

ASX Announcement

9 November 2022

Investor Day Presentation

Aussie Broadband Limited (ASX:ABB) provides the attached presentation which will be delivered today at the Aussie Broadband inaugural Investor Day.

ENDS

Authorised for release by the Aussie Broadband Board.

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Media enquiries contact Alex Walker on 0448 110 962

Registry queries contact Link Market Services on 1300 554 474

About Aussie Broadband Limited

Aussie Broadband is an Australian operated telecommunications and technology company that formed in 2008 and is headquartered in Morwell Victoria, Australia.

The Company provides a broad range of solutions to residential, business, enterprise and government customers, and provides wholesale access to other telcos and managed service providers.

As a licensed carrier, the Company provides broadband services nationally through a wholesale agreement with NBN Co, its own fibre network, and some leased backhaul infrastructure from third parties.

The Company is the 5th largest provider of broadband services in Australia and is one of only six tier 1 voice providers in Australia.

Aussie Broadband is focused on building market share in the business, enterprise and government and wholesale segments through its range of cloud, security, broadband, voice, and managed solutions, whilst continuing to build share in the residential segment.

The Company also offers a range of other telecommunications services including voice, mobile plans and handsets, entertainment bundles through its partnership with Fetch TV and connections through the Opticomm network and its white label platform.

For further information please visit: <https://www.aussiebroadband.com.au/>

Investor Day

9 November 2022



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Aussie Broadband acknowledges the Traditional Owners of Country throughout Australia and recognises the continuing connection to lands, waters and communities.

We recognise that we work and live on the traditional land, and we pay our respect to the past, present and emerging Traditional Custodians and Elders of the nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

We'd like to recognise, in particular, the land that we are meeting on today, the traditional land of the Gadigal people of the Eora Nation.

Artist – Gunaikurnai artist
Ronald Edwards Pepper, 2020

Before we begin...



Welcome to our first Investor Day!

For those in person:

- Directions to toilets and emergency exits

For those online:

- In order to respect our partners, we ask that you don't record this session

For everyone:

- Please hold questions until the Q&A session at the end of the presentation
- The presentation is available on the ASX website

Today's agenda



Today provides you with an opportunity to better understand Aussie Broadband's growth strategy, while also meeting members of the Board and Management team.

Welcome and introductions	10:30am
Transitioning to Aussie 2.0	10:35am
Our technology and infrastructure	10:50am
Residential strategy	11:10am
<i>Morning tea</i>	<i>11:30am</i>
Business strategy	11:45am
Enterprise & Government strategy	11:55am
Wholesale and white label strategy	12:25pm
Delivering stakeholder value	12:40pm
Wrap up	12:50pm
<i>Lunch</i>	<i>1:00pm</i>
Q&A panel	1:45pm
<i>Close</i>	<i>2:30pm</i>

Our Board



Adrian Fitzpatrick

Independent Chair &
Non-Exec Director

Experienced director, currently a director of ARB Corporation. Extensive operational, financial management and strategic experience from a career that has spanned 30 years.



Richard Dammary

Independent Non-Exec
Director & Chair of People
& Community Committee

Independent Advisor and Experienced director currently serving on the boards of Australia Post, WiseTech Global, Doctor Care Anywhere, Nexus Hospitals and Creative Partnerships Australia.



Vicky Papachristos

Independent Non-Exec
Director & Chair of Risk &
Audit Committee

Experienced director, currently a director of Big River Industries and GMHBA. Executive experience in marketing and business development with over 30 years of experience both in Australia and across the USA.



Patrick Greene

Independent Non-
Exec Director

Co-founder of Aussie. Extensive sales, marketing, financial and management experience. Owned retail businesses since 1987 and won Franchisee of the Year awards both state and nationally.



Phillip Britt

Managing
Director

Co-founder of Aussie. Highly experienced executive with over 25 years in the telco industry. Awarded the ACOMMS Communications Ambassador in 2020 and is an inductee into the Edison Awards Hall of Fame.



Michael Omeros

Executive
Director

Co-founder of Over The Wire prior to its acquisition by Aussie Broadband. Has over 20 years of experience in the telco and IT services sector.

Our Management team



PHILLIP BRITT
MANAGING DIRECTOR



MICHAEL OMEROS
EXECUTIVE DIRECTOR



BRIAN MAHER
CHIEF FINANCIAL OFFICER



MATTHEW KUSI-APPAUH
CHIEF OPERATING OFFICER



JANE BETTS
CHIEF PEOPLE &
REPUTATION OFFICER



JONATHAN PROSSER
CHIEF STRATEGY OFFICER



AARON O'KEEFFE
CHIEF GROWTH OFFICER



KEVIN SALERNO
CHIEF CUSTOMER OFFICER



JOHN REISINGER
CHIEF TECHNOLOGY OFFICER

Our journey so far

- Wideband Networks was founded by Phillip Britt and John Reisinger in the Latrobe Valley in Victoria.
- Purpose - to provide high quality wireless internet to rural and regional areas often neglected by other providers.
- The company was granted a carrier licence by the ACMA.

2003

- Westvic Broadband founded in Warrnambool by a group of 5 local businessmen, including Pat Greene.
- Westvic focussed on providing wireless services to Western Victoria.

2006

- Commenced selling satellite services.

2008

- Wideband Networks merged with Westvic Broadband to form Aussie Broadband.

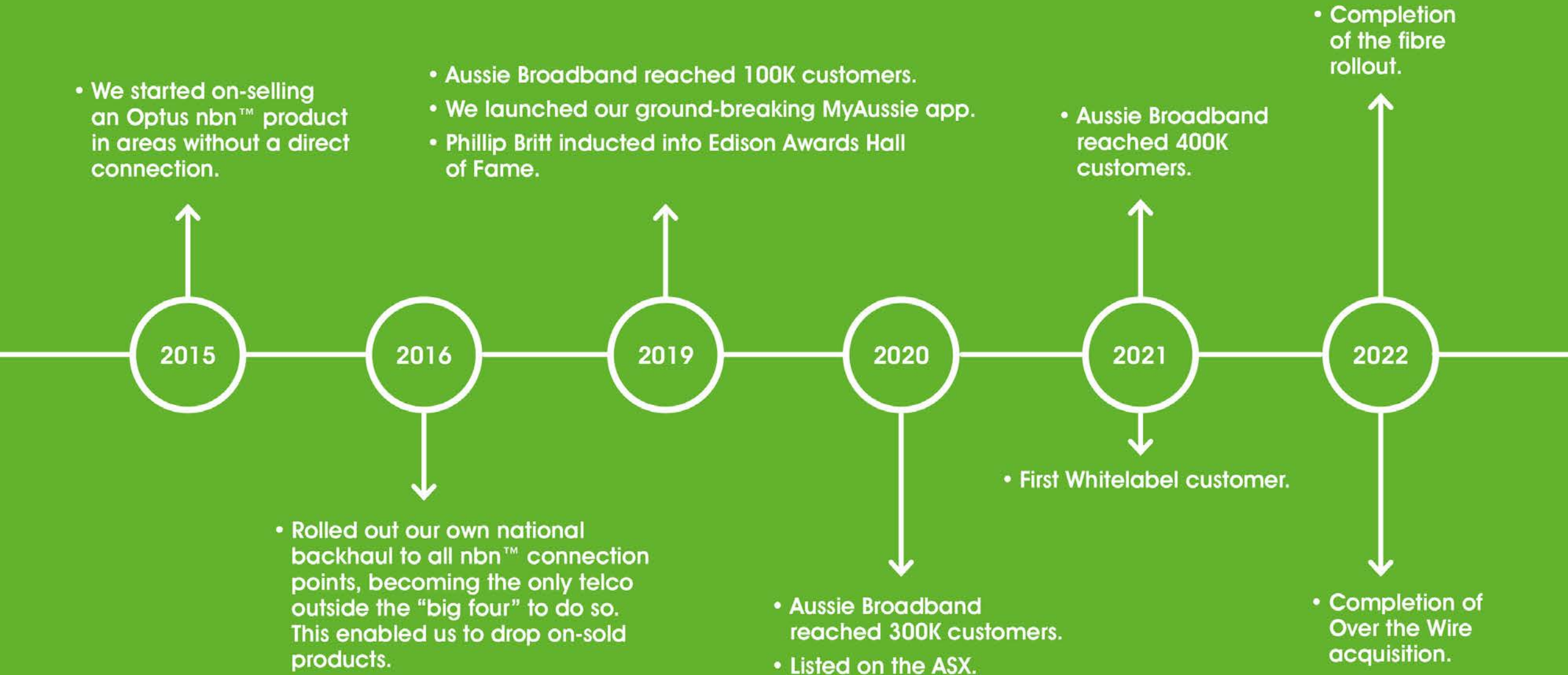
2009

- Began connecting our own DSLAMs to provide customers with ADSL and Naked DSL services.

2014

- Established direct connections to local nbn™ points of interconnect, and connected our first nbn™ customers.

Our journey so far



Aussie Broadband today



800,000+

active services:

- Broadband
- Voice
- Mobile
- Cloud
- Entertainment
- Security
- Managed services

127 million

monthly minutes on
our Tier 1 voice
network

~530,000

unique customers:

- Residential
- Business
- Enterprise &
Government
- Wholesale

1,200km

recently completed
fibre network

~1,100

staff in 8 locations:

- Morwell
- Dandenong
- Sydney
- Melbourne
- Brisbane
- Adelaide
- Perth
- Darwin

8,300+ Tb

cloud storage
resources under
management

Certified

Australia's Most
Trusted Telco



Awards reflect ABB's focus on product innovation and customer service



What our customers say



"Great customer service. Great service provider. Always get the help you need"

Warmungah, Product review



4.5 Stars from 6,821 reviews



"Absolutely awesome customer service, friendly and very efficient and cost effective. Very impressed"

Pene Harris, Facebook review



4.2 Stars from 2,799 reviews



"Very happy with the service, friendly and helpful staff. A very easy connection process, unlike my previous provider. Happily recommend Aussie Broadband."

Ronnie Tarraran, Google review



4.6 Stars from 6,808 reviews



Over the Wire acquisition



Over the Wire at a glance

- Business-focused technology company with a full product set across data, voice, cloud, security and managed services
- Large number of enterprise, government and wholesale customers, with long standing customer relationships by offering best-in-class solutions
- Unique voice and cloud infrastructure
- Highly cash generative business with strong margins

Integration update

- Accelerated integration of OTW, allowing a one team approach to delivering both cost efficiencies and revenue growth
- Structural changes and staff integration now complete, allowing shift to focus on growth
- Synergies actioned to date total \$5.2m on an annualised basis, offset by integration costs
- Investment case remains on track with \$8m to \$11m of synergies expected by FY25

ABB + OTW = Aussie 2.0



**We are transforming our organisation
to reach our full potential.
We are Aussie 2.0.**



- Huge opportunity for ABB to be even bigger than where we are today, and deliver more value.
- Through extensive consultation across the organisation we have co-created and are now bringing to life Aussie 2.0
- We are already operating as a single team. We have more work to do to fully leverage the best of both organisations
- Our hard work and investment now will pave the way for higher revenue, increased margins and **higher returns for shareholders** in the future
- Our new organisation is far more than simply a residential connections business

We're in business to: Change the Game

Put simply, we are changing the telco and tech game in Australia for the better. And not just for our customers, but for all.

We're also interested in other games worth playing, like how we can be a place to belong, how we can make our communities better, how we can be a stand for excellent customer service across all industries, not just telco and tech.



Our Values

- 1 Don't be ordinary,
be awesome
- 2 Think BIG
- 3 No bullsh*t
- 4 Be good to people
- 5 Have fun





**By 2025, we are Australia's 4th
largest provider of communications
and technology services**



FY25 aspirations

Thriving and talented people

- One of the best places to work in Australia
- Staff say this is a place they belong

Exceptional customer service

- Multi-award winner
- Customers love and promote us
- Long term client relationships

Delivering sustainable growth

- > 1 million broadband services
- > 250,000 mobile services
- > 3 million numbers on the voice network
- Accelerating growth of cloud services

Innovative products and solutions

- World-class infrastructure and solutions
- Integrated software platforms
- Automation first approach

Nimble, efficient organisation

- Scaling through increased automation
- Leveraging benefits of fully integrated technical assets

Building better communities

- Top 10 B-Corp in Australia
- Environmentally responsible
- Staff engaged in community initiatives

Our Game

By 2025, we are Australia's 4th
largest provider of communications
& technology services.

Residential

Continuing to
show Australians
what a good
telco looks like.

Business

Making getting
& staying
connected as
easy at work as
it is at home.

Enterprise & Government

Providing a
genuine, full-
service alternative
to the big 4.

Wholesale & Whitelabel

Leveraging our
infrastructure and
expertise to gain
additional scale.

Exceptional Customer Service

Industry-leading technology & infrastructure

FY23 strategic focus

- Bed down the **new Aussie 2.0 operating model**, team structure and strategy
- Deliver **further cost synergies** from the OTW acquisition and unlocking the full revenue synergy potential of both companies
- Continue to invest in our **data, voice and cloud infrastructure** to underpin our long-term growth
- Refresh our marketing strategy to **increase growth in all segments** and improve advertising efficiency
- Develop and launch **new products and services** to keep our position as a game-changer in the industry
- Increase automation and streamlining of processes to leverage our scale and **unlock new operational efficiencies**
- Evolving our industry-leading customer service to provide **proactive support for all customers**
- Build ourselves to be one of the **best places to work in Australia**
- Continue **building better communities** through initiatives such as becoming a certified B Corp organisation



Our Technology and Infrastructure

John Reisinger - Chief Technology Officer

Phillip Britt - Managing Director



Our technology strategy

We are now one of Australia's largest infrastructure operators across data, voice and cloud.

Our deep technical expertise is the foundation of our exceptional customer experience and continued growth.

Data

- Direct network to all 121 NBN POIs
- Support for up to 1m services
- 1,200km of Aussie Fibre



Voice

- New Tier 1 voice network
- 1.1 million numbers
- 127 million monthly minutes



Cloud

- ABB-owned infrastructure
- Capability to build and manage hybrid cloud environments



Smarter network management

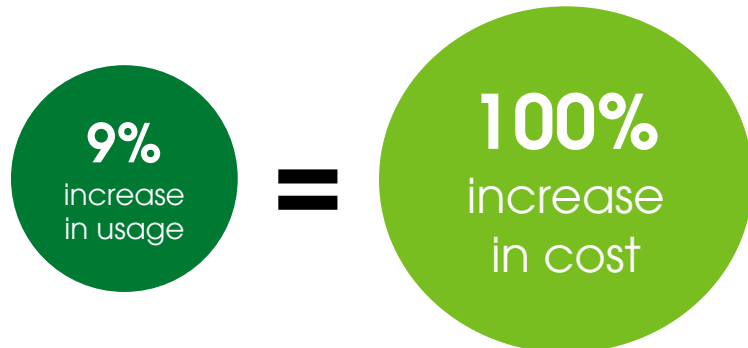


CVC is highly leveraged and does not incentivise providers to focus on customer experience. Through our new technology, we can manage costs while improving experience.

Overage example

10% overage (1000 included, 1100 used) = **100 overage**

20% overage (1000 included, 1200 used) = **200 overage**



- Aussie is committed to providing the right amount of bandwidth to deliver an **awesome customer experience** – customers can do what they want, when they want
- **In-house designed and developed** technology to purchase CVC efficiently (CVCBot) allows us to scale up and down on demand
- Partnered with industry leading vendors to deliver an **Australian first** network optimisation and customer experience solution for fixed line networks
- Linked that solution with CVCBot to **efficiently purchase CVC overage** as needed based on optimised network utilisation
- Using technology to work within NBN's model - **driving down** CVC overage expense and **improving customer experience**

Data network upgrades



We are strategically upgrading our network:

- Moving from 100G to 400G links
- Implementing "leaf-spine" architecture for network equipment in line with industry best practice
- Multi-service edge design separates voice/cloud/etc. from customers
- Fibre monitoring equipment being installed on core network
- Building high-capacity Aussie Fibre network hubs in strategic locations

Allowing us to provide even better services:

- Easily able to scale our network to 1 million NBN customers (and beyond)
- Able to quickly add Aussie Fibre services without additional spend on core network
- Improved redundancy means less outages for all customers, and enhanced monitoring improves recovery time for any failures
- Maintained investment in existing hardware, saving capex. As we continue to grow, we will generate further value from economies of scale on this infrastructure

Aussie Fibre network



Over 1,200km of next generation fibre has been laid in the last 20 months, creating one of the most modern networks in Australia.



- **Full 121 NBN POI coverage** (point of interconnect)
- **83 NBN POIs** directly connected to **Aussie Fibre** and the remaining 38 connected via Telstra wavelengths
- **Fully protected** routes to every NBN POI
- **Unique diversity design** compared to the majors
- Minimum of **100 Gbps** backhaul per POI
- **22 major data centres** connected (NextDC, Equinix & others)
- Over **100 commercial buildings** connected and growing
- Core network built using **720 and 360 core** fibre counts – allowing plenty of room to grow

Aussie Fibre network reach

Melbourne



Perth

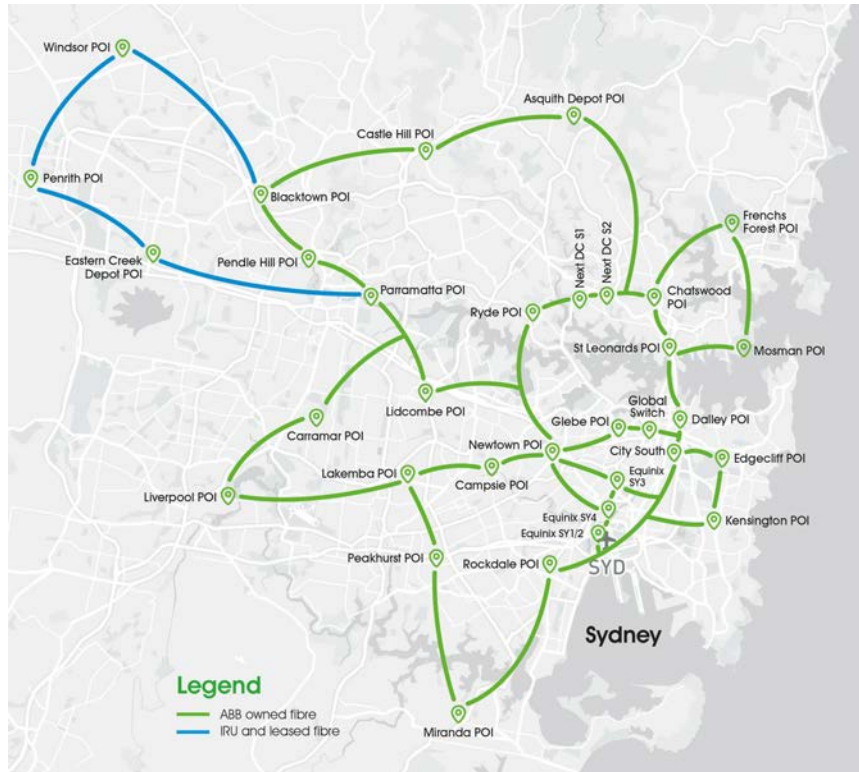


Adelaide



Aussie Fibre network reach

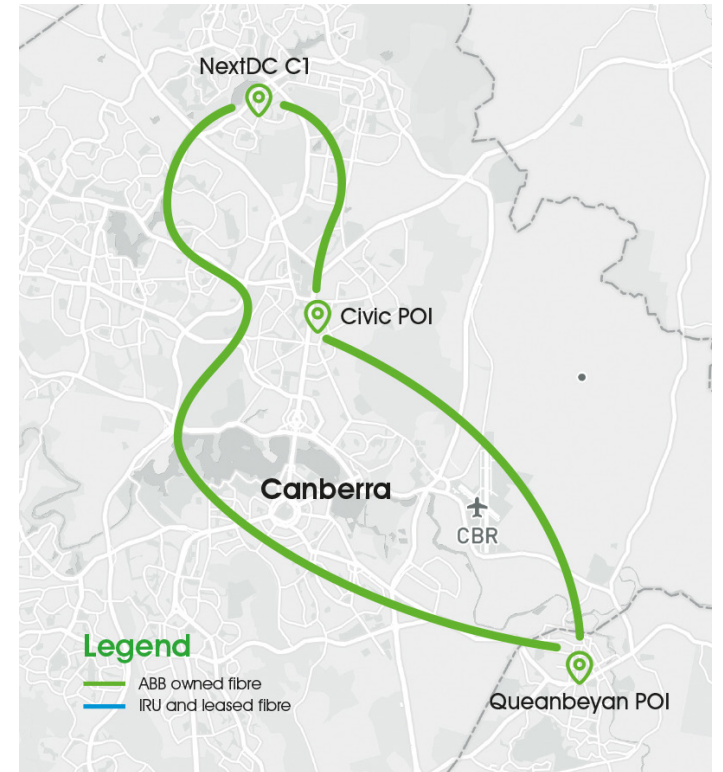
Sydney



Brisbane



Canberra



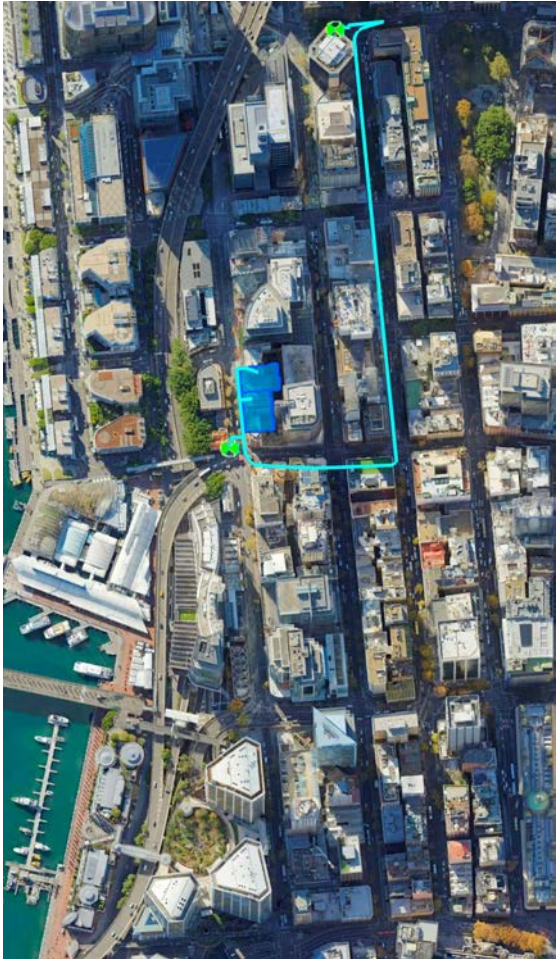
Aussie Fibre network synergies



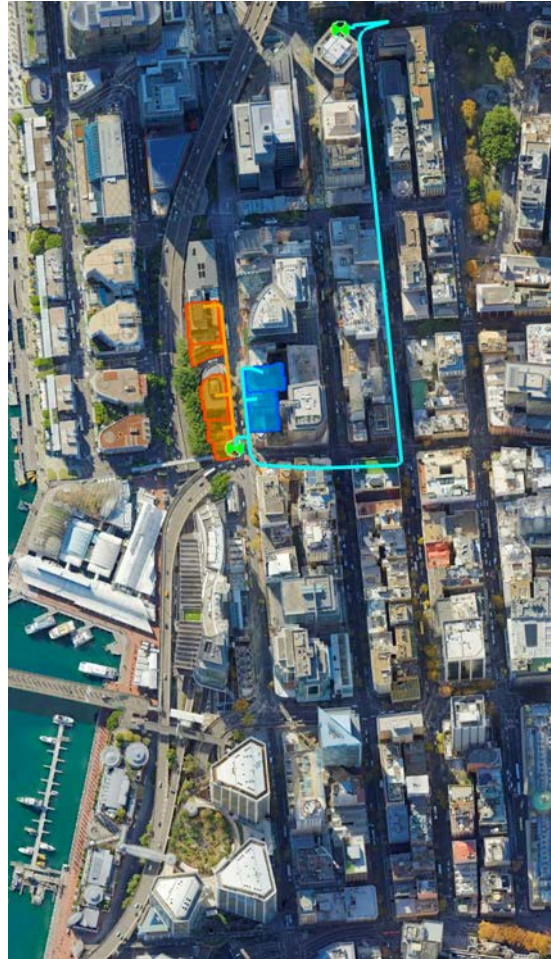
Moving ABB and OTW enterprise customers on other carriers to the Aussie Fibre network will unlock significant savings.

- Of the \$8m to \$11m annualised synergies expect from the OTW acquisition, a portion will come from moving enterprise connections on other carriers to Aussie Fibre
- As part of the due diligence process, over 1,000 services were identified within 1km of the Aussie Fibre network
- Customer connections have been grouped into clusters, and those with the quickest payback are being prioritised
- Expect the cluster migration project will run for 2 years commencing December 2022

New fibre customer example



Stage 1 – Existing network and customers. 2 buildings serviced off a new access joint (blue buildings)



Stage 2 – Identify other serviceable buildings (orange) from existing access joints and focus sales team to target

- Real life example from Sydney – one of the harder ones to build due to footpath reinstatement costs
- Stage 1 started with a single customer. Shortly after a second customer next door signed up
- Stage 2 buildings will be connected on demand back to the joint already built - significantly reduces cost and lead time

Scenario	Return
Stage 1 only	✓
Stage 1 and an additional building from stage 2	✓ ✓
Stage 1, plus one building from stage 2 and a second connection in an existing lit building	✓ ✓
Additional stage 2 buildings	✓ ✓ ✓

Customer migration example



Stage 3 – Identify existing OTW and ABB enterprise customers on other carriers, design network extension (green buildings)



Stage 4 – Identify new buildings that can be serviced from joints built in stage 3 (pink buildings) and focus sales team to target

- Stage 3 continues the network built from Stage 1. This is about to be constructed as part of unlocking the next phase of OTW cost synergies – 3 additional buildings, but 5 services
- Stage 4 buildings will be activated on demand as customers sign up. Pre identified buildings reduce connection costs and time, as well as focus the sales team on easy wins

Scenario	Return
Stage 1 and 3	✓✓
Stage 1 and 3 and a new building from stage 4	✓✓
Stage 1 and 3 and a new building from stage 4 second connection in an existing lit building	✓✓
Additional stage 4 buildings	✓✓✓

Tier 1 voice network



With the acquisition of Over the Wire, Aussie now operates a Tier 1 voice network, providing both cost savings and new revenue opportunities.

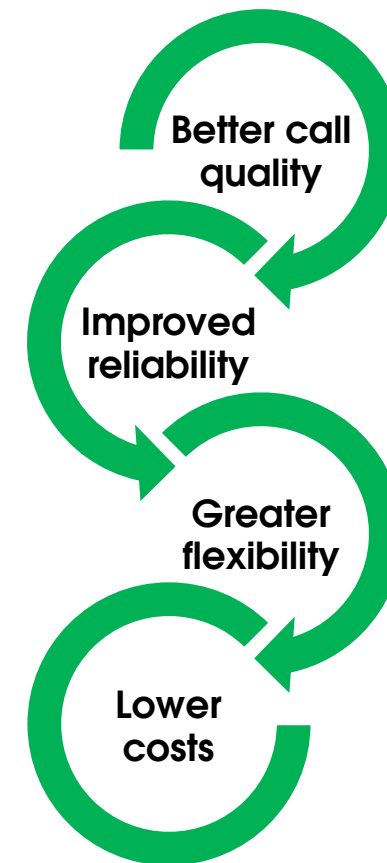
- Tier 1 means we are directly connected to each of the other major carriers (Telstra, Optus, TPG, Symbio, Vocus) that are part of the national Carrier Interconnect network
- Margin benefits include:
 - No third-party surcharges for outbound calls
 - Removal of number hosting fees for ABB's existing voice base
 - Ability to generate revenue from calls to ABB numbers
- We are also able to compete more effectively for larger enterprise, government and wholesale customers
- Easily scalable in line with our planned growth without significant opex or capex

Our voice difference

Features of NetSIP:

- Path redundant, carrier diverse national network
- 7 domestic carriers, 6 international carriers
- 5 voice clusters across 3 different states
- Best-possible-path routing
- Automated testing of number porting
- Monitoring tool providing deep analytics, near real-time signalling traces and quality metrics
- Self-service customer portal
- API library for enabling high-volume partners
- Inbuilt toll fraud protection

Benefits for Customers:



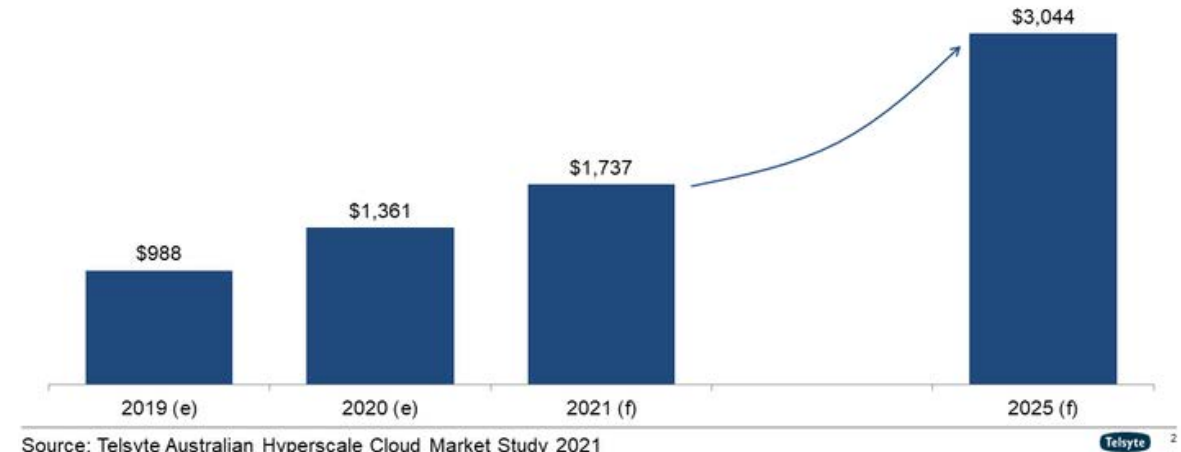
Cloud opportunity

- Businesses have been moving away from legacy, on-site platforms largely due to cost and the risks involved
- Australian organisations spent \$1.36 billion on IaaS in 2020, up 38% from 2019 and this is on track to exceed \$3 billion by 2025
- Public cloud providers (Amazon, Microsoft, Google, etc.) currently dominate this market. However, they can be expensive and are not the best solution in every scenario, eg:
 - Running legacy applications
 - Speed and simplicity of migration
 - Location of data (for latency)
 - Security and sovereignty of data
 - Lack of support (or requirement for specialist resources, either in-house or external)

Australian Cloud Infrastructure as a Service Market

Annual IaaS market revenue 2019-2025 (\$m)

CAGR (21-25) = 15.1% p.a.



Our cloud infrastructure

- Telsyte found hybrid cloud use is high (65%) as organisations shuffle a mix of workloads
- Going forward, hybrid cloud use and intentions are very high (85%) as CIOs select the most appropriate cloud architecture
- Through the OTW transaction we acquired Digital Sense, a dedicated private cloud business, as well as OTW's existing cloud capability
- ABB can now build hybrid environments for customers across their on-site platforms, our ABB-owned infrastructure and public clouds
- When combined with our data and voice infrastructure, we can ensure seamless connectivity for enterprise, government and wholesale customers across Australia



Customer cloud example

	Self-Hosted (On site)	Self-Hosted (Data Centre)	Public Cloud (AWS)	Private Cloud (ABB)
CPU	4	4	4	4
RAM	16	16	16	16
Storage	1000	1000	1000	1000
Saving if moved to ABB Cloud	89%	86%	10%	-
Pros	<ul style="list-style-type: none"> ✓ Total control of platform & data ✓ Low latency 	<ul style="list-style-type: none"> ✓ High control of platform ✓ Improved resilience 	<ul style="list-style-type: none"> ✓ Improved resilience ✓ Lower cost ✓ Easily scalable 	<ul style="list-style-type: none"> ✓ Lowest cost ✓ Easily scalable ✓ Onshore support ✓ Highly secure ✓ Full network integration
Cons	<ul style="list-style-type: none"> ✗ Not easily scalable ✗ Lack of resiliency ✗ Needs niche staff ✗ Ongoing maintenance ✗ High cost 	<ul style="list-style-type: none"> ✗ Not easily scalable ✗ Needs niche staff ✗ Ongoing maintenance ✗ High cost 	<ul style="list-style-type: none"> ✗ Not suitable for legacy apps ✗ Higher latency ✗ Limited support ✗ Data security & sovereignty risk 	<ul style="list-style-type: none"> ✗ No pre-built integrations

We remain vigilant for threats that may compromise the security of Aussie's infrastructure or customer information.

Ongoing activities include:

- Partnership with the Australian Cyber Security Centre (ACSC)
- Re-certified as ISO27001 compliant (Information Security Management)
- Security penetration testing by external contractors
- Use of best-in-class security vendors such as Crowdstrike and Rapid7 for monitoring of threats across our infrastructure

Residential

Jonathan Prosser - Chief Strategy Officer



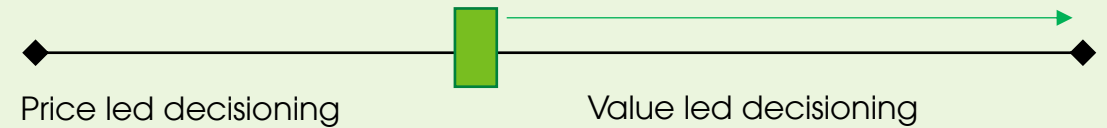
Residential strategy

We have two different but complementary product strategies to grow share and value in FY23 and beyond.

In Fixed Line, our focus is on profitable growth.

In Mobile, we are re-launching ourselves as a true mobile network operator (MNO) alternative.

ABB is a premium player



Our focus:

- ABB is the 'most premium' telco provider in Australia, meaning that customers are willing to pay more for our premium product¹
- Our target customers are the 57% of the Residential market that seek to value-maximise². These consumers make their telco choice on factors other than price – namely brand and the features of the product e.g., speed, service
- To be successful we need to continue to grow our current market awareness to take advantage of the positive brand sentiment ABB holds

Residential strategy



Fixed Line growth

Evolve current strategy to focus on profitable growth and take advantage of NBN's ongoing investment in High Speed Tiers

Doing this requires enhanced value perceptions through:

- A compelling value-added-services (VAS) portfolio closely related to our core products (e.g., enhanced modems; security offerings; home ecosystem and parental controls)
- VAS offerings related to the household (e.g., entertainment and mobile bundling)

Core to this approach is growing brand awareness and consideration

Mobile launch

Launch ABB as a mobile contender with credibility driven by bundling and Fixed Line brand. Focus will be in areas where the Optus network has strengths

The "why ABB?" proposition will be driven by 4 elements:

- Price points and inclusions that talk to typical MNO customers
- Clear messaging on not paying for data you don't need
- VAS and bundling options that enable affordability
- Outstanding CX and a trusted telco

Residential strategy



Focused growth in mobile

Focusing on the BYO portion of the Postpaid market with this number growing YoY

Within this market taking a segment driven view:

- Tech-savvy customers that are predominantly metro
- Customers that value network performance but skew to Optus and Vodafone today

Does ABB have brand permission?

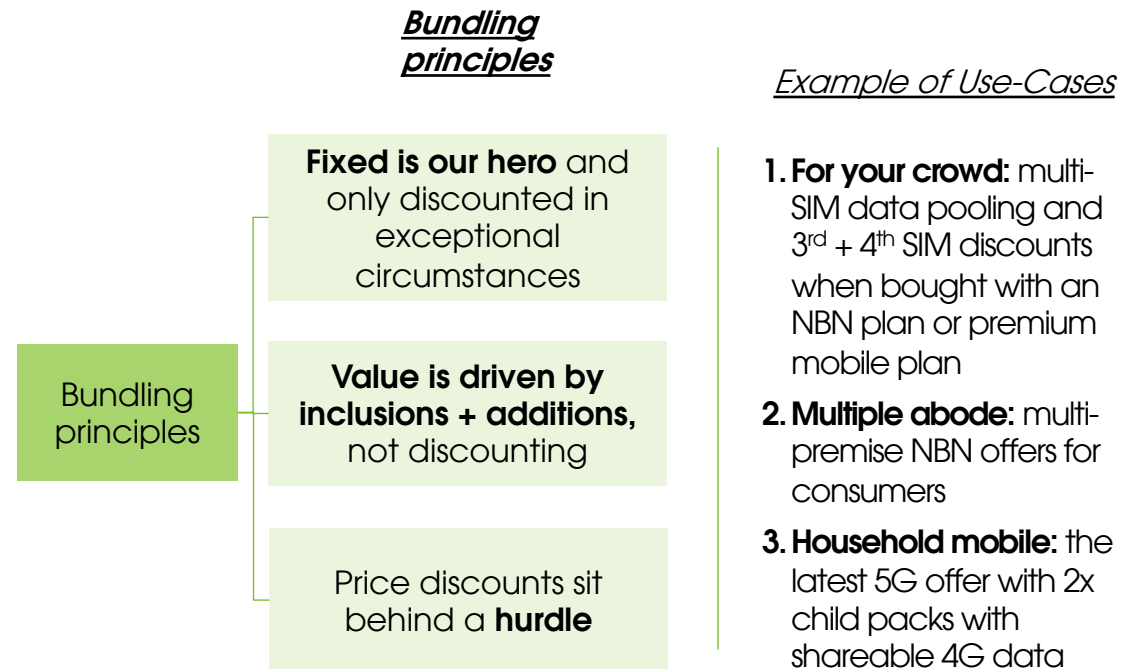
Independent research conducted found³:

- Resounding permission for Aussie Broadband to play in the mobile space
- It was assumed the brand already would be offering mobiles, given what other telco brands offer in the market
- Consumer expectations are being shaped outside of the telecommunications category. They are watching everyday brands like Woolworths extend their offerings outside what they were traditionally known for (i.e. groceries)
- Bundling or having all their telecommunication needs provided from one brand in one bill was seen as a benefit to consumers

Bundling as the enabler

3 principles drive bundling design:

- **Fixed as hero** – in a scenario of a Mobile + Fixed bundle the demonstration of “great value” will be achieved by manipulating Mobile, not Fixed. Fixed is the reason why ABB is famous, we don’t discount our fame
- **Value through inclusions** – value added services such as Entertainment and Security play a key role in signaling value. It’s the inclusions that signal good value, not price discounting
- **\$-discounts behind a hurdle** – where discounting is used, such as a family mobile plan, customers will need at least one premium offering to protect margin



Residential marketing

We are evolving our Brand and Marketing strategy. Our 'personality' will be less about the Aussie Larrikin and more grounded in fuss-free, approachable, helps-out-a-mate, culturally relevant, Australian, feel good...and we know you!

Principles to enhance our brand



Be consistent with the brand identity across all touchpoints



Be highly visible in targeted areas, i.e. metro + those who value experience



Embrace the foundational benefits and value system of our ABB 'why?'



Deliberately break some conventions in the category (e.g. CX, loyalty, product offerings, brand and/or bundling)

Residential marketing



Aussie Broadband is genuinely solving a category pain point through CX. This is key to demonstrating our value. Four elements of the customer experience offered by Aussie Broadband serve as a true point of difference in the market⁴



BE APPROACHABLE

- Available when I need you and easy to get through to
- Make customers feel at ease and comfortable when interacting with staff



UNDERSTAND ME & LISTEN

- Actively listen, hear the customer's side of the story and work with the customer to get the best outcome
- Talk to me, take the time to explain it and don't rush



FIND A WAY

- Always putting the customer first and doing whatever it takes to find a solution / resolve the issue
- Having the right knowledge or contacts to resolve issues
- Make it easy and fuss-free



AUSSIE ATTITUDE

- Cheery and welcoming attitude, always making you feel at home
- Have meaningful conversations and the odd laugh
- Easy going attitude 'she'll be right', we are better together, and nothing is too much of a problem

Fundamentals for growth

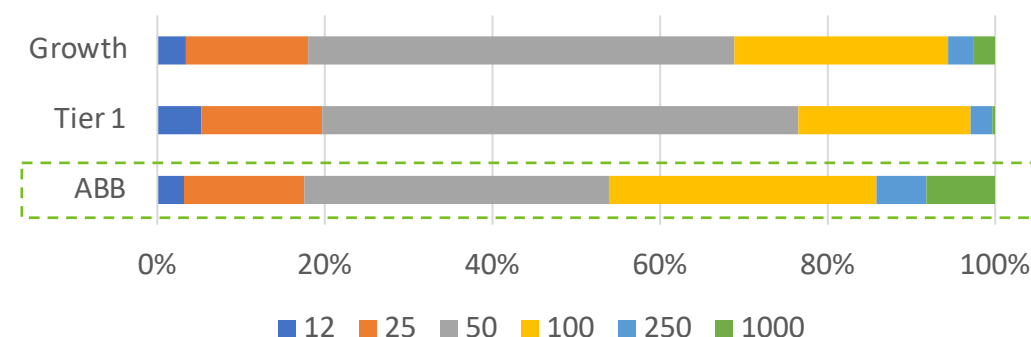


Fixed portfolio shape-of-share

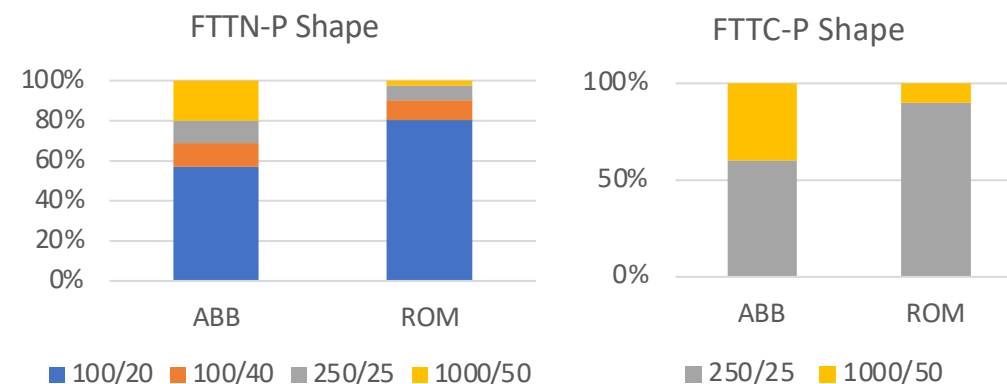
Continued YoY growth in share of connections, but it is the “shape of this share” that is important

- ABB’s skew toward High Speed Tiers drives margin benefits and profitable growth
 - 29% share of Super & Ultra Fast new orders⁵
Delivering 20% margin gain compared to 12/25/50 mix
 - 13% share of Home Fast new orders⁵
Delivering 6% margin gain compared to 12/25/50 mix
- ABB continues to outperform in our share of the NBN Fibre Connect program with ~50% of orders⁶
 - 32% of FTTN-P connections on 250 and above vs 14% rest-of-market (ROM)
 - 41% of FTTC-P on 1000mpbs vs 10% ROM

Shape of ABB customers vs ROM⁵
(July to Oct '22)



Shape of Fibre Connect customers⁶
(June to Sept '22)



5. Source: NBN, ABB Weekly Trading Report, November 2022

6. Source: NBN, Aussie BB Retail BPR Pack October 2022.

Fundamentals for growth

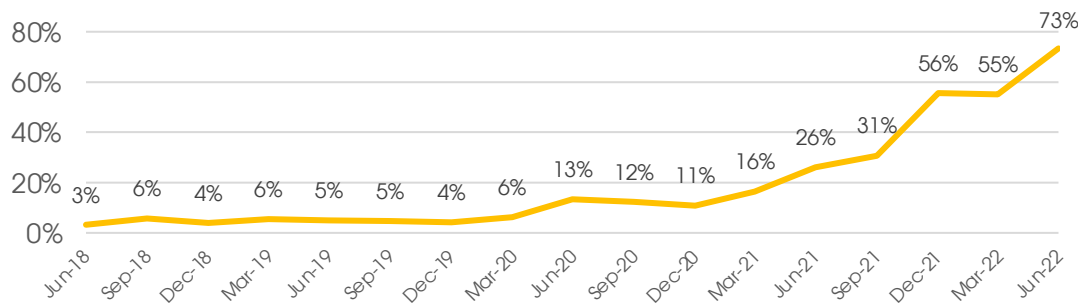


Fixed portfolio share of market

Aussie's growth rate toward the end of FY22 shows the strong basis for future growth

- Aussie has the opposite growth trajectory to the other Tier 1s
- In June 2022, Aussie delivered 73% of the total SIO growth achieved by NBN

ABB Share of NBN SIO growth⁷



Top 4 combined NBN market share⁷
(TLS, TPG, Optus, Vocus)

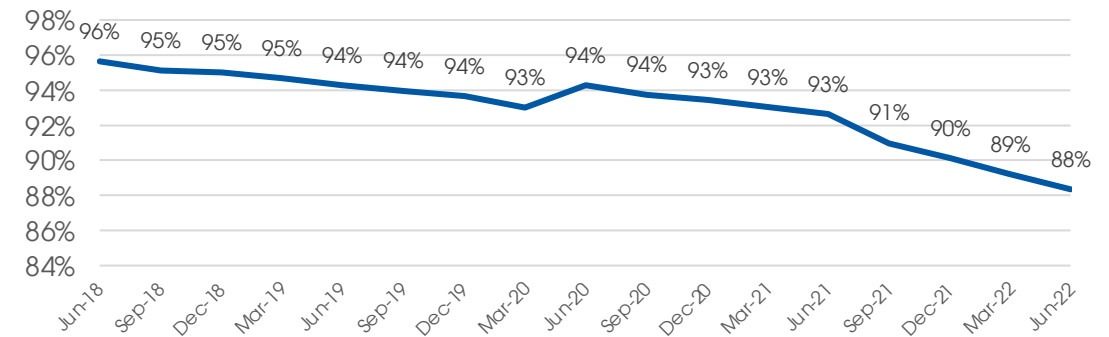
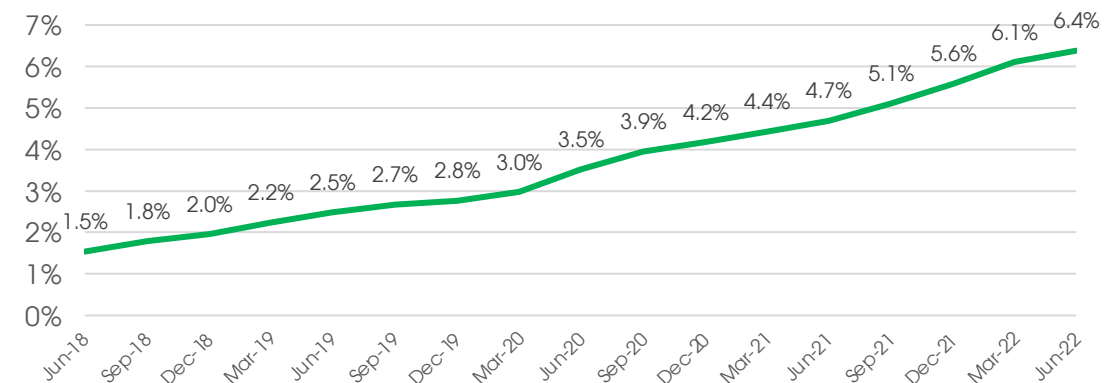


ABB NBN market share⁷

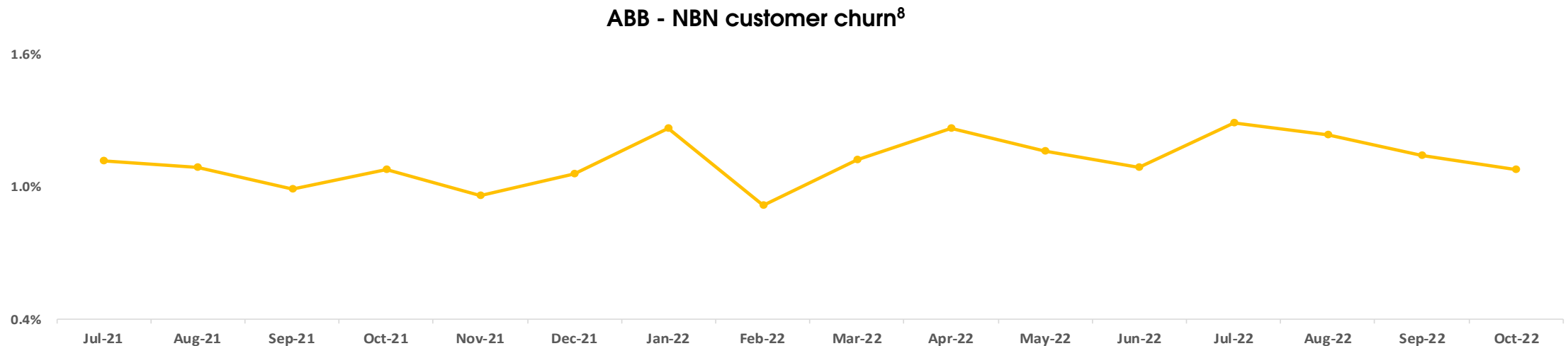


Fundamentals for growth



Stable churn

- Hyper competitive market, in particular the Residential high-speed space
- New entrants into this space have led to heavy promotional activity, driving down the implied value in the market
- Despite this, Aussie has maintained churn rates at historical levels – where there are peaks in churn, we know why



8. Source: ABB Customer Churn Reporting, October 2022. Customers are counted as churned where they have had no active services for 45 days

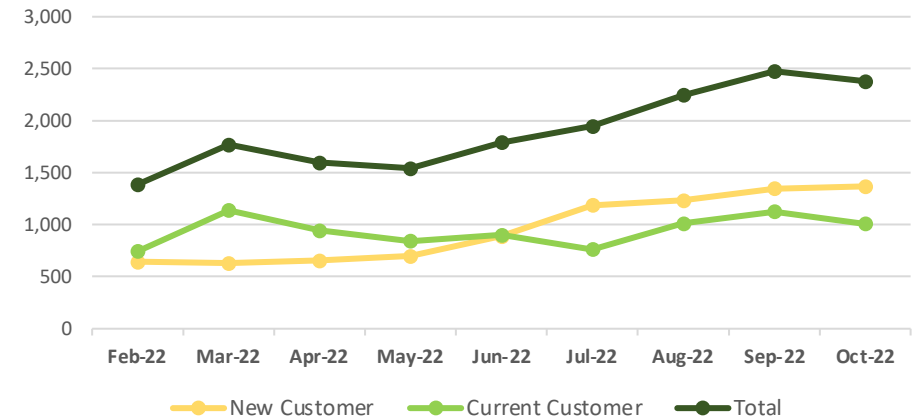
Fundamentals for growth



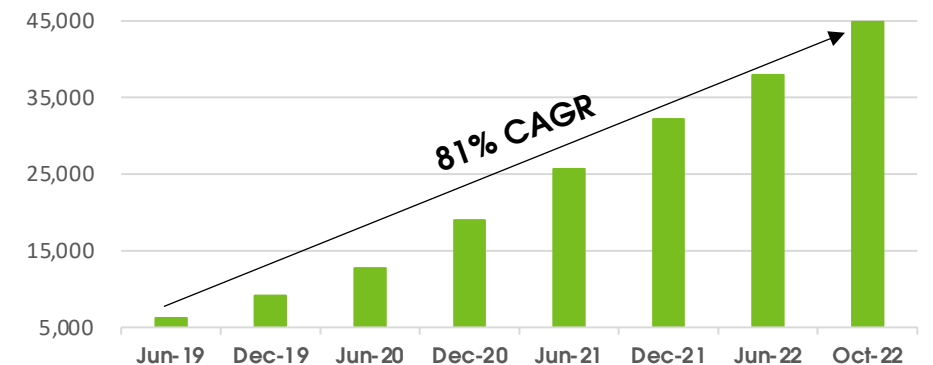
Mobile growth

- 48% growth YoY with significant trajectory post Q3 reflecting our changed approach to pricing and proposition design
- New approach enabling 'net new' customer acquisition on mobile only, showing that ABB has brand permission as a mobile-only player
- Further growth step-change expected as a result of introducing bundles in Q2

Mobile sales⁹



Mobile services



FY23 product roadmap

Fixed



Mobile



Bundles



Business

Aaron O'Keeffe - Chief Growth Officer



Business opportunity



The market

- There are currently 2.5 million small to medium sized businesses (SMBs) in Australia. This number has been increasing since 2019
- Of the 2.5 million SMBs, 97% have fewer than 20 employees
- As at Oct 2022, Aussie has over 66,000 business broadband services
- The lifetime margin of business customers is significantly higher than residential (due to higher margins and longer tenure)

The opportunity

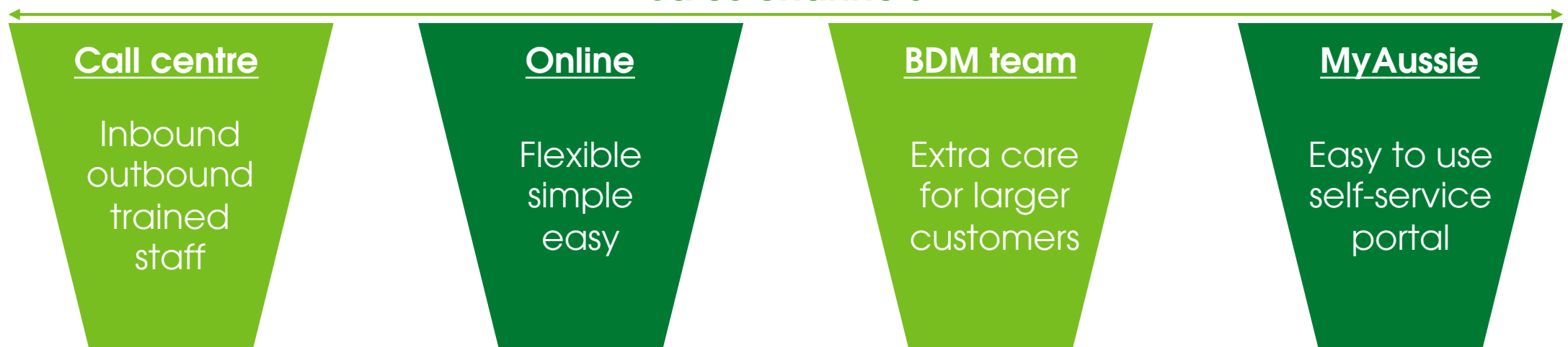
In a market that historically hasn't been served well by the incumbents lies an opportunity to provide customers with:

- An easy, informative sales process
- A provisioning process that handles the more complicated nature of business technology services
- A simple yet configurable, value-for-money product set
- Ongoing support from trained technical staff

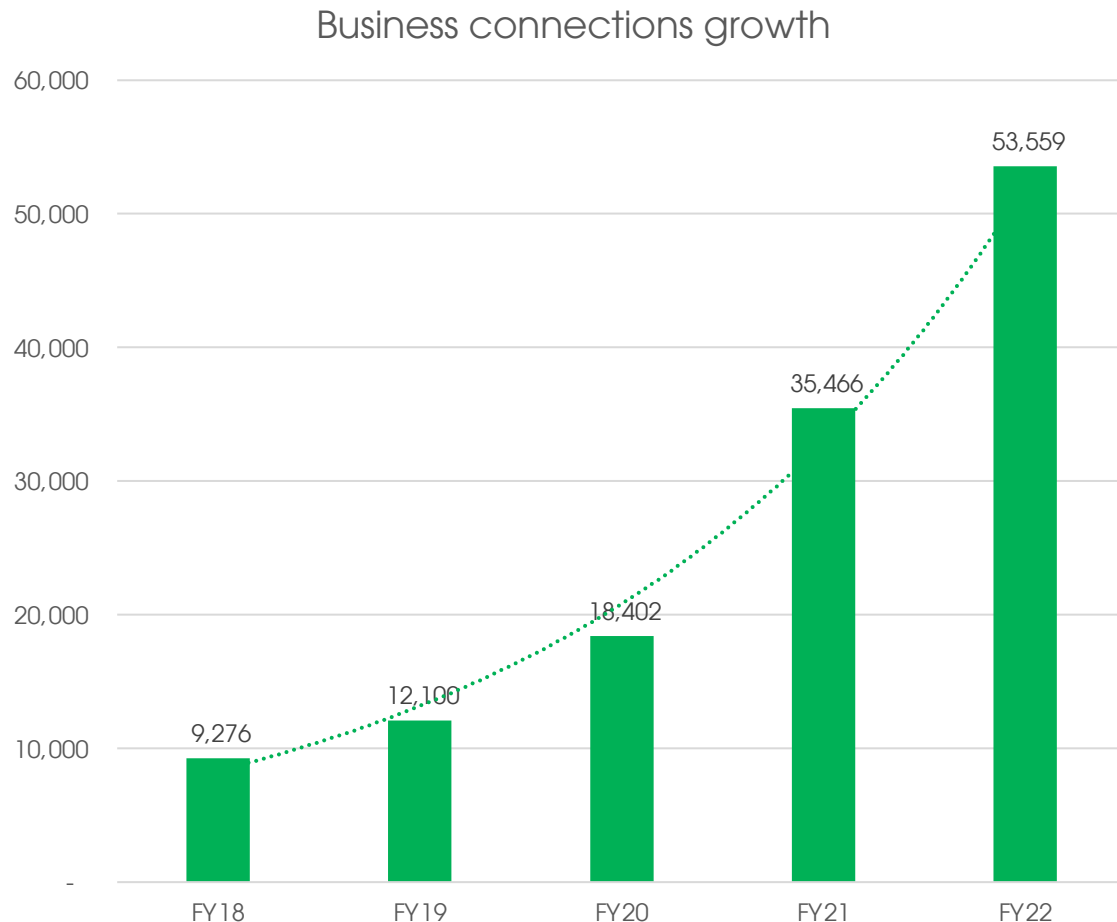
Making getting and staying connected as easy at work as it is at home

- **Target market:** SMBs looking for simple, straightforward solutions that let them get on with running their business
- **Products:** wide product set including broadband, business phones, mobile, hardware and security, all with automated provisioning and the ability to be sold at scale
- **Customer service experience:** 100% onshore support staff dedicated to business customers, with a target call answer time of less than 60 seconds

Sales channels



Aussie's exponential growth



- Our business services growth took off toward the end of FY20, coinciding with our new business product launch, business marketing strategy and the launch of our new Melbourne-based business call centre
- **FY22 was our strongest year so far for growth in business connections**

Expanded product portfolio

We understand that businesses need more than just the basics, so we are expanding our products and services for these customers



NBN Broadband
Services up to
1000/400Mbps



Symmetrical Broadband
Services up to
1000/1000Mbps



**Business Grade
Networking &
Wi-Fi solutions**



Special Phone Numbers
(1300/1800 and 13 numbers)
with extra features such
as area code call routing



Security solutions
(Hosted Firewall,
Web and Email Filtering)



Hosted Phone systems,
with the ability to use
software-based handsets
on desktop or mobile



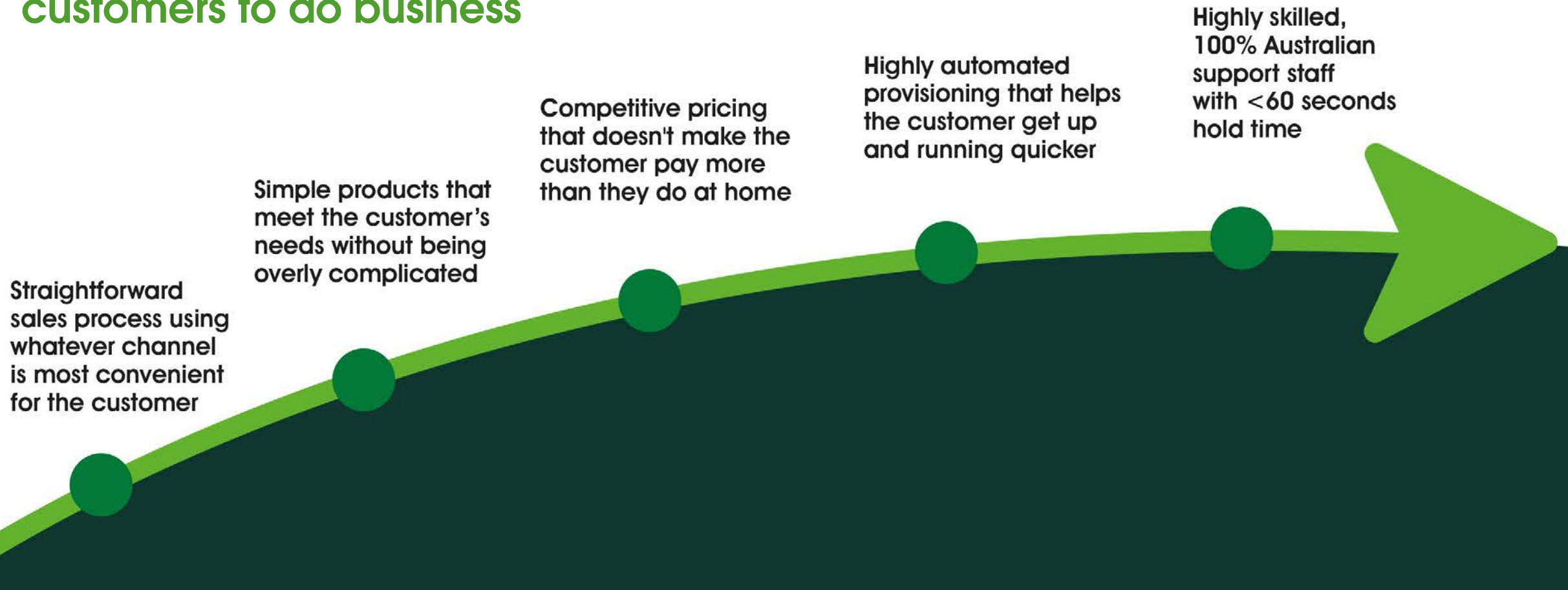
**Competitive
Mobile plans**
or both voice/data
and data only



**Enhanced Service
Level Agreements**
via our Bronze, Silver and
Gold Support Packs

Our business advantage

Making it easy for our business customers to do business



The growth opportunity



We have the ability to leverage Aussie's existing infrastructure to provide more products to our business customers (at higher margins)

- Cloud backup, allowing our customers to backup and restore their data securely
- Mobility services that are built to service IoT environments
- 4G and 5G failover as a standard offering
- Virtual office phones for businesses, enabling customers to have the features of a full phone system while giving their staff the flexibility to work from anywhere on any device
- Flexible, value-for-money product bundles designed specifically for businesses

Enterprise & Government

Aaron O'Keeffe - Chief Growth Officer



Providing a genuine, full-service alternative to the Big 4

Target market	<ul style="list-style-type: none">• Mid to large enterprise and government customers seeking a partner to deliver tailored communication and technology services• Particular focus on multi-site customers where we can fully leverage our infrastructure to build a complete solution
Products	<ul style="list-style-type: none">• Fully managed, customisable technology and communication solutions including network, telephony, mobile, cloud, security and associated hardware
Customer service experience	<ul style="list-style-type: none">• Focus on self-service tools such as Carbon, NetSIP and consumption-based cloud portals• Expert, 100% Australian support available 24x7• Proactive support (real-time service monitoring, business partnering)• Service Level Agreements for call response, ticket response and uptime



Cloud

- Public, private and dedicated cloud
- Hybrid and multi-cloud
- Backup, storage and data protection
- Data centre colocation



Connect

- Broadband
- SD-WAN
- Private IP
- Mobile backup
- Network hardware
- Data centre connectivity



Collaborate

- Phone systems
- SIP trunks
- Custom numbers
- Mobile fleet
- SMS gateway
- Inbound voice routing and analytics

Management



Security



Portals and APIs



One segment, two strategies



Enterprise

Leverage our diverse product offering and strong customer focus to deliver solutions and provide the right outcome by:

- Spending time to understand our customers' businesses
- Driving multiple stakeholder engagement
- Facilitating workshops
- Building credibility and confidence
- Leveraging vendor relationships
- Delivering on our promises

Government

Leverage our existing relationships, as well as panels which allow us to bid for government telecommunications contracts:

- NSW State Government (TPA)
- Vic State Government (VTS)
- Qld State Government (ICT1307)
- WA Local Government (WALGA)
- Victoria Local Government (MAV)
- Local Buy (covers Queensland, Tasmania, and Northern Territory Local Governments)

Westpac case study



Aussie Broadband supplies over 1,000 services across Australia, including NBN, enterprise-grade fibre and data centre services.

Westpac uses Carbon frequently to place new orders and support existing services.



Powered by **Aussie Broadband**

Queensland Treasury case study



About the customer

- Queensland Treasury is responsible for managing Queensland's revenue and expenditure in a way that drives economic growth, creates jobs, and improves prosperity now and into the future

Their challenges

- Wanting to migrate away from aging data centre infrastructure and facilities
- Avoiding further large hardware capex costs
- Overcoming network security limitations and complexities
- Wanting to improve flexibility, scalability, and time to provision services
- In-house skills limitations
- Seasonal ICT workloads

Our solution

- Full cloud solution that included a active-active, multi-site cloud architecture, redundant links into government, core network services, and best-of-breed firewall services

Key benefits

- Now in state-of-the-art data centres
- Completely opex-based, paying on usage only
- Ultra-modern highly scalable, flexible network
- Best-of-breed security and threat prevention
- Flexibility, scalability and time to provision services
- Can react to seasonal ICT workloads
- Hot / cold disaster recovery site with real-time data replication

NEXTDC case study



N E X T D C

Aussie Broadband has a strong, mutual partnership with NEXTDC.

Although in the business of data centres, NEXTDC has a large corporate network (like any enterprise) that is fully supported by Aussie. This allows the staff at NEXTDC to focus on their core business.

Aussie also uses NEXTDC data centres across Australia.

Wholesale

Matthew Kusi-Appauh - Chief Operating Officer



Wholesale strategy



Our wholesale strategy leverages our infrastructure investment to deliver further value from scale



Powered by **Aussie Broadband**



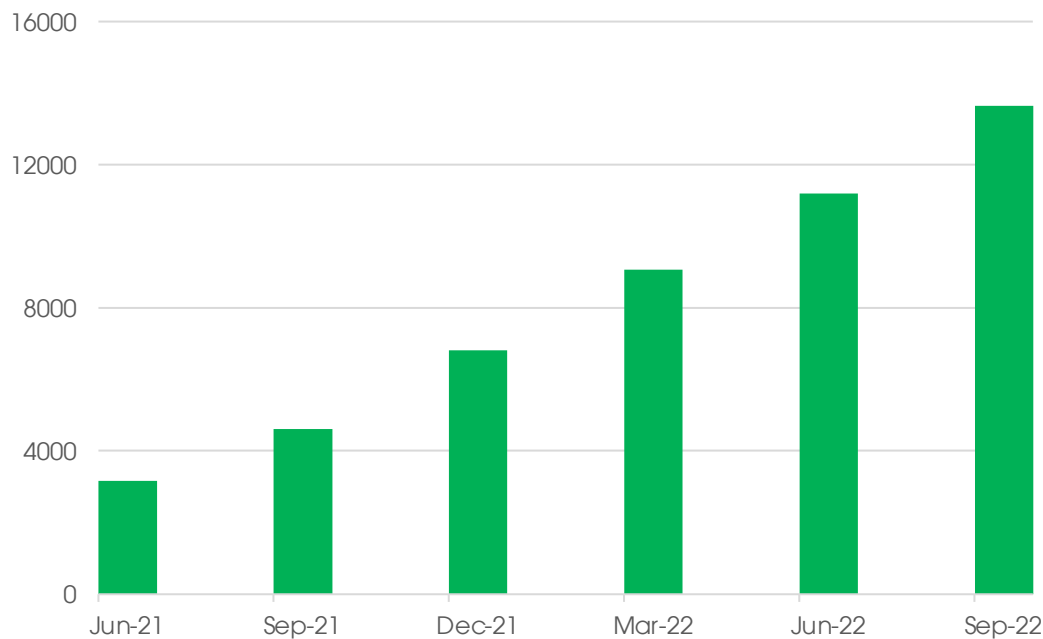
Powered by **Aussie Broadband**

- Our infrastructure and technology platforms supporting our direct segments can easily scale to service wholesale customers
- Currently expanding our product offering on the back of new assets, such as Aussie Fibre
- Wholesale telco market in Australia has a limited number of competitors, often with legacy systems and a lack of automation
- Focus on customer service continues to drive new partners to our platforms
- Already leveraging our network of ~900 partners to drive additional growth as part of our consolidated wholesale program

Carbon | Wholesale data



Active Carbon services

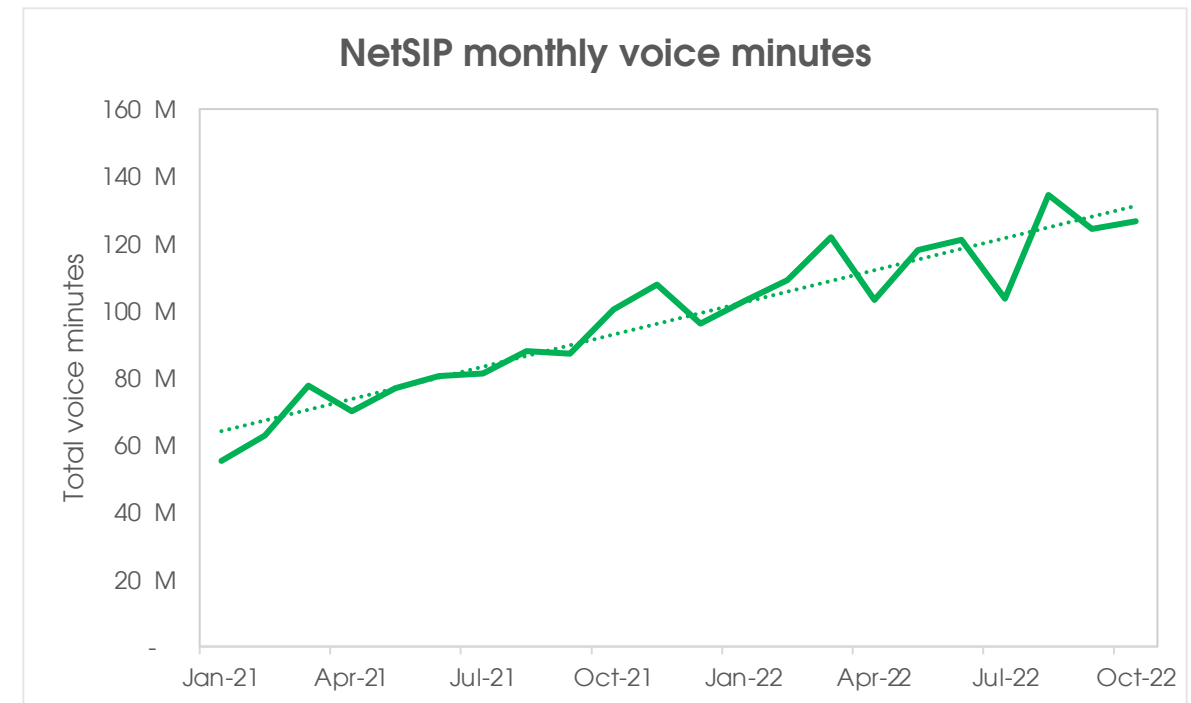


- Carbon is unique in the way it provides end-to-end automation of ordering, configuration and management of complex services
- Carbon's features give customers and partners unrivalled speed and lower operating costs
- Tailored to the MSP market, allowing us to expand our reach into the business segment (with higher lifetime customer value)
- Our existing investment in the network infrastructure and technology for Carbon means new services can be connected at very little incremental cost
- Carbon continues to be expanded with new products as we expand our portfolio, allowing us to capture additional market share and margin

NetSIP | Wholesale voice



- Use of our Tier 1 voice network continues to grow strongly, with 127 million minutes in October '22 (27% growth YoY and over double since Jan '21)
- The market for "Over-the-Top" (OTT) voice services (Microsoft Teams, Cisco Webex, Zoom, etc.) is growing rapidly, replacing traditional services
- Calls to/from larger business customers and OTT services still need to connect to the phone exchange, which our Tier 1 network enables. This can add significant revenue at a high margin, with low support overhead
- Our platform already supports Microsoft Teams (the market leader in OTT voice), and we are currently developing support for other providers



Origin white label partnership



MOST SATISFIED CUSTOMERS
NBN PROVIDERS 2022

In 2020, Origin approached Aussie to provide their telco services, on the back of Aussie's reputation as providing the best customer service in the industry.

The partnership continues to grow, with Origin more than doubling their broadband base in the last 12 months to over 65,000 services and winning the 2022 Canstar Blue award for Most Satisfied NBN customers.

Delivering stakeholder value

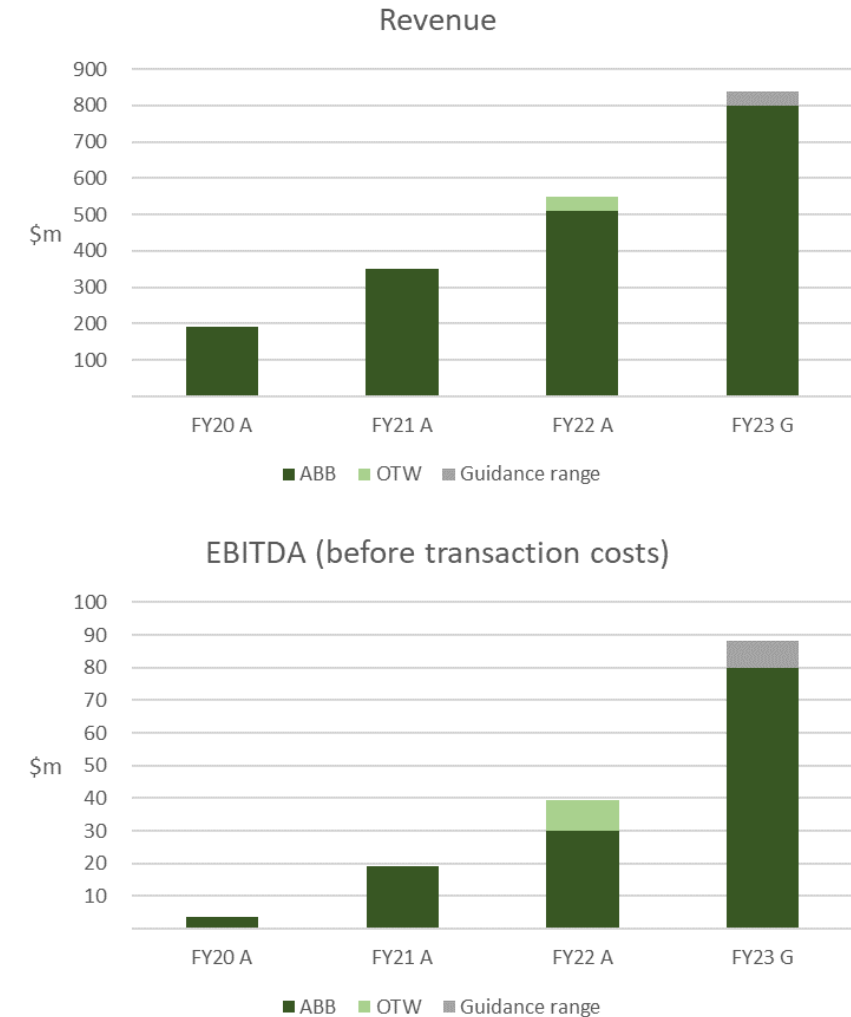
Brian Maher – Chief Financial Officer



Financial highlights

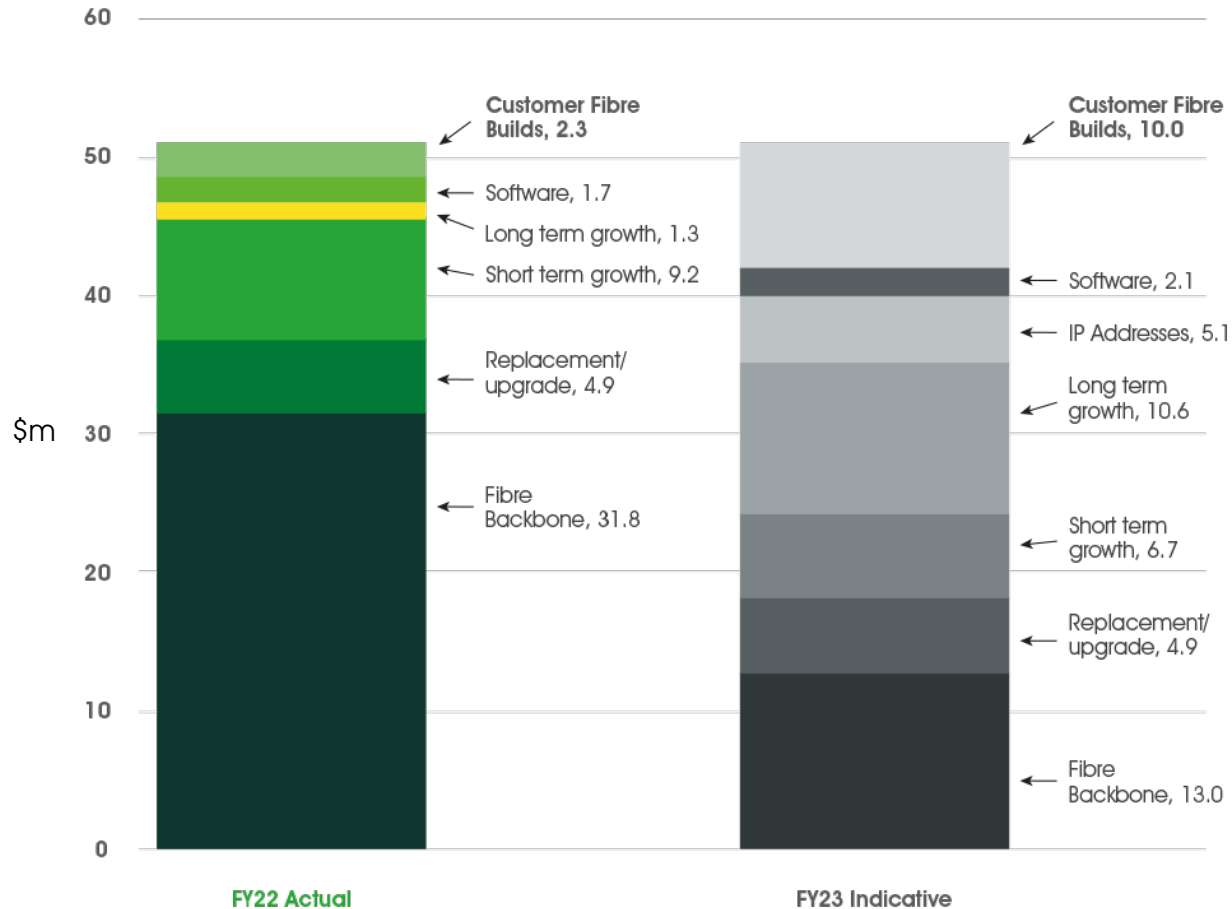


- We are still growing....
- FY23 guidance reaffirmed at an EBITDA margin of c10 –10.5% on expected revenue of \$800m to \$840m
- Investments in capability and infrastructure to position Aussie for longer term growth
 - \$5.2m of synergies actioned, more expected by end of financial year
 - New systems – NetSuite, Workday, Calabrio, Webex Contact Center, CVC management tools
 - Market analysis and product development
 - People investment in network, security, and sales
- Strong cash generation to fund investments but deployed in a disciplined manner



Investing for growth

Indicative Capex Profile



FY22 spend includes assets acquired under finance leases

- FY22 capex spend dominated by Fibre backbone - \$13m tail to be completed in FY23
- Significant investment in longer term growth infrastructure (3 to 5 years) in FY23 including:
 - IPv4 addresses - \$5.1m for 65,000+ addresses
 - Fibre network hubs - \$5.3m
 - Core network infrastructure and systems - \$3.6m
 - Voice upgrades - \$0.8m
- Expansion of customer fibre builds – demand driven and where it makes sense
- Other opportunities include:
 - Transition of existing customers to Aussie Fibre
 - Upgrade of core operating systems (OSS/BSS)

Making an impact

Aussie Broadband is committed to making an **authentic, positive impact** in the communities we serve, the employees we work with and the society we live in. Our value to 'be good to people' helps drive our community impact program to encourage a **shared journey** toward real social impact.

Anticipating B Corp® Certification in 2023.

1

Inclusion & diversity

- Dedicated employment pathways for regional and marginalised communities
- Achieve *Stretch Reconciliation Action Plan* stage

2

Environmental action

- Commitment to 100% renewable energy generation for our consumption by 2025
- Comprehensive Scope 1, 2 and 3 Sustainability Action Plan
- Maintain carbon neutral status

3

Community connections

- Not for profit digital enablement through *Helping Communities Connect*
- Pledge 1% movement
 - Employee volunteering
 - Sponsorships
 - Donations

4

Industry collaboration

- Telco Together Foundation
 - Participation in *Small Change Big Change* – building resilient young Australians
 - Modern Slavery initiatives
 - Domestic and Family Violence Action Plans

Wrap Up

Phillip Britt - Managing Director



Changing the Game



Aussie continues to be the fastest growing telco in Australia, consistently taking market share from the incumbents.

- Aussie 2.0 strategy well advanced, and benefits are now being seen from our "one team" approach
- Continued strong growth across all segments, in particular the high-margin business markets
- Strategic investment in infrastructure, people and products is delivering growing returns
- Highly capable and passionate team with proven track record delivering award winning technology and solutions for our customers
- Playing the long game and continuing to invest where it makes sense to further improve margins and create value for shareholders
- Reaffirmed FY23 guidance of \$800m to \$840m revenue and EBITDA margin of c10% to 10.5%

Thank you

Authorised for release by the Aussie Broadband Board

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For media enquiries please contact Alex Walker on 0448 110 962

For registry queries please contact Link Market Services on 1300 554 474

