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# Morgans Australia Conference

8 October 2014

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Geoff Horth, CEO

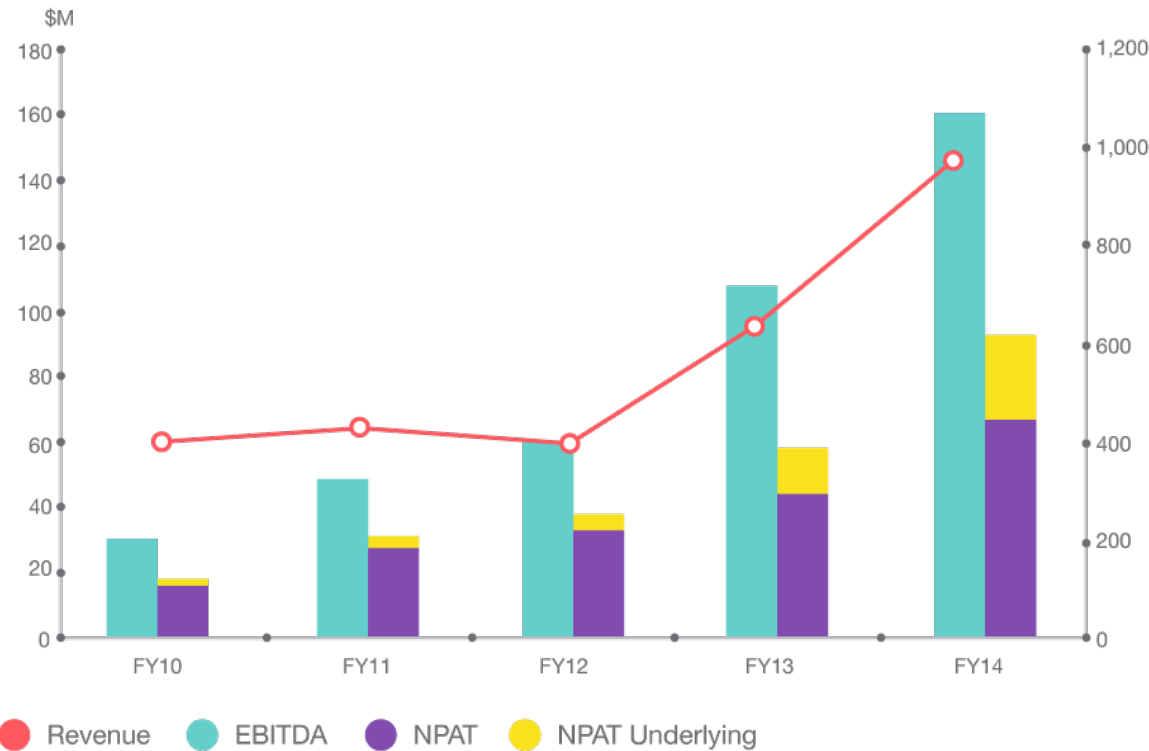
# Presentation Content

-  Record Growth & Profit
-  Business Update
-  FY15 & Beyond



Record  
Growth & Profit

# Growth in all key measures



1) Underlying NPAT includes an add-back of a non-cash cost of \$26.2 million for amortisation (\$14.6 million in previous corresponding period) associated with customer contracts acquired in the relevant period (in accordance with Australian Accounting Standards)

Revenue up 50% to  
**\$1.02 billion**

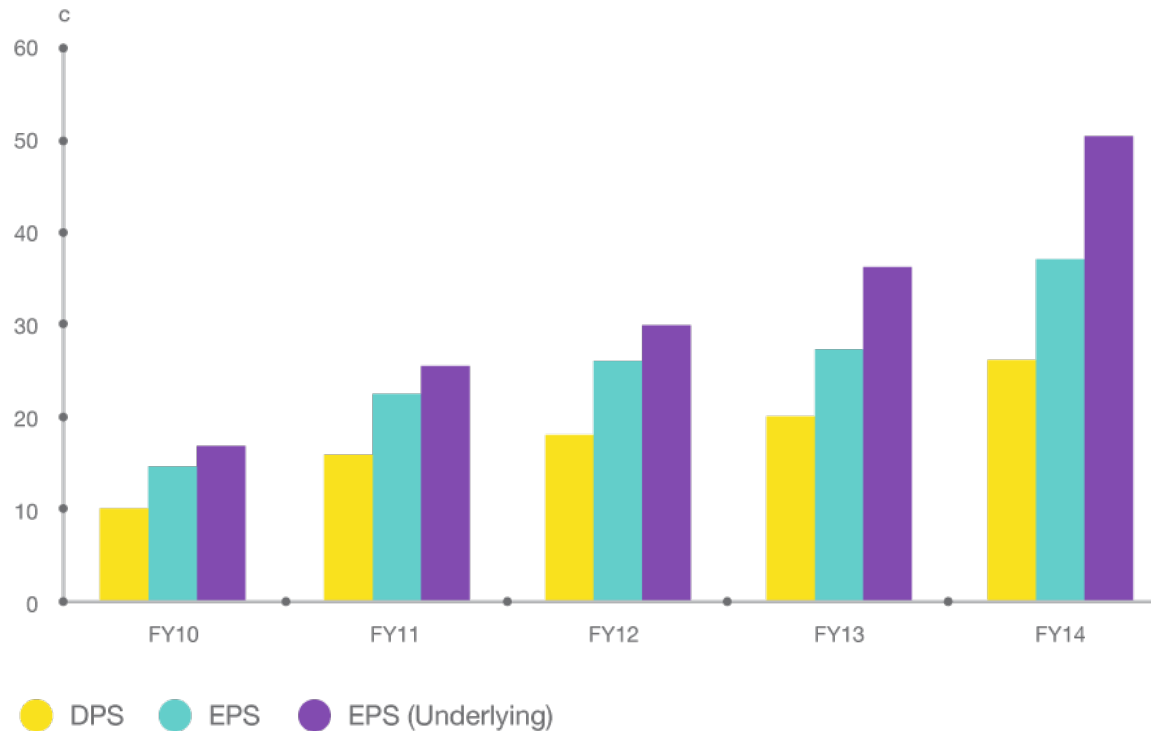
EBITDA up 48% to  
**\$160.1 million**

NPAT up 53% to  
**\$67.1 million**

NPAT (underlying) up 60% to  
**\$93.3 million**



# Growth in EPS & DPS



1) Underlying EPS includes an add-back of a non-cash cost of \$26.2 million for amortisation (\$14.6 million in previous corresponding period) associated with customer contracts acquired in the relevant period (in accordance with Australian Accounting Standards)

Fully franked final dividend  
**14.5 cents per share**

Cash dividend yield of **4.5%**

Earnings per share up  
**36% to 37.3 cents**

Total FY14 dividend, fully franked,  
**26 cents** per share,  
An increase of 30% on FY13



All figures at 30 June 2014





# Outstanding organic growth

Net growth in FY14 of 121,000 services (an increase of 8%)

SIOs ('000s)	FY14	FY13	%Change
Fixed Voice	773	730	↑ 6%
Mobile	225	254	↓ -11%
Broadband	482	412	↑ 17%
Energy	93	56	↑ 66%
Total	1,573	1,452	↑ 8%

-  Broadband and Energy are M2's fastest growing products
-  Energy is providing an exciting new growth business for M2

-  Mobile returned to growth in Q4
-  Business segment exhibited growth in H2

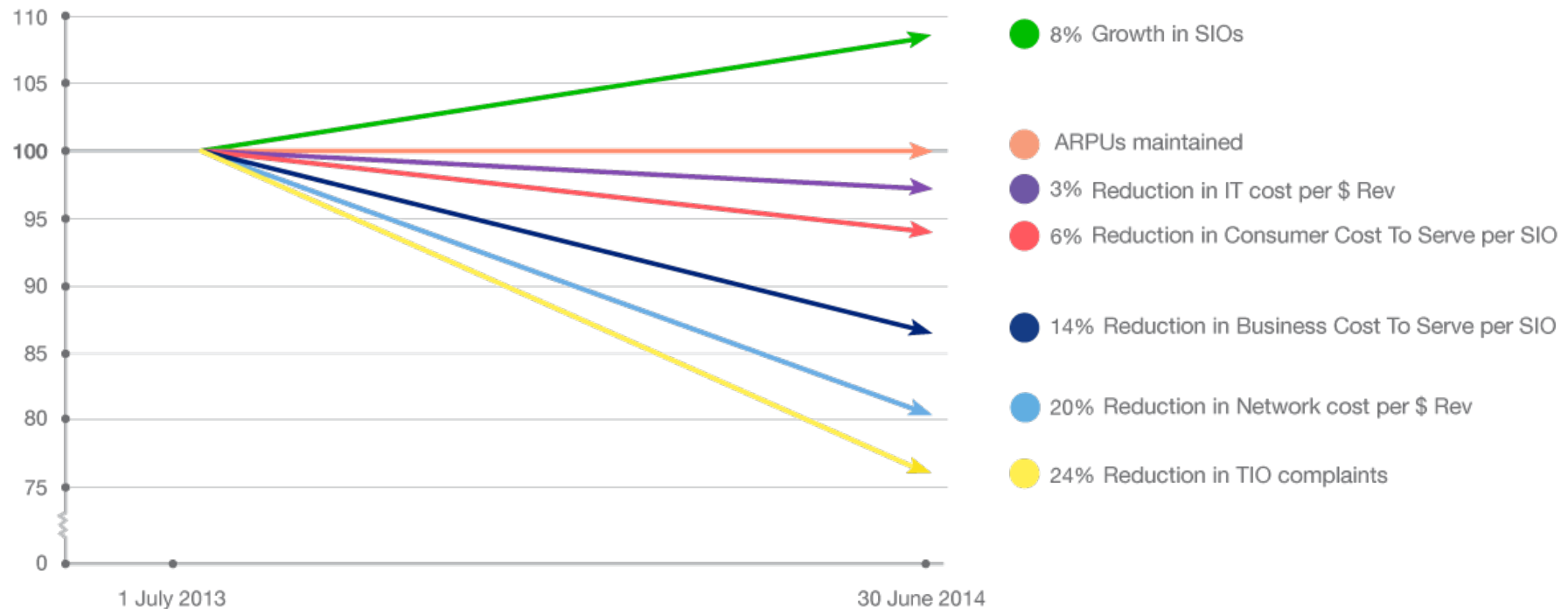
Growth momentum is forecast to be carried into FY15

# Focussed on Growth & Efficiency



Driving subscriber growth while improving efficiency and customer experience

Indexed view of key earnings efficiency measures



# Business Update



# Consumer Segment Strategy

## One call – Connect & Save with Dodo



Proven brand proposition that can be extended to other utilities and products:

- Increase ARPUs
- Improve customer retention
- Enhance brand perception



Low Cost To Serve

- Sustain reseller margins
- 'Match fit for NBN'



Low Cost To Acquire

Large, scalable sales organisation



Excellent growth profile with further opportunities to accelerate through Dodo Kiosk expansion



Continue gains in Customer Experience with variety of service options online and in person at Kiosks



Planned extensions to services portfolio. Anticipate one new service launch.

# New 4G mobile plans launched

**DODO'S HOTTEST 4G MOBILE DEAL YET**

**PENDOPHONE 4G HD SLIM**

**\$44.90** P/M

Min **\$1077.60** over 24 mths



**\$700** INCLUDED VALUE<sup>1</sup>

**UNLIMITED**  
DODO TO DODO<sup>2</sup>

**1.5GB** MOBILE DATA

**4G** 4G only available in selected metropolitan cities.



[dodo.com/pendophone](http://dodo.com/pendophone)

Cost of 2 min call = \$2.37. National SMS = 29c. Excess \$15 per GB<sup>3</sup>.  
Please see reverse for terms.



- Market leading post paid, sim only plans with no contract options
- Leveraging Pendo to create great value 4G device bundles
- Simple, data focussed plans to meet market demands

# Dodo TV with Fetch



**FETCH TV FOR \$0 P/M**  
(\$69 set-up applies)

**UNLIMITED ADSL2+**  
BROADBAND & DODO TV WITH FETCH

**\$39.90 P/M**

Try Fetch Entertainment Plus for the first month at no additional cost.\*

Movie rentals on demand  
Access to the Fetch TV App  
Free to air & catch up TV  
Record up to two channels while watching a third

Not available in all areas. Active Phone service required. Minimum cost \$1026.60 over 24 mth incl. set-up. Pick up hardware from Dodo (Vic, Clayton) or \$24.90 p&h. TV not included. \* Customers must downgrade from Entertainment Plus via Account Management before end of 1st mth or will be charged an extra \$20 per month.

- Market leading offer with flexible options
- Best in class PVR – improve your free-to-air home viewing experience
- Increasing bundling opportunities and customer retention without margin erosion

# Business Segment Strategy

## Commander Saves Business

Simple communication and energy solutions to save businesses time and money.



**20% OFF**  
Business Phone  
Access Fees

+

**20% OFF**  
Electricity  
Usage Rates

**Bundle and Save**  
Telco + Energy  
Exclusive Power Bundle



**NBN-Ready**  
Voice and Data Solutions

# Commander Mobile Showroom



Mobile showroom travelling to high-traffic areas in regional Australia

**COMMANDER**  
SAVES BUSINESS



Launching Commander Field Sales Team 20 October 2014

COMMANDER



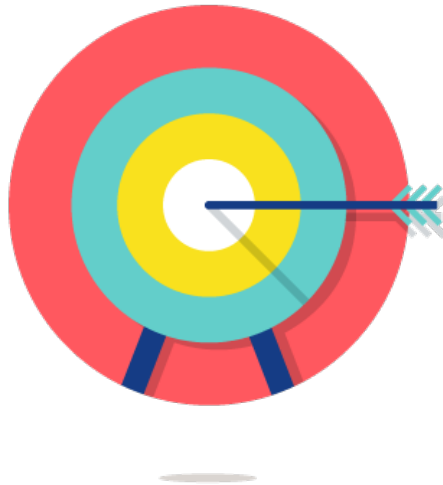
iPRIMUS



# FY15 and Beyond



# The Year Ahead



## The Growth Platform

- Continued focus on improving our business
- Leverage technology to reduce Cost To Serve and enhance customer experience
- Invest in talent and leadership development
- Expand NBN footprint

## The Growth Agenda

- Accelerate Dodo Kiosk rollout
- ✓ Progress Pay TV product delivery
- Consider further additions to Dodo product portfolio
- ✓ Expand Commander sales channels
- ✓ “Commander Saves Business” campaign extension

# FY15 Guidance



REVENUE  
**8-9%**  
growth



NPAT  
**15-20%**  
growth

CAPEX  
**2.5%**  
of revenue

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Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements.

These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond the control of M2, are difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements.

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# Questions





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