

# MNF Group Investor Event: Capability Demonstrations & Business Update

Rene Sugo, CEO

8 June 2021





Strategy Check-in



Live Demonstrations



Singapore Update



Business Update

# Today's Presenters



**Rene Sugo**  
CEO



**Arun Skariah**  
Customer  
Architecture &  
Solutions  
Manager



**Maria Wirth**  
Head of  
Marketing



**Dylan Brown,**  
Head of Global  
Products



**Jon Cleaver**  
Chief Executive,  
Wholesale

# Strategy Check-in

# Direct Segment Update



Strategic review announced in February 2021.



Sale of Pennytel to Macarthur Telecom completed in February 2021.

Sale of Small Business to Vonex due to complete in July 2021.

- Long term 5 year exclusive wholesale supply agreement with Symbio.
- Use of funds from disposal to fund APAC expansion in coming year.



Strategic review ongoing for remaining segment businesses with further updates to follow.



# MNF Group strategic vision

## Company purpose

Enabling our customers to innovate their voice communications

## Values-led approach



Deliver excellence



Be brave



We care



Collaborate



Honest & fair

## Strategic priorities



### Market share

20% YoY organic growth in Australia, New Zealand and Asia-Pacific



### Global growth

Expand our footprint across Asia-Pacific



### Trusted partner

Build long-term strategic customer relationships



### Software & APIs

Invest for resilience, scale and automation



### Acquisitions

Organic growth supported by acquisition, where appropriate

## Outcomes

### Financial return

Achieve globally diversified, long-term high margins with > 80% recurring revenue

### Asia-Pacific market leader

Become preferred provider of cloud servicing communications infrastructure, software and APIs



# Our opportunity

## Global cloud communications boom

Cloud communications, a \$70Bn+ global market, is the new normal. But most telecom infrastructure cannot support it.

## Unique differentiator

For our customers, delivering a communication service means piecing together a patchwork of software, networks and telecoms – worldwide. MNF bridges this gap, enabling our customers to move faster and win bigger.

## Key capabilities:



Phone  
Numbers



Carriage  
Services



Telco Cloud  
Services



# Who we target

Wholesale is addressing a global market opportunity.

Our worldwide sales teams are serving four large, distinct customer groups.

MNF is powering the UCaaS market leaders of today, and tomorrow.

## 1 – Emerging SaaS



### NEEDS:

Expanding into Asia-Pacific for the first time

### SERVED BY:

Global Business Development Team

## 2 – Global leaders – E.g.



### NEEDS:

Maximising product suite in Asia-Pacific

### SERVED BY:

Specialist APAC Account Management Team

## 3 – Enterprise enablers – E.g.



### NEEDS:

Pivoting business to service UCaaS demand

### SERVED BY:

Global Account Management Team

## 4 – Domestic challengers – E.g.



### NEEDS:

Differentiate / move fast with tailored solutions

### SERVED BY:

Domestic Account Management Team

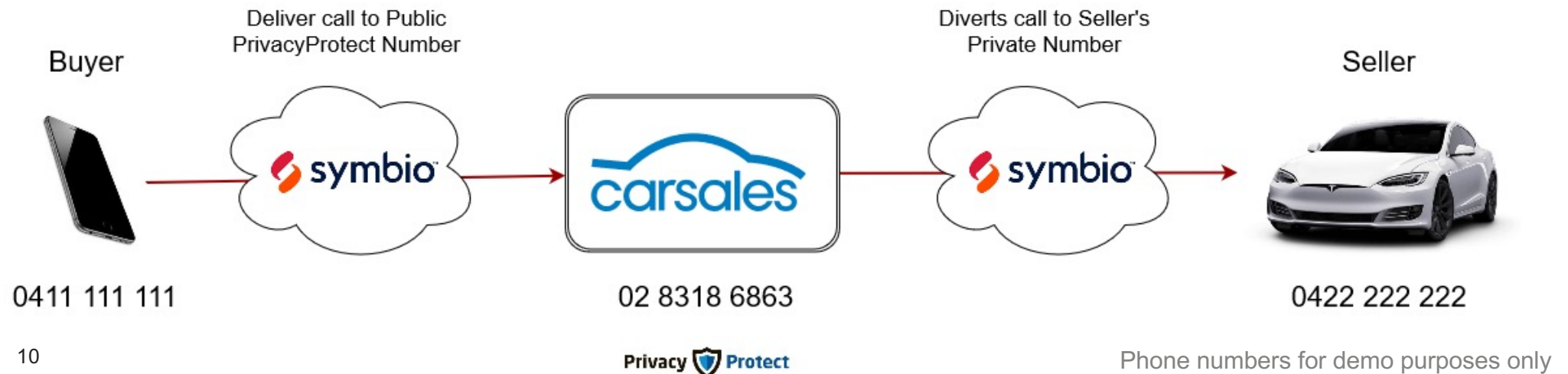


# Demo 1: Carsales

Arun Skariah, Customer Architecture & Solutions Manager

# Privacy Protect

- Protect a private seller's personal details
- A temporary 'virtual' phone number is shown on the ad
- Potential buyers call the virtual number, and the call is diverted to the seller's number of choice
- Buyer never sees the seller's number, but seller can see the buyer's number



## LIVE DEMO

Hey Symbio,

You currently have 1 car on carsales

Create ad

### Your cars



**2017 Tesla Model S**  
**\$100,000**

ID SSE-AD-7228435  
Type Ultimate  
Created Monday, 17 May 2021

Create ad



**2008 Mazda 3**  
**\$8,000**

ID SSE-AD-7204297  
Type Standard  
Created Tuesday, 4 May 2021

Manage ad



**2008 Mazda 3**  
**\$0**

ID SSE-AD-7210086  
Type Standard  
Created Friday, 7 May 2021

Create ad

## 2008 Mazda 3 Neo Sport BK Series 2 Auto MY08

Private Seller Car - New South Wales

[View matching dealer cars](#)

Have a similar car to sell? [Sell it yourself](#)



**210,000 km**  
Odometer

**Hatch**  
Body Type

**Automatic**  
Transmission

**4cyl 2.0L Petrol**  
Engine

### \$8,000

Excl. Govt. Charges

[Get a quote to sell your existing car](#) ⓘ

Finance Estimate

moneyme

**\$41** ^

Per Week

**15.25% p.a.** #

Comparison Rate^

5 year term, interest rate 7.99% p/a, 0% deposit, 0% final payment

[Get a quote](#)

^#View

[Send Enquiry](#)

Call the seller

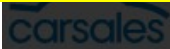
**02 8318 6863** ⓘ

Please enter full number shown, incl. area code





This number is protected by  
PrivacyProtect.

## LIVE DEMO



Cars For Sale New Car Showroom Sell My Car Research News & Reviews Help & Our Sites

 Symbio  Sell my car

We have a wide range of useful seller tools and products to attract the right buyers to your

### PrivacyProtect


## \$20


PrivacyProtect is a simple way of concealing your personal phone number.

***You currently have PrivacyProtect activated \$18 credit remaining***

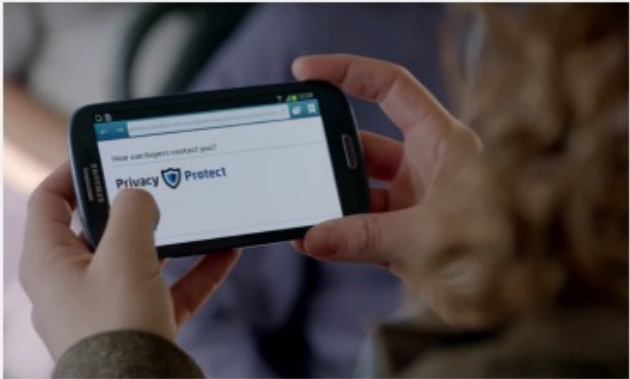

Contact No.

+6142



 Enable PrivacyProtect

Top Up



### What you get with PrivacyProtect:

- Virtual phone number displayed on your ad
- Your personal phone number will never be seen
- \$20 credit
- Top-up your credit at any time

[By purchasing PrivacyProtect you are agreeing to our specific PrivacyProtect Terms & conditions](#)

History Snapshot

Showcase your ad

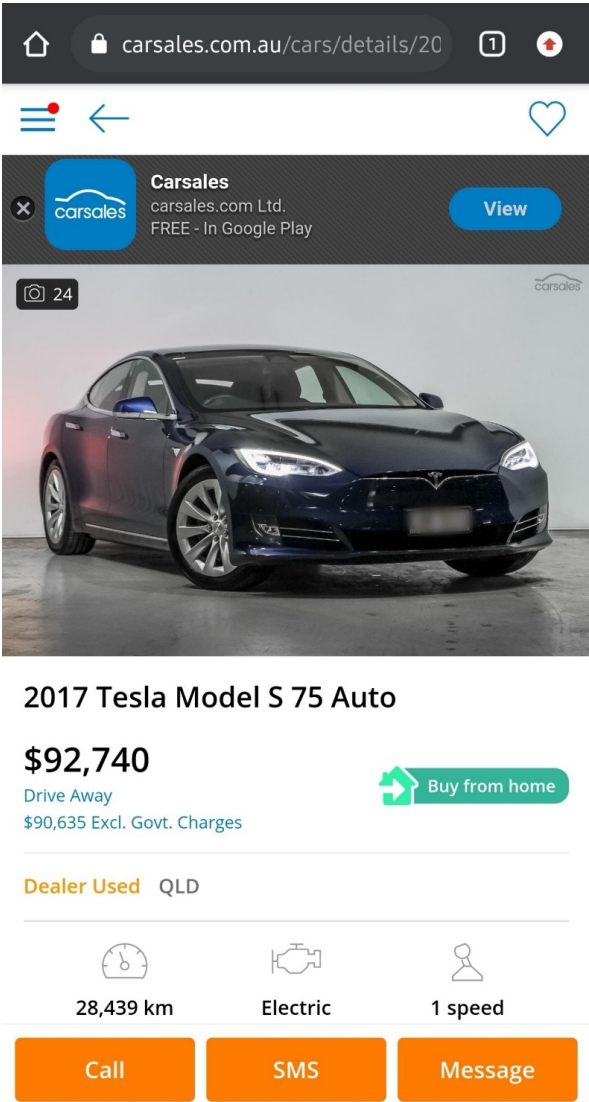
# CallConnect

- Equivalent product for car dealerships
- Enhances the above with SMS support as well as the ability to Call/SMS a customer back with your virtual number.

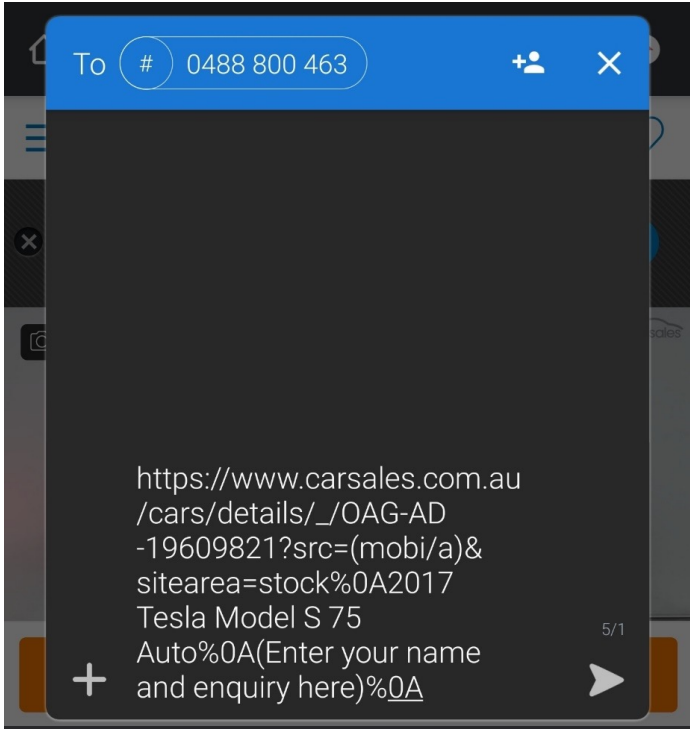
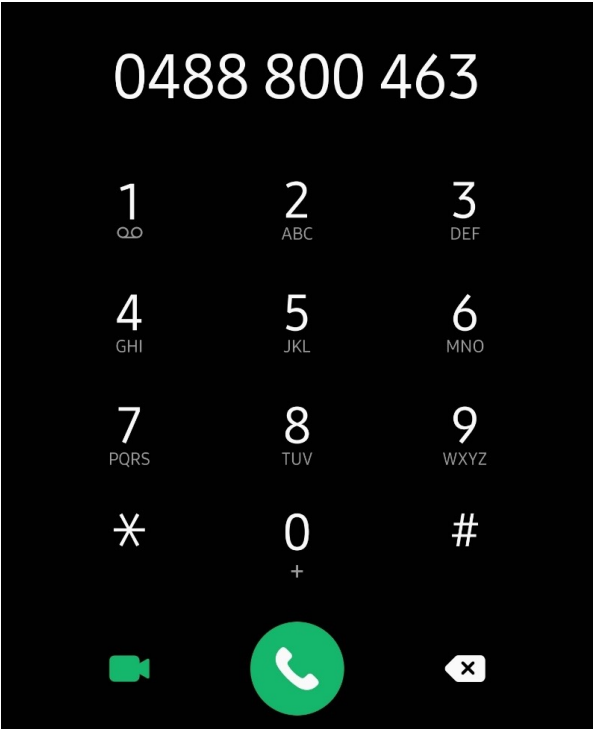




8/6/21



# CallConnect



# Q & A

# Demo 2: Google Ads

Maria Wirth, Head of Marketing

# How it works



## Customer

- Search
- See ad with call option
- Click to call
- Easy & efficient way to get in contact with business



- Smart analytics
- Powered by Symbio phone numbers



## Advertiser

- Create different ads
- Use tracking to see which ads perform best
- Optimise ad performance

## Extensions

**Call** >


ImpressionsClicks

Preview


**Ad** · www.symbio.global

**APAC Coverage | Global Cloud Communications | Software, Networks...**

Delivering cloud communications. Connecting software, networks and telecoms. With Symbio, the scalable communications backbone is done-for-you.

 Call (02) 9994 8555

Encourage calls to your business

 (02) 9994 8555

1 extension

## Ads

Ad status: All but removed

ADD FILTER

PASTE

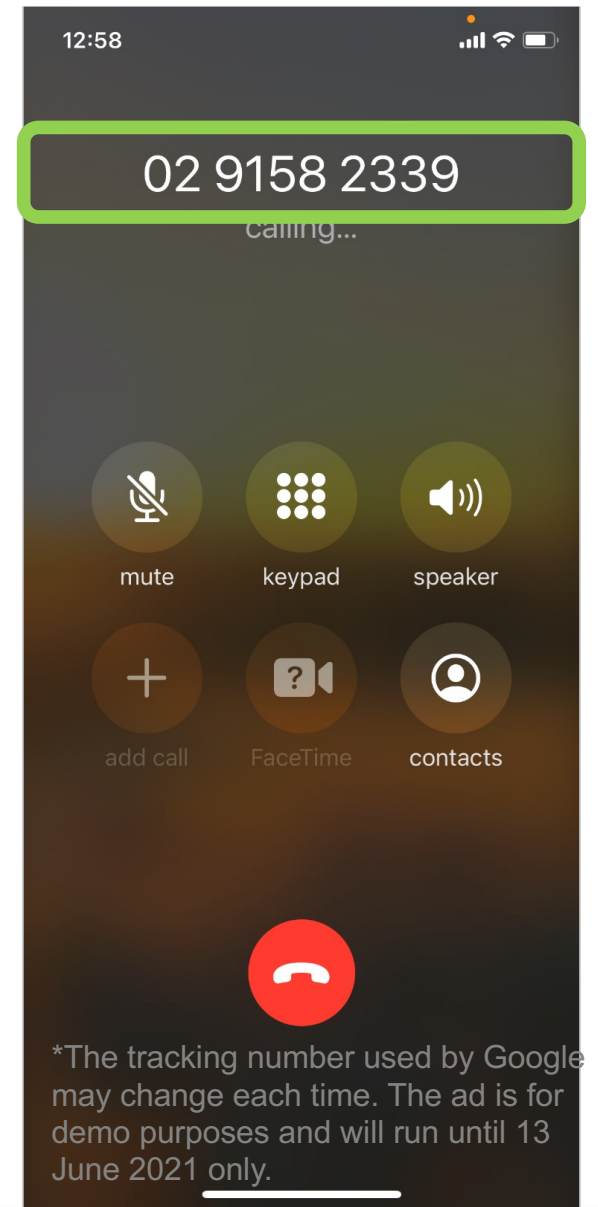
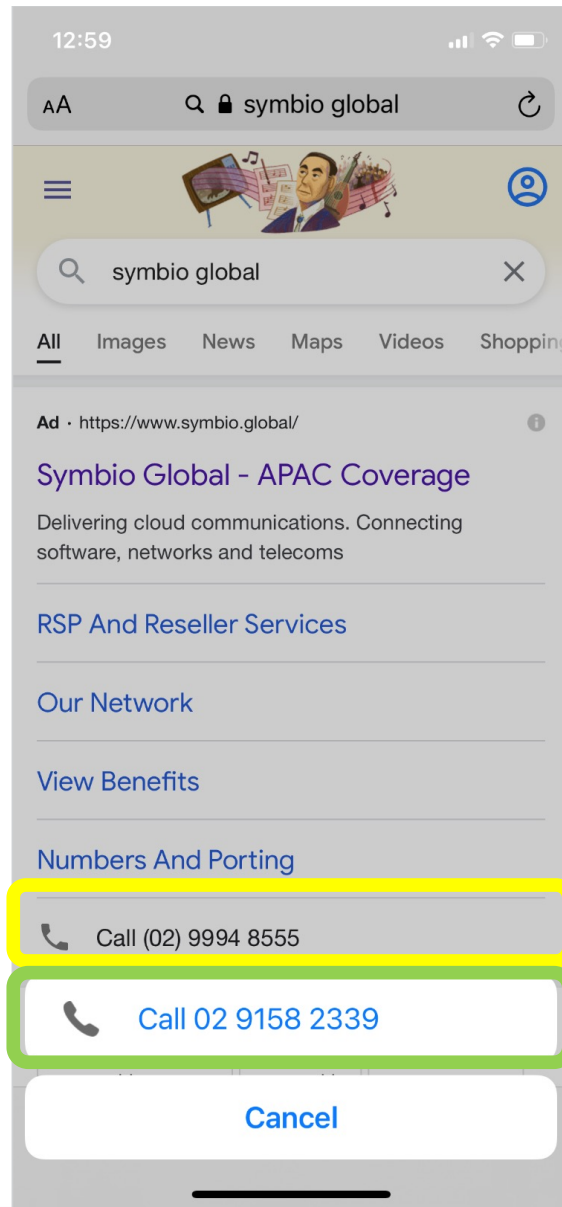
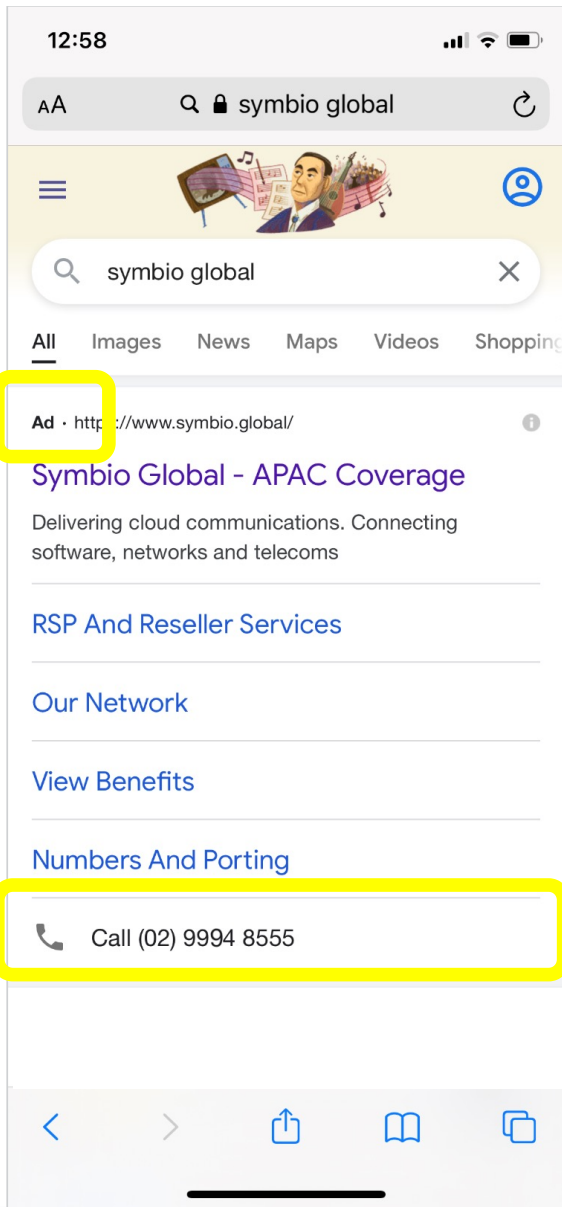
SEARCH

SEGMENT

COLUMNS

<div><div></div><div></div></div>	Ad	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<div><div></div><div></div></div>	<div>Global Cloud Communications   Compete and Win   Software, Networks and Telecom +2... <a href="#">www.symbio.global</a> Delivering cloud communications. Connecting software, networks and telecoms. With... <a href="#">View assets details</a></div>	Eligible	Responsive search ad	0	0	—	—	A\$0.00
<div><div></div><div></div></div>	<div>APAC Coverage   Global Cloud Communications   Software, Networks and... <a href="#">www.symbio.global</a> Connecting software, networks and telecoms. High quality IP calling, local numbers. With... <a href="#">View assets details</a></div>	Eligible	Responsive search ad	0	0	—	—	A\$0.00
<div><div></div><div></div></div>	<div>Total: All but removed ads <span>?</span></div>			0	0	—	—	A\$0.00
<div><div></div><div></div></div>	<div>Total: Ad group <span>?</span></div>			0	0	—	—	A\$0.00





## Ads



Ad status: **All but removed** ADD FILTER



PASTE



SEARCH



SEGMENT



COLUMNS

<input type="checkbox"/>	<input type="radio"/>	Ad	Status	Ad type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<input checked="" type="radio"/>	APAC Coverage   Global Cloud Communications   Software, Networks and... <a href="#">www.symbio.global</a> Connecting software, networks and telecoms. High quality IP calling, local numbers. With... <a href="#">View assets details</a>	Pending Under review	Responsive search ad	2	1	200.00%	A\$0.11	A\$0.22
		Headline			1	1	100.00%	A\$0.11	A\$0.11
		Mobile clicks-to-call			1	1	100.00%	A\$0.11	A\$0.11
		Sitelink			0	1	0.00%	—	A\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Global Cloud Communications   Compete and Win   Software, Networks and Telecom +2... <a href="#">www.symbio.global</a> Delivering cloud communications. Connecting software, networks and telecoms. With... <a href="#">View assets details</a>	Pending Under review	Responsive search ad	0	0	—	—	A\$0.00



# Q & A

# Demo 3: Ring Central

Dylan Brown, Head of Global Products

# Why Ring Central?

- American company using MNF's Symbio platform in Australia and NZ
- High growth organization performing strongly
- Offering RingCentral Office® (integrated business phone, video conferencing, and messaging), RingCentral Video (video meetings solution), and RingCentral Connect Platform™
- Leader in the Gartner UCaaS Magic Quadrant, Worldwide for 6 years in a row.**

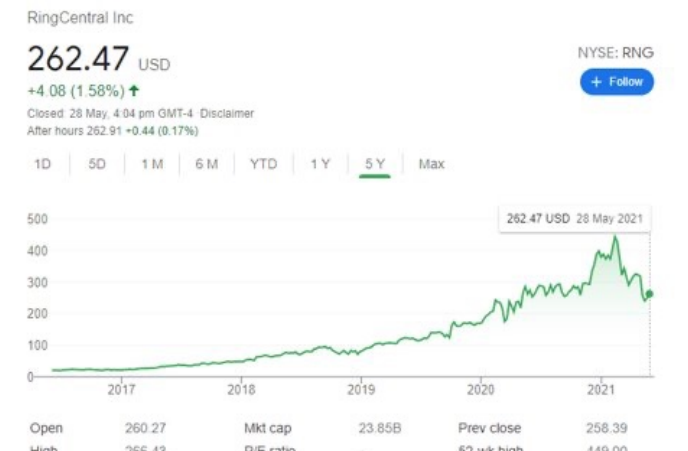


Figure 1: Magic Quadrant for Unified Communications as a Service, Worldwide





# MNF involvement?



Phone numbers to receive calls



Call termination to make calls



Number porting to bring services across



All wrapped up using our software for their go to market

## LIVE DEMO



### Essentials

Message, Phone

**\$25.99**

/user/month

Min. cost incl. GST \$28.59 over 12 mo. \*

Try free

Buy now

- Up to 49 users
- Unlimited inbound calling minutes
- 250 Included outbound calling minutes per user
- 100 Inbound minutes for 1800/1300 numbers
- Team messaging
- Document sharing
- 24/7 support

### Standard

Message, Video, Phone

**\$47.99**

/user/month

Min. cost incl. GST \$52.79 over 12 mo. \*

Try free

Buy now

Everything in Essentials PLUS

- No limit on number of users
- 1000 Included outbound calling minutes per user
- 1000 Inbound minutes for 1800/1300 numbers
- Internet fax
- Unlimited audio conferencing
- Up to 24-hour meeting duration
- Quality-of-service reports
- Multi-Level IVR
- On-demand call recording
- Popular integrations including Microsoft 365, Google Workspace, Slack, and more
- Video meetings with up to 100

MOST POPULAR

### Premium

Message, Video, Phone, Open Platform

**\$55.99**

/user/month

Min. cost incl. GST \$61.59 over 12 mo. \*

Try free

Buy now

Everything in Standard PLUS

- 1500 Included outbound calling minutes per user
- 2500 Inbound minutes for 1800/1300 numbers
- Automatic call recording
- Single Sign-on
- Multi-site admin and management
- Up to 8-digit extensions with site codes
- Hot desking
- Advanced call handling including whisper, barge, and more
- Video meetings with up to 200 participants
- Real-time analytics

### Ultimate

Message, Video, Phone, Open Platform

**\$76.99**

/user/month

Min. cost incl. GST \$84.69 over 12 mo. \*

Contact Sales

Everything in Premium PLUS

- 2000 Included outbound calling minutes per user
- 10000 Inbound minutes for 1800/1300 numbers
- Device status reports
- Device status alerts
- Unlimited storage\*\*

## LIVE DEMO

1

Create your account

Choose number Add users Choose phones Checkout

Create your account

Contact Information

Dylan

Brown

adsgasd@gmail.com +6140

Dylan's Shop for Dylan

By clicking the "Get Your Number" button, you consent to receiving calls and e-mails from RingCentral regarding our products and services at the number and address which you've provided. Calls may be made using automated technology. [Privacy Notice](#).

Get Your Number

2

Create account Choose number Add users Choose phones Checkout

Choose your FREE local company number

If you would like a Toll-Free company number please contact sales on 1800 940745

2 - Sydney

Choose the number you want

Available numbers

(02) 8015 2742

(02) 8622 4644

(02) 8622 4659

(02) 8622 4669

(02) 8622 4682

OR

☐ Keep your existing company number

Next

3

Create account Choose number Add users Choose phones Checkout

Select phones and devices for your system

All

Existing Phone  
Use your existing device  
AUD\$0  
No charge

RingCentral Phone  
desktop app  
AUD\$0  
Included for all users

1

Polycom VVX-250  
Business IP Phone  
AUD\$225  
List price: AUD\$255

Yealink W60P  
→1 Handset  
AUD\$249  
List price: AUD\$279

Next

## LIVE DEMO



Please activate your account

### Welcome to RingCentral

Thank you for selecting RingCentral as your business phone service. Please activate your account within 48 hours to get started.

Activate Account

Or copy and paste this link into your browser:

<https://service.ringcentral.com.au/api/handle-action?at=90264d697f06fcb1b93f18d9b89e44cbf70436e2fb6e9cce1e640c026ea54c20&action=1&mid=845231040&aeh=31294A96EB0F>

There's one more step to set up your company account (02) 8319 8451. You will be asked to:

- Change your temporary password
- Register your 000/106/112 information
- Set up your account

Thank you for using RingCentral.

Got questions? The [RingCentral Support Centre](#) offers startup guides, tutorial articles and videos and comprehensive search.

This PC > Downloads

Name

▼ Yesterday (1)

RingCentral.exe

D

3

RingCentral - Message  
File Edit View Help

Dylan's Shop for Dylan

New Call

Enter a name or number

Call from: (02) 8319 8451

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
*	0 +	#



# Q & A

# Singapore Update

Jon Cleaver, Chief Executive - Wholesale



# Singapore Go-Live

- Trial underway
- All Singapore carriers now exchanging live traffic
- Launch date of 1 July 2021, pending final Singapore regulatory approvals
- Customer demand strong pending production launch



# Guidance Update

Rene Sugo, CEO



## FY21 Earnings Guidance

\$40-\$43M EBITDA

MNF now expects FY21 EBITDA within the top half of the guidance range provided



# Q & A



**Thank you**

# Glossary

**API** – A set of coding standards for developers wishing to connect different bits of software.

**Copper access network** – Telephone wires, cables and physical equipment connecting subscribers to a local exchange.

**CCaaS** - Software that enables customer service through an in-house or outsourced contact centre, delivered as-a-service via the cloud.

**Cloud PBX** – A business phone service, typically connecting multiple business users, delivered as-a-service via the cloud.

**CPaaS** – A framework for developers to add telecom capabilities to their software, without needing to build backend infrastructure.

**MVNO** – A way to provide mobile services without need to build an independent mobile network.

**Porting** – The process of transferring a phone number from one telecom carrier to another.

**PSTN** – The global network of phone users, encompassing every phone number in the world.

**Recurring Revenue** – Revenue that is billed every month regardless of user activity, typically high margin and stable.

**SLA** – The agreed standard of service reliability between a customer and a service provider.

**SIP Trunk** – A way for voice and video calls to travel over VoIP networks. It is the digital equivalent of a phone line.

**SMB** – Small and Medium sized businesses.

**Termination** – The process of routing a phone call, from one telecom provider to another, until it reaches the recipient.

**Transaction Revenue** – Revenue that is billed when a user makes a phone call, typically low margin and variable.

**UCaaS** – Software that enables users to call, conference and message from a single interface, delivered as-a-service via the cloud.

**Virtual Number** – A phone number that is operated on a VoIP network without needing an underlying phone line service.

**VoIP** – A way of turning phone calls into data that can be transmitted over the internet and routed to any recipient.



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