



Investor Day

Michael Venter, CFO Optus

Matt Williams, MD Marketing & Revenue

Optus | 31 August 2022



**It starts
with yes**

Optus overview

Market presence



>10.2m Mobile customers
>1.2m Home customers



#1 connectivity brand
Leading Australia brand



>325 shops nationwide
000s of TEX team Leading
eCommerce Leading
partners

Infrastructure



>8k cell sites
98.5% pop coverage
Australia's Fastest 5G



Nationwide Home
networks – NBN,
4G, 5G
32k km fibre cable
4x international cables



5 Satellites
Serving Optus,
Foxtel and NBN
(and SKY NZ)

Company



>6k Optus
amazing people



33% mobile
market share



>\$7.8 billion revenue
c.\$2 billion EBITDA



c.\$1.6 billion Capex c.\$6.6
billion over 5 yrs

FY22 Optus delivered strong growth in a turnaround year

Net Adds - Mobile Customer

+273k ↑ 3%

Strong improvement led by on-going execution of Optus' customer centric strategy

Consumer NPS

NPS+32

Improved 5G coverage

+162%

Service ARPU

Mobile \$31 ↑ 8%

Mobile ARPU growth driven by Postpaid

Home \$71 ↑ 2%

Home ARPU growth driven by Retail Fixed

EBIT

\$249m ↑ 32%

Strong FY EBIT driven by Mobile Service GM growth

amaysim

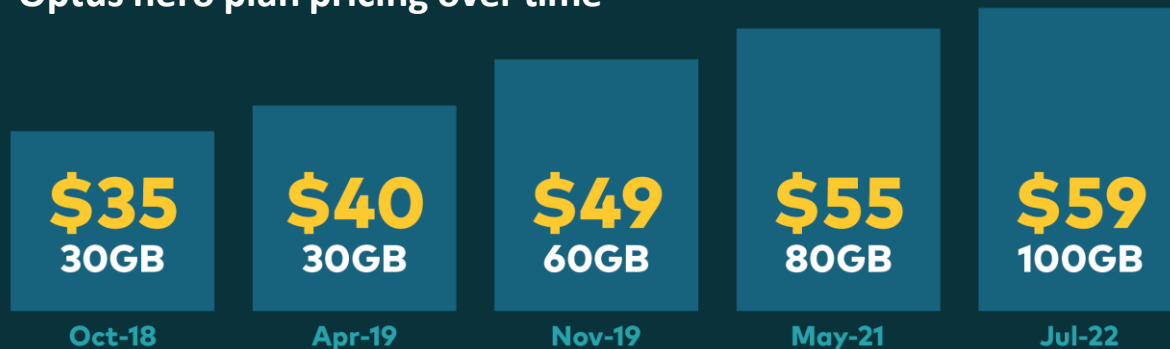


amaysim exceeds acquisition case

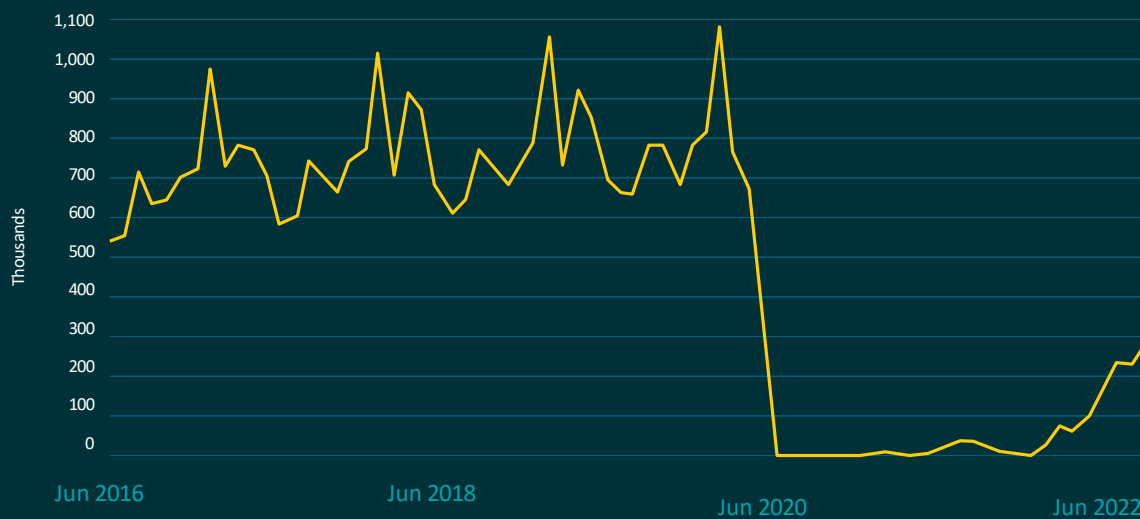
Australian market **recovery is emerging**, but with a number of challenges

Postpaid pricing

Optus hero plan pricing over time



Borders reopening and travel



Short-term visitor arrivals, Australia ('000), Jul 2016 – Jun 2022

Price competition

Significant price competition, particularly from tier 2 players

MVNOs growing > 40 T2 players



TLS/TPG anticompetitive network merger

If the network merger is allowed to proceed:

Regional Australia will have less choice, poorer services, and higher prices

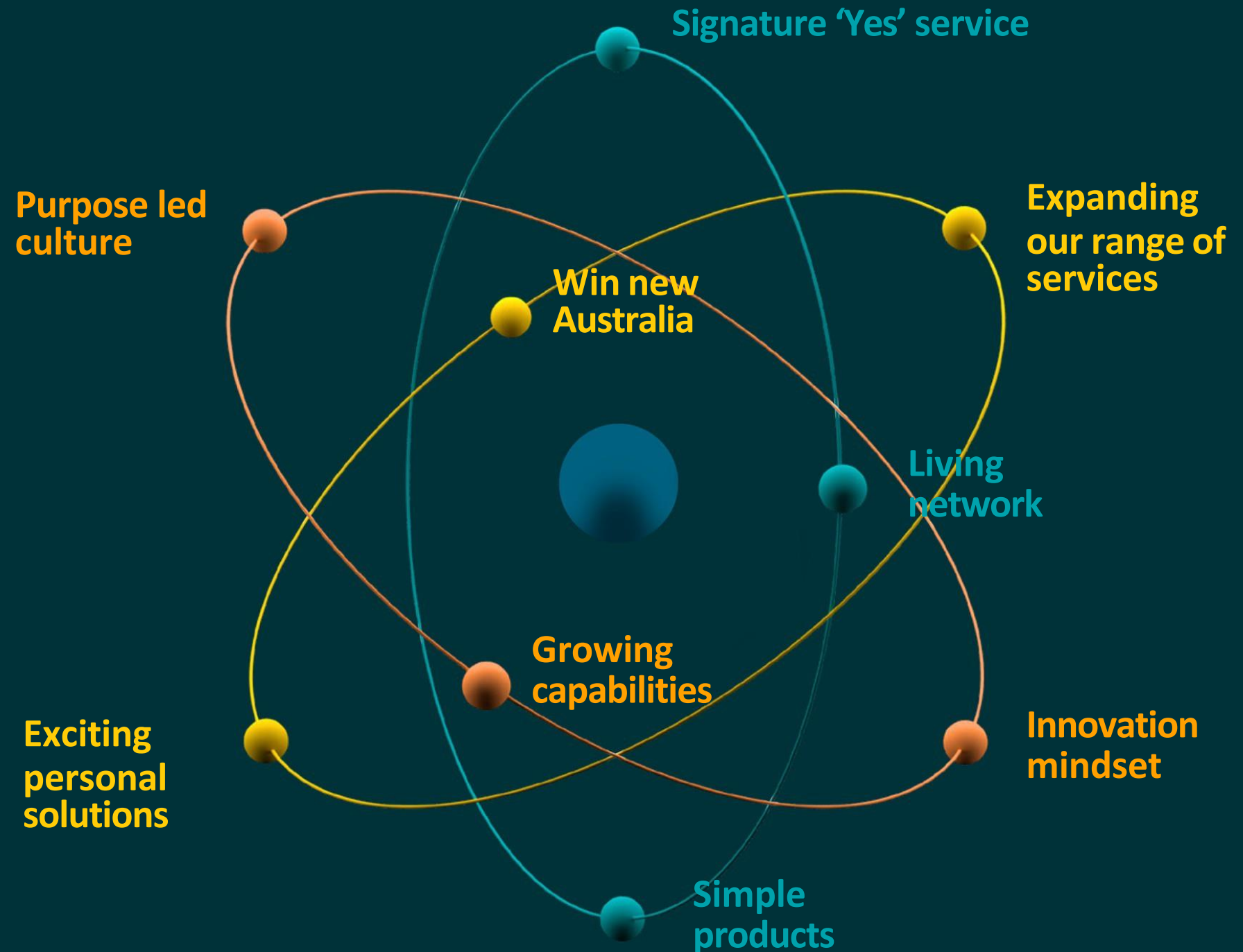
Communities lose an alternative network that's important during emergencies and natural disasters



Year 3 of our customer-led strategy

Our vision is to be Australia's most **loved everyday brand** with lasting **customer relationships**

By creating **unique connections**, being **digital everywhere** and delivered by our **amazing people**



Strong progress in delivering our plan

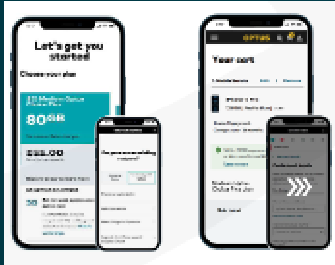
Unique Customer Connections



Business Re-launch



SubHub launch



Mobile Subscription Plans



Qantas & OfficeWorks partnerships



Exclusive EPL Rights to 2028



OIS Sale & Partnership with Likewize



Smart Spaces launch



5G Flex

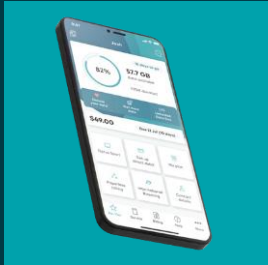
Digital Everywhere



5G Speed Leadership



Living Network Launch



My Optus App



Australia Tower Network Sale

70% for \$1.9bn x38 EV/EBITDA



5G Low-band Spectrum Auction



5G Max



New Defence Satellite Partner

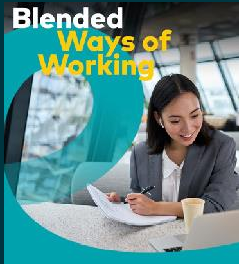
Amazing People



#2 in LinkedIn Top 25 Companies for Career Development



Powered by Optus



Blended Ways of Working



Wellbeing Initiatives - Optus 'Hug'



Innovation Mindset Hackathon



Chief of Optimism

Chief of Inspiration



Optus U



Culture and engagement

Delivering leading propositions to customers

Monthly mobile

The latest 5G phone at the best price. **Guaranteed.**

PRICE MATCH
5G PHONE
GUARANTEE

Great value starts with **yes** OPTUS

On Australia's fastest 5G mobile network

As awarded by Ookla®

iPhone 13 Pro

Great value starts with **yes** OPTUS

Buy any iPhone 13. Get Apple Watch Series 7 for \$0.

When you add an eligible SIM plan and remain on a Watch Promo Plan for 36 months

iPhone 13 Pro Apple Watch Series 7

Find out how in-store **yes** OPTUS

Pay over time. **Interest free.**

OptusPay

Great value starts with **yes** OPTUS

Optus Choice plans with no lock-in contracts

yes OPTUS

Flexible mobile

Click and connect. **Anywhere. Anytime.**

It starts with a plan you connect to in minutes from anywhere

Explore Optus Flex at optus.com.au/flex

eSIM enabled device required. In-app connection on new numbers only.

yes OPTUS

flex

Flex with superfast 5G

Great value starts with **yes** OPTUS

\$30 million in surprises

Win 3 prizes every time you spend \$30+ on a Prepaid mobile plan

flex

Great value starts with **yes** OPTUS

Home internet

Internet every family member will love

It starts with fast nbn, a WiFi Booster & Netflix included on one plan

yes OPTUS

The home of better internet

Get more choice with Optus Home Internet. It starts with yes

yes OPTUS

Optus 5G Home Internet with **Netflix included**

Now available in your area

Scan to learn more

BRIDGERTON FORMULA 1 DRIVE TO SURVIVE RESCUED BY RUBY

OPTUS | NETFLIX

Business

New Galaxy Z Series for business

Get a bonus Galaxy Tab A8 + phone storage upgrade when you pre-order a Galaxy Z Fold4 or Z Flip4

SAMSUNG Galaxy Z Fold4 / Z Flip4

Great business starts with **yes** OPTUS

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

Great business starts with **yes** OPTUS

Experience iPhone 12 for business

iPhone 12 64GB

Now half price

\$16.64/mth

iPhone 12

To learn more, speak with your local business experts today

Great business starts with **yes** OPTUS

Creating unique experiences with the Living Network

Strategy	Digital Wellbeing			Adaptive Network			Advanced Voice	
<div><div>Shifting from traditional Telco</div><div><ul style="list-style-type: none">• Undifferentiated• Utility• Competition on \$ and GB• Physical (stores and call centres)• Low customer engagement• Passive – set and forget</div><div>to a Living Network</div><div>Telco in an App</div><div><ul style="list-style-type: none">✓ On demand, real time Interactive✓ and customisable True✓ differentiation✓ Digital – app based✓ High (daily or more) customer engagement✓ Active – in the moments that matter</div><div><div>My Optus App</div><div>The Living Network</div><div>ath ed ay</div></div></div>	<div><div>Donate Your Data</div><div>Optus Pause</div><div>Eco</div></div> <div><div><div>Donate your Data</div><div>Together we can help power a young Australian's potential</div><div>Donate 5GB</div><div>6.1GB remaining for 12 days</div><div>1 2 3 4 5 6 7 8 9 10</div><div>Donate</div></div><div><div>Optus Pause</div><div>Manage devices</div><div>15 min</div><div>Optus Pause will end at 9:05 pm</div></div><div><div>Optus Eco</div><div>For You Offers</div><div>My Optus Eco Growth</div><div>49% 7.41 GB data available</div><div>6 days to go</div><div>Donate your data Get more data</div><div>\$0.00 All up to date!</div><div>For You Service Billing Help More</div></div></div> <div><div>Donate unused data on your plan/ mth to Australians in need</div><div>Pause connectivity on any/all your connected devices in a single tap</div><div>Reduce and off-set the carbon from your phone and connection</div></div>	<div><div>Unlimited Data Day</div><div>Optus Pulse</div><div>Game Path</div></div> <div><div><div>Unlimited data</div><div>Unlimited data for 24 hours</div><div>\$5.00 / 24 hours</div><div>Get access to unlimited mobile data for 24 hours for \$5.00. Your unlimited data day is active for this service and will not use data from your monthly data allowance. The cost will be added to your next bill.</div><div>View terms & conditions</div><div>Get unlimited data</div></div><div><div>Optus Pulse</div><div>For You Offers</div><div>Optus Pulse (My connection)</div><div>0400 123 456 near Drummayne, 2047</div><div>My plan Digital identity International Roaming</div><div>Call Translate Optus Eco Optus Pause</div><div>Offers View all</div></div><div><div>Game Path</div><div>Game Path™</div><div>1 month free trial then \$10.00 per month</div><div>Game Path™ is a Windows 10 PC application that improves your online gaming experience by ensuring your gaming traffic is always on the most optimal path to the game server.</div><div>✓ Reduces latency on average by 30%</div><div>✓ Experience a smoother gaming connection with improved jitter and packet loss</div><div>✓ Real-time performance tracking dashboard</div><div>Renews monthly until cancelled</div><div>View terms and conditions</div><div>Start my free trial</div></div></div> <div><div>Turn off the meter for the day with unlimited data</div><div>See your connection live and how the network is performing for you on your device right now</div><div>Reduce lag with optimised routing when gaming online</div></div>	<div><div>Call Translate</div><div>Optus Pause</div></div> <div><div><div>Call Translate</div><div>你好 Hello</div><div>Call Translation</div><div>When enabled, your calls will be translated.</div><div>Translate from Italian (Italy)</div><div>Translate to English (Australia)</div><div>Voice style Feminine</div></div><div><div>Optus Pause</div><div>Megan</div><div>Mon, 22/08 3:30pm</div><div>How did the event go today?</div><div>It was good. The guest speaker was really interesting.</div><div>Oh nice. Am I able to watch it online?</div><div>Yeah hang on. Let me find out</div><div>Awsome, thanks!</div></div></div> <div><div>Real-time translation of two languages in the native phone call</div><div>Transcribed phone calls, voice activated within the call “Hey Optus, Take Notes”</div></div>					

Capturing selective new opportunities

SubHub

Scale SubHub with content partners and products

Optus SubHub

Manage your subscriptions with one easy payment



Great value starts with **Yes OPTUS**

Scan to explore [subhub.com.au](#)

Bundle & Save up to 10% off

When you bundle two or more paid subscriptions

Optus SubHub allows you to easily manage your subscriptions, by bringing them together in the one place. Meaning you'll enjoy the ease of making just one simple payment each month. And it can help you make some big savings every month too.

Bundle and save

Save 5% When you add 2 subscriptions

Save 10% When you add 3+ subscriptions

What's on SubHub?



Introducing Optus SubHub

Optus SubHub allows you to easily manage your subscriptions, in the one place. Meaning you'll enjoy the ease of making just one simple payment each month and some big savings too.

Bundle two subscriptions and you'll save 5% per month on eligible subscriptions. Bundle three or more and you can save 10% on eligible subscriptions.

Best of all, Optus SubHub is available at no extra cost to Optus customers on eligible plans.

It's a great way to manage some of the world's best content and apps, including Netflix, Amazon Prime, Paramount+, Kindle Unlimited and many more.

Scan to learn more

Bundle & Save up to 10% off

when you bundle two or more eligible paid subscriptions



Yes OPTUS

Bundle & Save

Up to 10% off select paid subscriptions with Optus SubHub



Great value starts with **Yes OPTUS**

T&Cs and eligibility criteria apply. Prime Video and Prime Gaming are included within Amazon Prime membership.

Smart Spaces

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

Welcome to Optus Smart Spaces


It's never been easier to create the smart home you need with our smart collections and the O-Team.

Meet the O-Team

Up to 30% off selected Security collections


Offer ends 24 August 2022. T&Cs apply.

View Security collections



The best brands in smart technology


Shop smart, at one trusted destination.




Explore our smart collections

Find curated collections for your needs, lifestyle and budget.


Security




Entertainment



Productivity



The Works



Introducing the O-Team

Online or in-person, our experts can help you create a smart space that works for you.


- ✓ Professional smart home installation
- ✓ World-class tech support
- ✓ Local team of smart home experts

30-day support

Fast, contactless, local tech support from the O-Team

Free delivery

Delivered to your door, so you can skip the store



10

OPTUS

Enterprise & Business: Bringing together our B2B Businesses

Optus for Business

Businesses <300 FTE
Fixed + Mobile

Strong Mobility+ offering
Leveraging Consumer channels



Enterprise

Government & Businesses >300 FTE Fixed
+ Mobile + ICT

Increasing focus on verticals
Unique access to Singtel's ICT subsidiaries



Wholesale & Satellite

B2B2B & B2B2C
Fixed + Mobile + Satellite

Australia's leading sovereign satellite owner and operator. Leadership in wholesale mobile innovation.



Growth & Synergy Opportunity

Revenue & Scale

Implement a whole-of-B2B strategy
Cross-sell across segments Scale into mid-market

Cost

Integration of teams and centralisation of relevant functions
Rationalise product offering

3rd Parties

Economies of combined scale
Consolidation of 3rd party spend

The Australian market outlook

Market Conditions



- Continued economic growth
- Return of international travel
- More rational competitive dynamic
- Return to industry growth



- Inflation & rising interest rates
- Global geopolitical & economic uncertainty
- Volatile consumer & business confidence
- Supply chain challenges

Economic Outlook

source ABS;
RBA

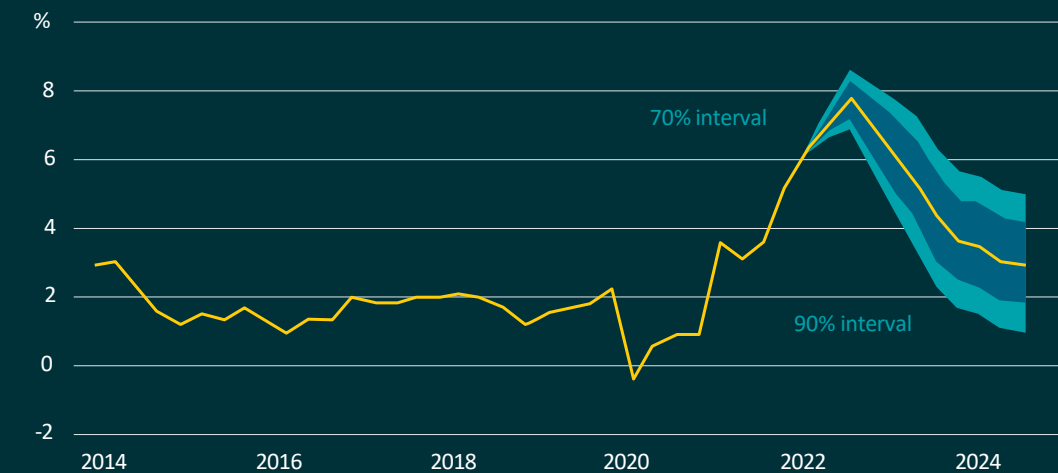
GDP Growth Forecast*

Year ended



Headline Inflation Forecast*

Year ended



Key Risks and Opportunities ahead

Risks

Opportunities

Macro	Consumer confidence Regulatory pressures	Positive outlook post covid Return of international travel
Mobile	Telstra-TPG sharing Tier 2 growth	Rational T1 pricing International travel 5G
Home	Aussie Broadband and T2 providers	Migration from legacy Population growth
Adjacencies	OTT cost pressures Competition in Smart Spaces	Content and Smart Spaces



Why Optus

