



11 September 2019

ASX Announcement

Vonex Reaches Milestone 32,000 Active PBX Users

- **Vonex exceeds 32,000 active PBX users following acceleration of marketing efforts and increased brand awareness and recognition as a result of partnership with Qantas Business Rewards**
- **Builds on the recent launch of QBR partnership which offers new Qantas point-based incentives for Vonex customers and has presented a significant growth opportunity for the Company**
- **Increased brand awareness demonstrated through social media engagement with the Company's page likes increasing more than 400% upon the news of the QBR launch**
- **Social media posts achieving an average of 6,600 views per post in FY19, an increase of 471% on FY18**
- **Milestone is latest in consistent growth for the Company with Vonex on track for a 30% increase in new customer sales year on year for this current quarter**

Telecommunications innovator Vonex Limited ("Vonex" or the "Company") (ASX: VN8) is pleased to announce that it continues to deliver strong growth in its retail business, exceeding a record 32,000 registered Private Branch Exchange (PBX) users.

This follows the recent launch of a significant partnership with Qantas Business Rewards (QBR) in August 2019, which gives QBR's 250,000 small and medium enterprise ("SME") members the opportunity to earn Qantas Points when they spend money on Vonex's products and services.

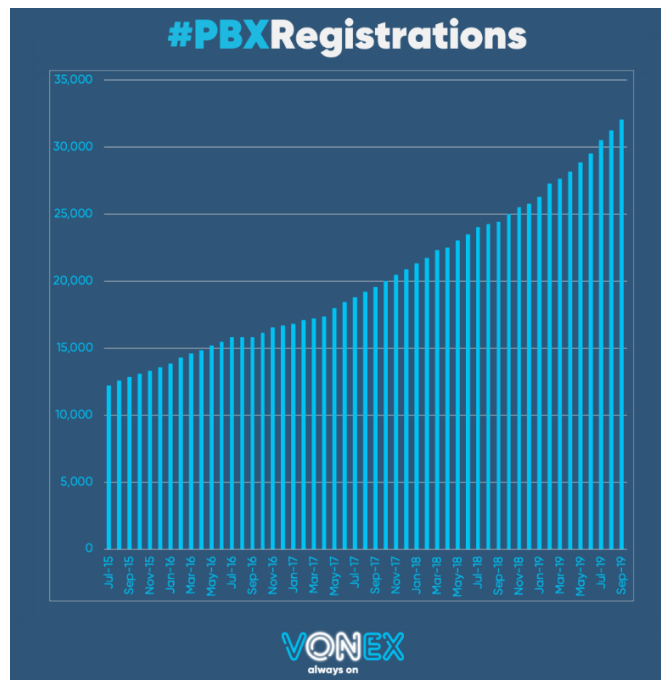
The partnership has facilitated significant growth opportunities and brand awareness for Vonex which has been demonstrated by increased social media engagement with the Company's social media accounts. On the news of the QBR launch, page likes increased by more than 400% on the typical monthly average.

There has also been a considerable increase in views for the Company's social media posts highlighting increased brand awareness. The Company's social media posts are now seeing an average of 6,600 views per post for FY19, which is an increase of 471% on FY18.

With a targeted national marketing campaign underway across Australia's capital cities, Vonex has been focused on accelerating business growth and building brand awareness and engagement. Under the QBR partnership, the two companies have been working together to foster knowledge of the Vonex brand and create growth opportunities.



The significant growth in active PBX users has been boosted by Vonex's increased brand awareness and the Company's ongoing marketing campaign. PBX registrations are a key indicator of business development progress as Vonex penetrates the multibillion-dollar Australian market for telco services to SMEs.



Growth in PBX registrations has been steadily increasing

Vonex remains focused on accelerating sales and the Company is on track for a 30% increase in new customer sales year on year. With the investments the Company made during FY19 with the automation of many aspects of sales ordering and management, the recruitment of expert sales personnel and high-end marketing collateral, Vonex anticipates growth will accelerate throughout FY20.

Vonex Managing Director Matt Fahey said:

"We are extremely pleased to see growth in active PBX users steadily increase. This reflects our ongoing marketing efforts and recent key partnership with Qantas Business Rewards, which has translated into increased brand awareness."

"The significant boost in engagement across our social media sites, and rapidly accelerating sales, are key metrics that show the business continues to move in the right direction."

ENDS



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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.