



INVESTOR DAY

17 November 2015

Geoff Horth, CEO

PRESENTATION CONTENT

-  INTRODUCTION – GEOFF HORTH, CEO
-  NEW ZEALAND – MARK CALLANDER, CHIEF EXECUTIVE – NZ
-  AUSTRALIA – SCOTT CARTER, CHIEF OPERATING OFFICER

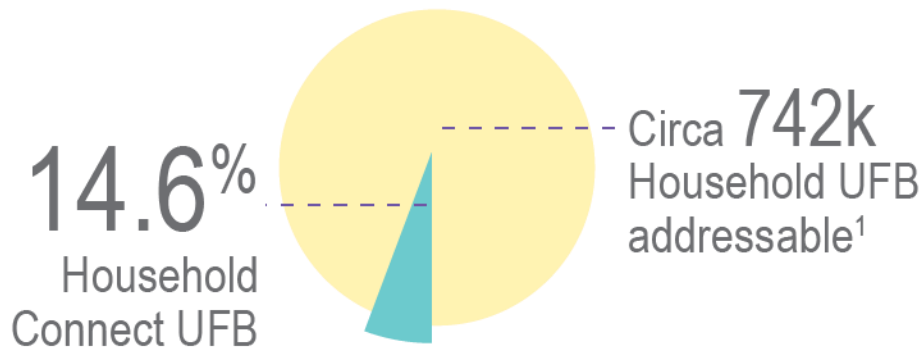
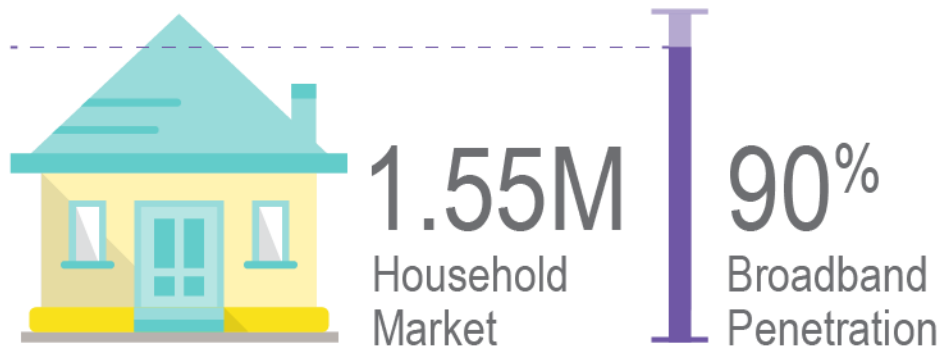


Mark Callander
Chief Executive - NZ

CONSUMER



CONSUMER MARKET

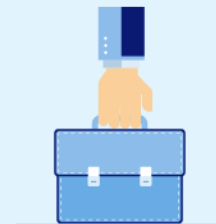


THE SWEETSPOT?

Data Hungry Households



Families with kids






Young Professionals
(owner occupied homes)

Approx. 614k Households

1. MBIE Broadband deployment update June 2015 (this may include some non-residential connections)

BRAND POSITIONING

	COMPETITIVE STRATEGY	PRICING STRATEGY	SEGMENT OF FOCUS	NEED MET
	Customer Intimacy	Beat the Market	Middle NZ Families	Support & Control
	Product Leadership	Meet the Market	Early Adopters	Status & Being First
	Operational Efficiency	Value	Deal Seeking Digital Natives	Ease & Affordability

SLINGSHOT – ALWAYS EVOLVING



Great broadband for data hungry families. Backed with great kiwi service.

Best Value

0% → 10%

Unlimited + Mobile

\$89 /MTH

[Check Availability](#)

Bundling Mobile

15% → 36%

Driving Value

NEW

MySlingshot

HOMELINE DATA USE CON

Kenny Stuart
80GB Broadband BUNDLE
Updated a few seconds ago

Data Used
13 days left

64%
58GB / 89GB

[View history](#)

Plan Data | Usage | Data Packs

Experience

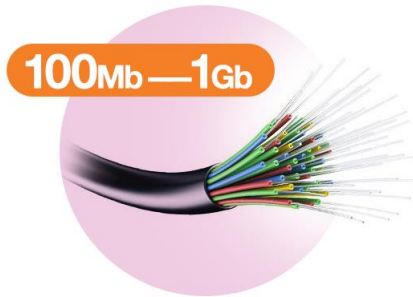
ORCON – BEST PERFORMING BROADBAND



The geek's choice. New Zealand's fibre experts.



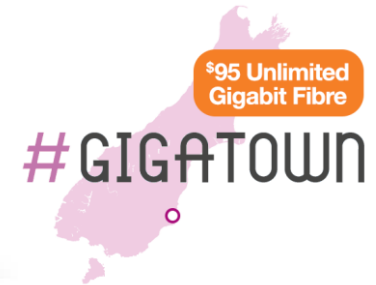
Unlimited



True high speed



Targeted Growth



First Mover Advantage

FLIP – AN ONLINE SUCCESS STORY

Great deals for the savvy bargain hunter. Awesome self-service.



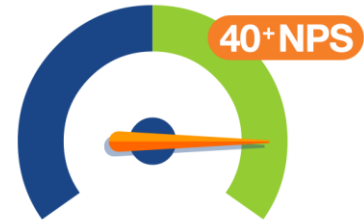
Price Leadership



Sales Leadership



Digital Engagement

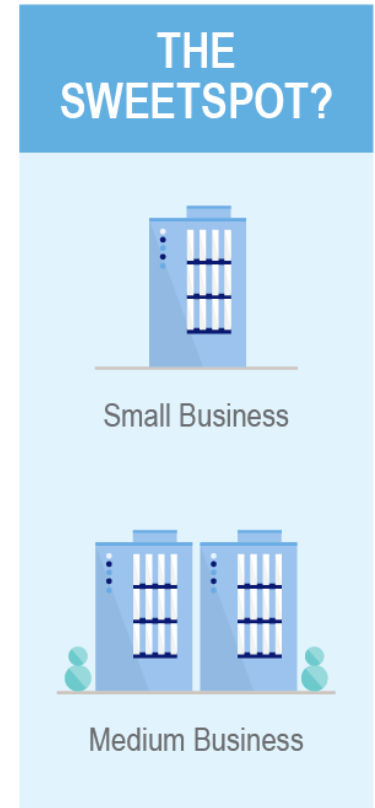
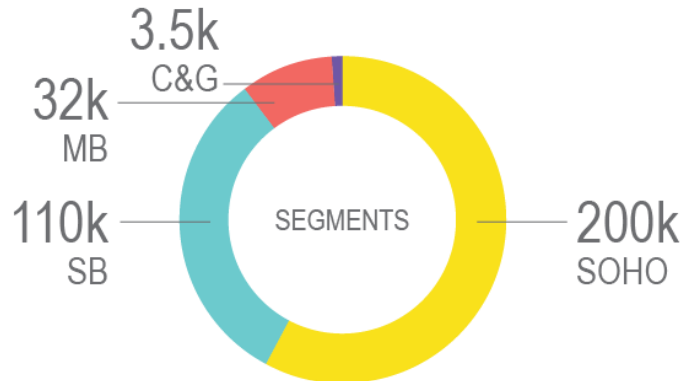
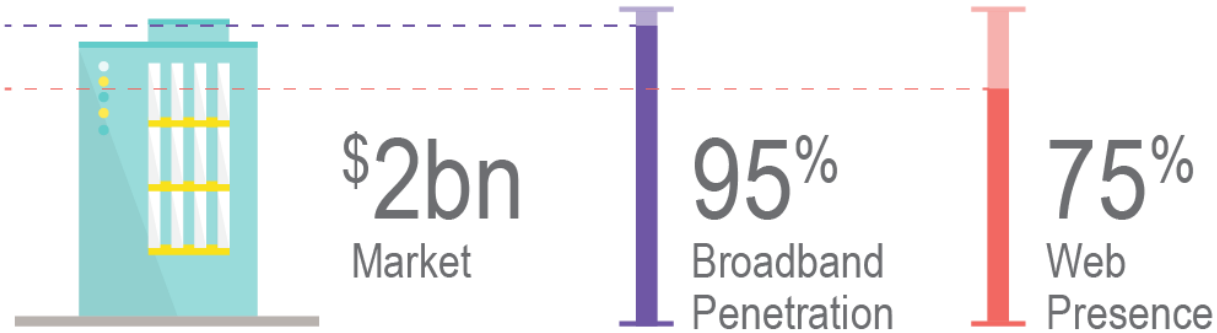


Satisfaction

BUSINESS



BUSINESS MARKET



*SOHO (1FTE), SB (1-9 FTE), MB (10-49 FTE), Corporate (50 + FTE)

POSITIONING & MODELS



Business Class, Direct

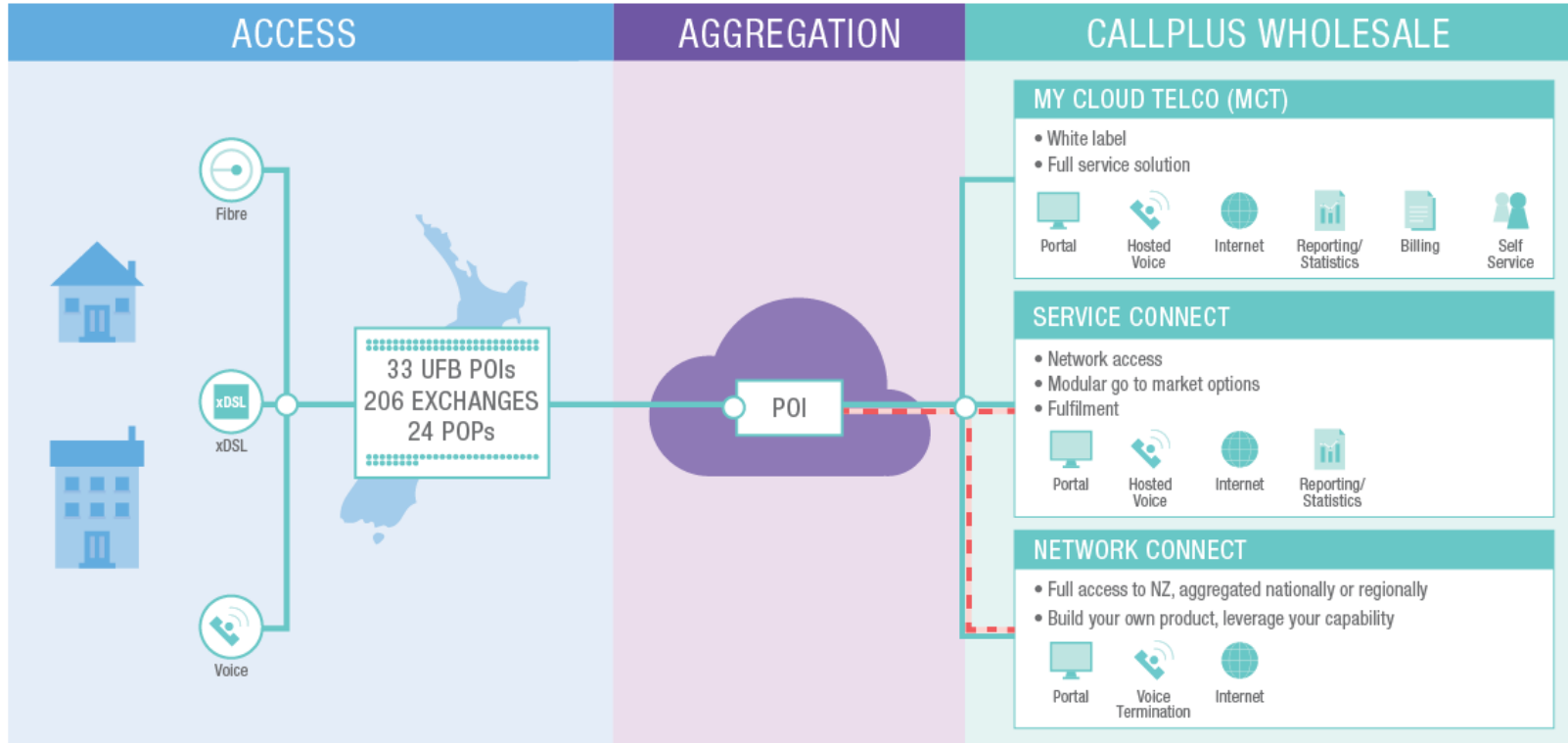


Distribution, Indirect

WHOLESALE



WHOLESALE STRATEGY



PRIORITIES - NZ



PRIORITIES



- Leverage the consumer multi-brand strategy to maximise market share
- Lead the industry in digital experience
- Focus on the 'unloved' business market segments with smart IP solutions
- Drive new Wholesale opportunities created by a UFB world
- Own the challenger market, always!



Scott Carter
Chief Operating Officer

CONSUMER



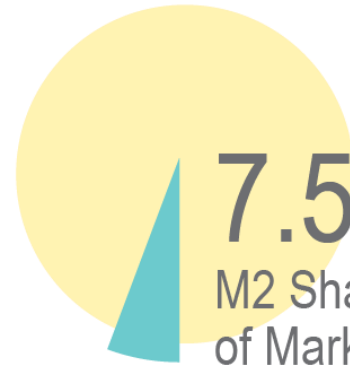
CONSUMER BRAND POSITIONING



9M
Households



80%
Broadband
Penetration



7.5%
M2 Share
of Market



dodo[®]

Value Seeker

Connect & Save

iPRIMUS[®]
For all of us

Families, Professional Couples

Affordable broadband and NBN for families with multiple devices all conducting data-hungry activities

EASY TO CHOOSE



UNBEATABLE NBN PLAN

Plans From

\$29.90 P/M

12/1 Mbps

Min price \$837.60 over 24 mths. Incl \$120 modem fee.

Why choose Dodo NBN?

- UNLIMITED Data Option - available on the Dodo NBN Ultra plan
- Choose from a huge range of plans to suit your needs and budget!
- Boost your off-peak data to UNLIMITED on any plan for just \$15 per month
- Optional \$0 Home Phone service* available (\$20 once-off connection fee applies)

1300 654 402
www.dodo.com/nbndeal

dodo

\$29.90 plan only available on 12/1 Mbps service which refers to max NBN port access (actual speeds received may differ due to various factors, see Dodo.com for details). 10GB monthly data available on \$29.90 plan, with 5GB on peak and 5GB off peak. Cost per MB = \$0.03. NBN is not available in all areas or to all homes, see dodo.com.au for rollout map and indicative availability. Off-peak: 2000h-730h. Optional Home Phone service is Internet telephony.

Unlimited Data

UNLIMITED ADSL2+ BROADBAND

\$29.90 P/M

Metro Plan

NO LOCK-IN CONTRACT

dodo

13 dodo (13 36 36) | www.dodo.com

Service not available in all areas. Min price \$136.90. Includes \$99 set-up fee. Surcharge applies on regional exchanges.

dodo fetch tv + NETFLIX

BROADBAND & DODO TV WITH FETCH

UNLIMITED Data. AMAZING Entertainment.

\$39.90 P/M

Plans From

Min cost \$1026.60 over 24 mths. Incl. \$69 set-up fee.

Dodo TV with Fetch Has Landed!

With Dodo TV with Fetch, you can now add the ultimate home entertainment to your broadband bundle.

- Pause, rewind and record TV
- Enjoy all the latest Release Movies & Popular TV Shows
- Access great apps like YouTube, My Media Hub, WiFi and weather

UPGRADE FOR JUST \$20/mo* MORE TO ACCESS 39 PREMIUM CHANNELS

NETFLIX NOW AVAILABLE

Access Netflix from your Fetch TV Box*

Stream your favourite TV shows and movies

No commercials & no long-term contracts

*Netflix streaming subscription required. Just add internet, data and a compatible device. See www.netflix.com/boxofchoice for details.

*Total minimum cost for \$39.90/mo plan is \$2,266.60 over 24 months including \$69 set-up fee. Not available in all areas. Active phone service required. Plus \$20.00 delivery. TV not included.

Entertainment

UNLIMITED ADSL2+ BROADBAND

WITH HOME PHONE AND INTERNATIONAL CALL PACK

\$69.80 P/M

Min. cost \$1,915.20 over 24 mths + call charges

Metro Plan

Includes 2000 minutes of calls to landlines in 25 of our most popular International destinations.

Canada	China	Croatia	Fiji	France
Germany	Greece	Hong Kong	India	Indonesia
Ireland	Italy	Japan	Malaysia	Netherlands
New Zealand	Philippines	Samoa	Singapore	South Africa
Sri Lanka	Turkey	UK	USA	Zimbabwe

Calls not listed & calls in excess of included minutes are charged at applicable rates. Surcharge applies for regional exchanges. Price shown excludes ADSL bundle with Home Phone & call pack. Active phone line required. Acceptable Use Policy applies.

Call Packs

UNIQUE PROMOTIONS DRIVING DEMAND



LIMITED TIME OFFER

Hot deal!

FREE Smart Watch

What you sign up on an automatic payment plan at Dodo Connect, valid until 11:59pm on Monday 13 November 2018. \$24.90 P/M (incl. GST).

Electricity & Gas Bundle

30% OFF DODO ELECTRICITY USAGE RATES* + **20% OFF** DODO GAS USAGE RATES*

NO LOCK-IN CONTRACT when you pay on time

dodo CONNECT CHADSTONE

*Maximum 30% discount on electricity usage and 20% discount on gas usage when you pay on time. Excludes any usage for your own business. See www.dodoconnect.com.au for full terms and conditions. Excludes variable contracts & meter usage. Energy usage for meters available at dodoconnect.com. Excludes 100% for gas. © 2018 Dodo Connect. All rights reserved.

UNLIMITED ADSL2+ & MICROSOFT SURFACE 3

\$54.90 P/M Total price \$1317.60 over 24 mths.

Micro Plan

FREE UPGRADE

Windows 10 Microsoft Surface 3 Office 365

Service not available in all areas. Hardware is the Microsoft Surface 3 64GB, 524.65 delivery fee. Active phone service required. 1 year Office 365 subscription includes an Surface 3 and Windows 10. Offer valid from 31/12/2018. Office 365 includes 1 year of Microsoft Office 365 Home subscription for 1 year. Offer subject to availability. Visit www.winnow.com.au for more details.

Win a Car

Choose your prize valued up to \$142,000

INCLUDES DELIVERY & REGISTRATION

Tesla Model S OR Ford Mustang

Choose between the environmental state of the art Tesla Model S Electric Car, or the classic American muscle Ford Mustang. How's that for a #earnundrum?

Ask us how to enter

dodo

© 2018 Dodo. Open to Australian residents 18 years or older who meet the eligibility requirements. Offer price includes: Make of Tesla Model S or Ford Mustang, delivery and taxes and 10% discount on monthly repayments. Offer valid until 31/12/2018. Offer subject to availability. Excludes 100% for gas. © 2018 Dodo Connect. All rights reserved.

SAVE \$240 OVER 24 MTHS

UNLIMITED ADSL2+ XBOX 360 BUNDLE

Plans from **\$49.90 P/M** Min cost \$1,197.60 over 24 mths.

Hot offers!

- \$1000 value of new game
- Extra wireless controller for only \$29.99

XBOX ONE UPGRADE FOR AN ADDITIONAL \$20 P/M

Surcharge applies for regional exchanges.

SIGN UP HERE

dodo CONNECT

Active phone service required. Total price is \$149.90 P/M. Includes 100% for gas. Excludes variable contracts & meter usage. Energy usage for meters available at dodoconnect.com. Excludes 100% for gas. © 2018 Dodo Connect. All rights reserved.

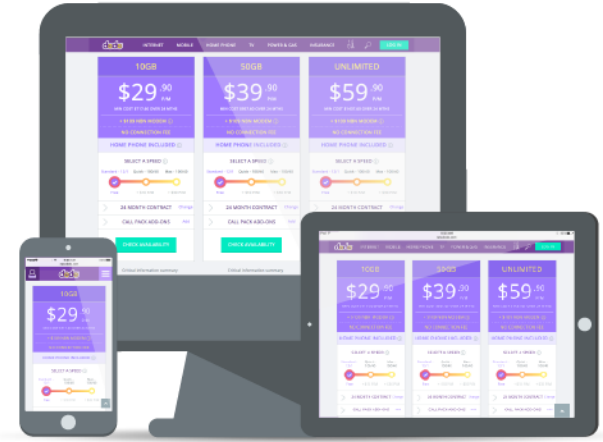
EASY TO BUY



Contact Centre



Kiosk



Online

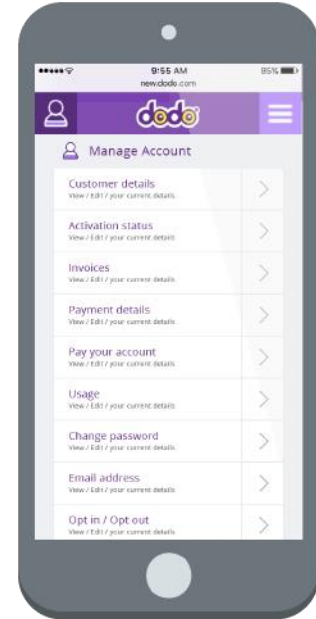
EASY TO CONNECT



One Call to Connect



Live Chat



Online

IPRIMUS – FOR ALL OF US

A photograph of a smiling woman with long brown hair wearing a yellow and orange cardigan, holding a young child. The background is a solid dark blue.

iPRIMUS[®]
For all of us

 131 789
 iprimus.com.au

UNLIMITED DATA + CALLS
ADSL2+ BROADBAND & HOME PHONE

\$79.90
PER MONTH
min. cost \$1917.60 (over 24 months)

UNLIMITED
ADSL2+ Broadband

HOME PHONE
Line Rental Included

UNLIMITED
Local, National & Mobile Calls

LIMITED TIME OFFER

131 789 iprimus.com.au **iPRIMUS**

UNLIMITED DATA + CALLS
NBN BROADBAND + HOME PHONE

\$79.90
PER MONTH
min. cost \$1918.80 (over 24 months)

FREE NBN-READY MODEM
valued at \$129

UNLIMITED
25/5 Mbps Speed

HOME PHONE
Line Rental Included

UNLIMITED
Local, National & Mobile Calls

LIMITED TIME OFFER

131 789 iprimus.com.au **iPRIMUS**

BUSINESS



BUSINESS BRAND POSITIONING

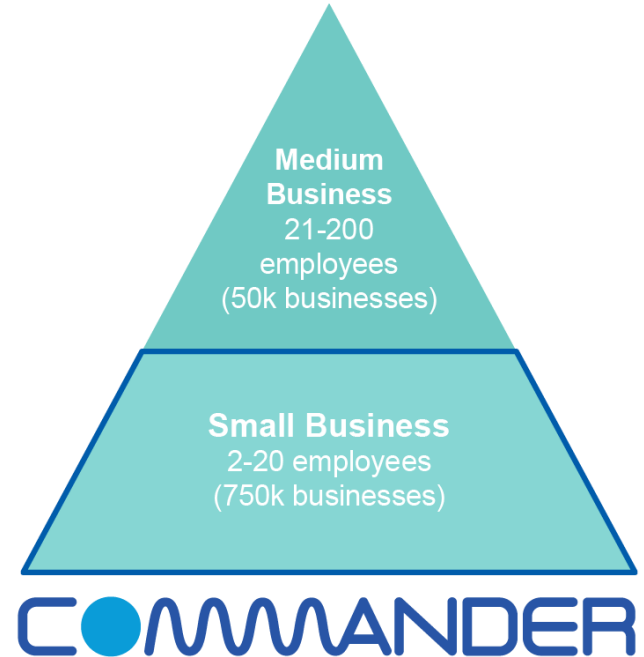
Positioning: Small Business Experts

Market: approx. 750k business, 2-20 employees

Average Telco: 3 Voice Lines + Data (Basic)

Characteristics:

- Average 1-2 sites per business
- Confused about Telco, want easy to understand solutions
- Saving money is important, but so is improving their business
- Information gathering predominantly online
- Prefer to transact through trusted advisors (face to face)



EASY TO CHOOSE

UNLIMITED NBN BUSINESS BUNDLE PLUS \$100 VISA Gift Card



\$99
Total Minimum Cost: \$2405.80
(Over 24 months, \$99.30 PMH
for modem and handset)

Terms and Conditions
Not available all areas. NBN service is a 12/1 Mbps service. Commander Phone is internet telephony. Unlimited Local and Standard National calls are available on the Commander Phone Service. Handset provided whilst service with Commander \$99.00 PMH for modem & handset. Calls not listed extra (such as 13/1300 & mobiles). Standard install included. Early termination fees apply. Standard Form of Agreement & Acceptable Use Policy apply, see commander.com/Customer-Terms. \$100 VISA gift card eligible on 24 or 36 Month Plans only and not in conjunction with any other offer. Gift card must be activated within 3 months. Card expires after 12 months from activation and cannot be redeemed for cash, reloaded, returned for a refund, or be replaced after expiry. Offer ends 31st December 2015. Gift Card Issuer: Heritage Bank Limited ABN 32 087 852 024 AFSL: 240984 Australian Credit Licence 240984, PO Box 190, Toowoomba, QLD, 4330 or phone 13 14 22 (from within Australia) or +617 4894 9000 (from outside Australia)

1:41 Tuesday
13 October

M2 Group Ltd

GET YOUR BUSINESS FLYING WITH UNLIMITED SUPER-FAST INTERNET



\$398
+\$39.80
GST PER MONTH
Min. cost \$7,958.800 over 36
months inc \$2,188 setup fee.

RAPID FIBRE 400Mbps

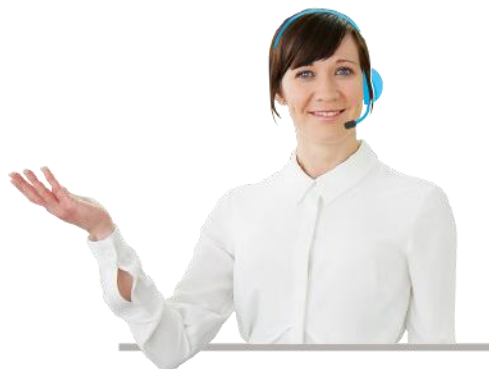
In this building now.
Call 1300 DEMAND

COMMANDER www.commander.com.au

9

Only available to eligible business customers in selected buildings and service subject to our pre-qualification test. Symmetrical speeds up to 400Mbps, actual speeds may differ. Corporate responsibility reserved. See www.commander.com.au/legal for our full terms and conditions available at www.commander.com.au/legal.

EASY TO BUY



Contact Centre



Commander Centre

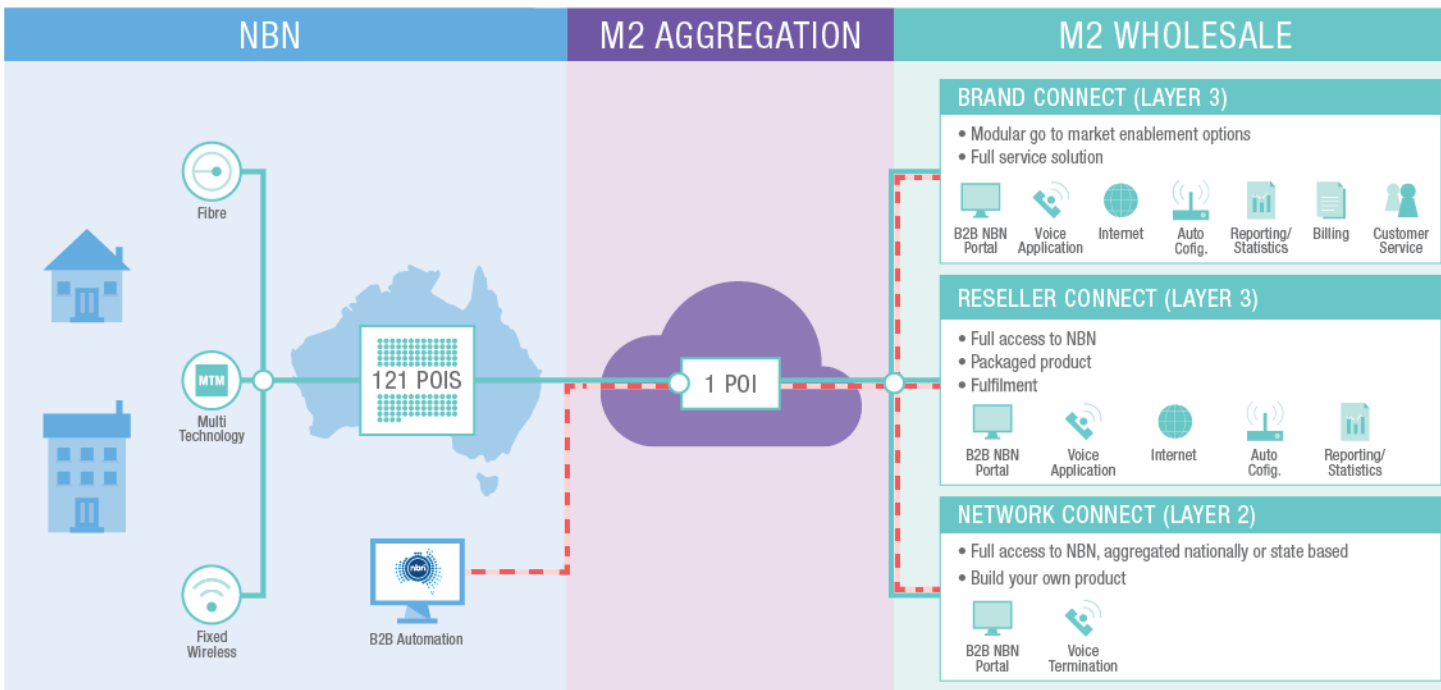


Online

WHOLESALE



WHOLESALE 2.0 – NBN CONNECT



M2 breaking down NBN access barrier

SUPRATIM ADHIKARI
BROADBAND

PRIORITIES - AUSTRALIA





EASY TO CHOOSE

- Simple Plans
- Great Value
- Unique Bundle



EASY TO BUY

- Online
- Contact Centre
- Kiosk
- Channel



EASY TO CONNECT

- Live Chat
- Apps
- Self Help
- Contact Centre



QUESTIONS



www.m2.com.au

COMMANDER

engin

dodo

iPRIMUS

CallPlus

slingshot

flip

orcon

talk