



30 April 2019

ASX Announcement

## **Vonex Exceeds 28,000 Registered Active PBX Users**

- **Vonex exceeds 28,000 Private Branch Exchange (PBX) users, with continued strong growth driven by Australian marketing campaign and increased engagement and recruitment of Channel Partners**
- **Vonex achieves record new customer orders in the March quarter, up 20% YoY**
- **63 channel partners recruited in FY19 to date, driving further customer acquisition and accelerating growth across Vonex's Retail business**
- **Vonex expands its Channel Partner training program to improve engagement and continue recent strong momentum**
- **New Head of Marketing appointed to support nationwide marketing campaign**
- **Launch of newly-updated PBX software offers security enhancements, automation for a wider range of hardware vendors and seamless CRM integration**

Telecommunications innovator Vonex Limited ("Vonex" or the "Company") (ASX: VN8) is pleased to advise that it continues to deliver strong growth in its Retail business, exceeding 28,000 registered Private Branch Exchange (PBX) users as at 30 April 2019.

The Company's targeted nationwide marketing program and constructive engagement with its network of Channel Partners are driving consistent growth in Vonex's active userbase. PBX registrations are a key indicator of business development progress as Vonex penetrates the multibillion-dollar Australian market for telco services to small and medium enterprises (SMEs).

These factors have also driven a sustained uptick in new customer orders in CY19, with Vonex delivering March quarterly new customer order value growth of 20% year-on-year.

Vonex expects to continue to grow its PBX userbase as the Company steps up its targeted marketing to SME customers. Vonex will target the NBN rollout in Australia's capital cities as its campaign develops, which is expected to return further sustained website traffic growth and yield new customer leads online and through Channel Partners across the country. The Company has recently secured an experienced new Head of Marketing to build upon existing initiatives to accelerate PBX user growth.

A key driver of Vonex's rapid and consistent growth in PBX users is sales through Channel Partners, a network of hundreds of qualified sales partners with which Vonex collaborates. In the financial year to date, Vonex has recruited an additional 63 new Channel Partners, putting the Company on track to add 100 new partners by the end of FY19.



This productive network of Channel Partners connects Vonex with SME customers in all major Australian cities and accelerates the Company's growth by selling Vonex's proprietary technologies, including its cloud-based PBX and Vonex-branded traditional mobile, internet and business phone plans. Channel Partners are typically IT business and managed service providers.

Vonex continues to sign up and onboard new Channel Partners sourced through inbound enquiries and targeted marketing to the IT and communications managed services provider community.

With national marketing in capital cities underway, the Company's focus continues to be on the recruitment of new Channel Partners across Australia to support the anticipated growth driven by the NBN rollout. To further accelerate growth and engagement in this vital channel, Vonex has recently expanded its Channel Partner training program.

Vonex has also recently updated its PBX software. Vonex's Cloud PBX system offers SME clients a range of benefits compared to on-premise PBX systems, including lower cost, high scalability and much higher reliability. The newly updated software provides a more user-friendly interface, automation for a wider range of hardware vendors, stronger security and seamless integration with customer relationship management systems.

Vonex Managing Director Matt Fahey said that the Company is firmly focused on growing PBX users and accelerating Channel Partner growth and engagement.

"This is a pivotal period for Vonex as we ramp up our marketing efforts to drive PBX user and Channel Partner growth. We anticipate this will continue to translate into meaningful revenue growth as we execute on our strategy and strengthen our position in the market for telco software and services.

"We are ideally positioned and well-resourced to build on our recent momentum and are poised to meet our target of recruiting 100 Channel Partners in FY19 to empower Vonex to rapidly gain scale."

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## About Vonex

Vonex is a full service, award-winning telecommunications service provider selling mobile, internet, traditional fixed lines, and hosted PBX and VoIP services - predominately to the small to medium enterprise ("SME") customer under the Vonex brand. The Company also provides wholesale customers, such as internet service providers, access to the core Vonex PBX and call termination services at wholesale rates via a white label model.

Vonex also develops new technologies in the telecommunications industry, including a feature-rich cloud-hosted PBX system. Vonex is also developing the Oper8tor App, a multi-platform real-time voice, messaging and social media app that allows users to connect with all social media friends, followers and contacts across different social medias, all consolidated into one app.