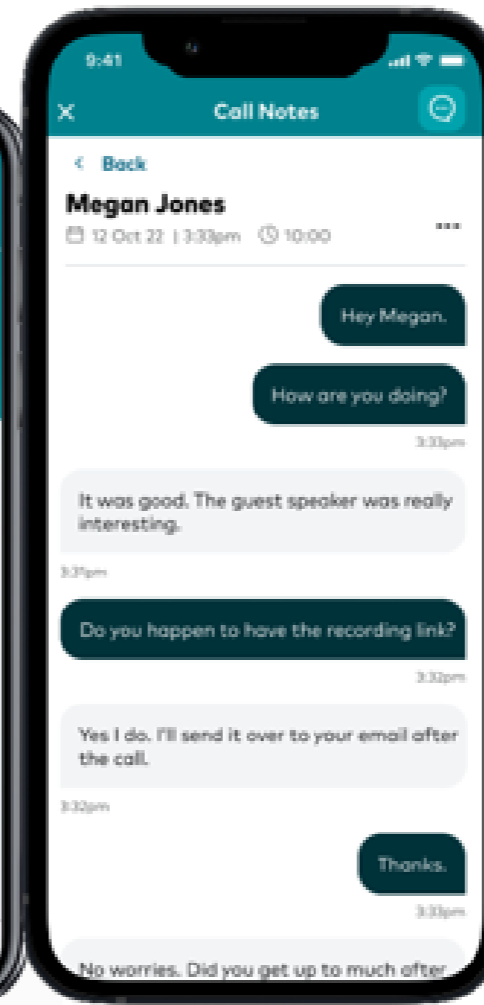
See how your Optus mobile, home or public WiFi connection is performing in real time.

Turbocharge your mobile connection during busy periods

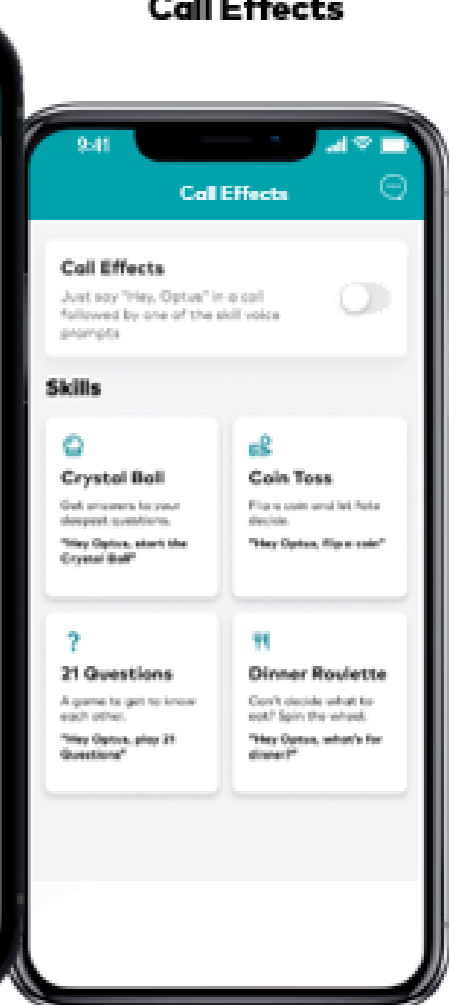
Turbocharge your home internet speeds for 24 hours



Translate calls between different language speakers



Capture calls in writing so you can stay focused on your conversation.



Have fun on calls with Call Effects' playful sounds and handy decision-making games.



Providing unique experiences with adjacent growth opportunities

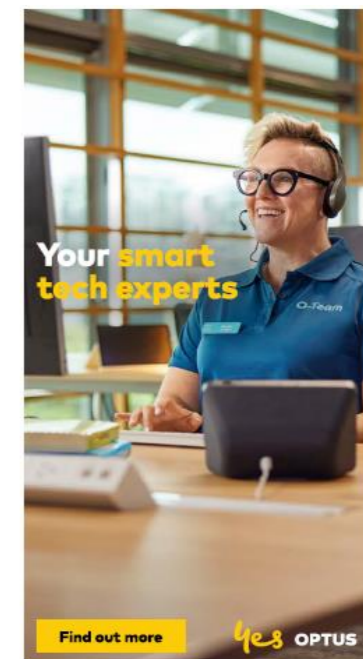
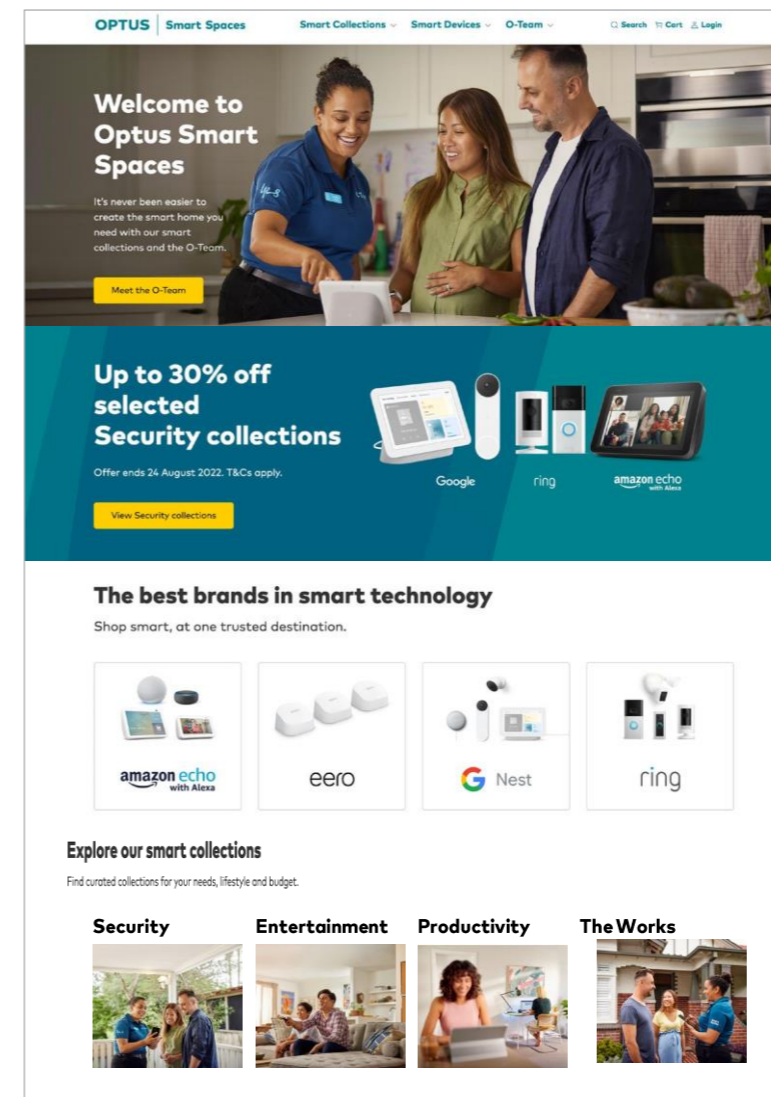
SubHub

Scale SubHub with content partners and products



Smart Spaces + O Team

New Smart Spaces marketplace • Curated collection of devices
O-Team unique service proposition



Providing a 'One Optus' experience with the integration of Optus Consumer and Enterprise

Small Business



Mid-market



Enterprise



Wholesale & Satellite



Growth & Synergy Opportunity

Turbocharge growth in Small Business

Build and scale Mid-Market

Grow profitability in Enterprise

Grow OTT & Satellite

Strong momentum

White space opportunity

Synergies opportunity

Market leader with major government opportunities

Investing in the long-term with the Optus-SpaceX Pioneering Partnership

A promotional graphic for the Optus-SpaceX partnership. The background is a scenic view of a beach with red cliffs and waves. The text is overlaid on the image. At the top, the logos for 'OPTUS' and 'SPACE X' are displayed in white. Below them, the text reads 'Together we plan to cover 100% of Australia' in white and yellow. A smaller line of text says 'It starts with yes'. At the bottom, it states 'SMS from late 2024, voice and data from late 2025' and 'Find out more at optus.com.au/SpaceX'. The 'Yes OPTUS' logo is in the bottom right corner of the graphic.

OPTUS | SPACE X

Together we plan to cover
100% of Australia

It starts with yes

SMS from late 2024, voice and data from late 2025
Find out more at optus.com.au/SpaceX

Yes OPTUS

Landmark collaboration with SpaceX to bring **direct-to-mobile** LEO connectivity to Australia

Provides near **100% coverage**

SMS from late 2024

Voice and data from late 2025

Complements Optus' leading 5G network

Other LEO partnerships progressing in parallel for other key applications

Our year ahead



Opportunities

- **Connectivity is a core need and fuels the digital economy**
- **Strong momentum around differentiation – Living Network**
- **Adjacent opportunities to explore – SubHub, Smart Spaces, O-team**
- **Energised Optus people and team**



Challenges

- **Consumer confidence/economic conditions deteriorating, market slowing**
- **Tier 2 pricing remains an anchor on price repair**
- **Rebuilding ROIC**

Why Optus ?

Leading quality



Smart value



Unique experiences =

Yes

 **98.6% coverage**

 **Price and inclusions**

 **Living Network**

 **Australia's fastest 5G**

 **Multi-service benefits**

 **Optus Sport**

 **My Optus app**

 **5G Device Price Match Guarantee**

 **SubHub**

 **Communities of Experts**

 **OptusPay**

 **Ground-breaking Innovations**

It starts with yes

