

22 July 2024

## Activeport launches its B2B Network Ecosystem Orchestration (NEO) Platform

Activeport Group Ltd (“Activeport” or “the Company” or “Group”), (ASX:ATV) is pleased to announce the general release of its **Network Ecosystem Orchestration (NEO)** solution under the Global Edge brand. Global Edge is Activeport’s SaaS platform for managed networks and this release is the first of the global B2B deployments, starting in Australia and New Zealand.

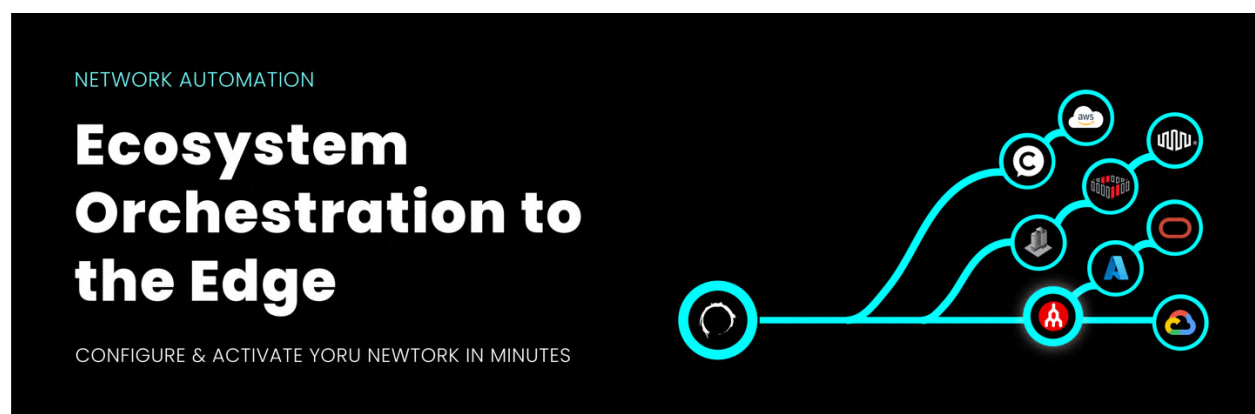
### Highlights

- **Activeport’s NEO connects enterprise customers from the Edge to the Cloud via a self-service software defined network (SDN) portal, eliminating the complexity and cost of building network services.**
- **NEO offers a significant new revenue opportunity from its network of connectivity hubs in Australia and New Zealand capital cities.**
- **NEO showcases the features of Activeport’s enterprise orchestration software that telcos globally are purchasing to power their own B2B portals.**
- **NEO is built for enterprise customers that require a sophisticated self-service management tool-kit for high-performance, reliable and secure cloud connectivity.**
- **NEO nodes will be progressively deployed in key international locations, starting in Australia and New Zealand then expanding Singapore for the Southeast Asian market and beyond.**
- **Priced to achieve \$18K annual revenue per user (ARPU) and 75% gross profit for in-house services and \$60K annual ARPU at 45% average gross profit when revenue from third-party connected products is included.**

### Cloud-Centric Networks

Customers are demanding network services that enable fast provisioning and easy access from their branch offices, anywhere in the world to data centres and cloud services. Activeport’s Global Edge SaaS platform now offers a B2B retail solution that facilitates this.

Global Edge NEO, at launch consists of cloud hubs in Australia’s and New Zealand’s capital cities, orchestrated by Activeport’s innovative software to connect major cloud ecosystem providers to the customers’ network.



### New Revenue Opportunity

Network-as-a-service (NaaS) operators have proven the market demand for self-service networks between data centres and clouds. Activeport’s Global Edge platform extends that capability all the way to the customers’ premises with its NEO edge-to-cloud SaaS solution.

Activeport’s new B2B product integrates software defined networks, cyber security, connectivity and cloud into a single easy-to-use interface, charged to the customer at a flat fee per endpoint. Activeport earns high-margin revenue on its own integrated SaaS product and a reseller margin on connected third party services.

## Orchestration Showcase

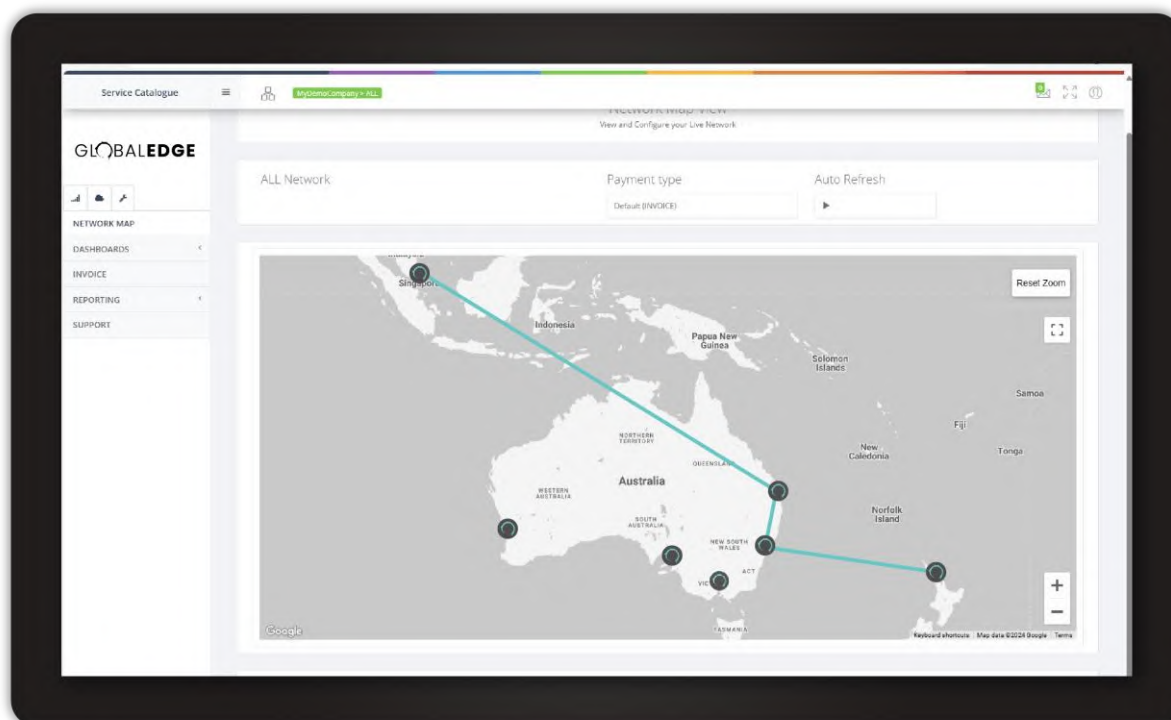
Global Edge is powered by the software Activeport sells to its telecommunications customers globally. By launching its own B2B portal, Activeport can showcase new features as they're developed and test new technology to drive more enterprise software sales. New Features in the first release of NEO include:

**Integrated SD-WAN & SD-Internet** to enable highly resilient, packet-based dual path connectivity at the branch (edge) of the network with zero-touch deployment for simple configuration.

**Network function virtualisation** that supports deployment of complimentary technology at the edge or the network core such as firewalls, bandwidth optimisers, voice & video applications, analytics tools and much more.

**Netflow and Appflow** analytics to store and analyse network traffic for deep packet inspection, routing optimisation, real time monitoring and management.

**Managed Firewall** to deliver a SASE solution that secures a network at the core to reduce cyber-attack surfaces and improve performance of our network as a service implementation.



## Enterprise Services

NEO is a comprehensive toolkit of enterprise grade SDN services including cyber security, deep packet inspection, quality of service and network function virtualisation capabilities that integrates network and cloud ecosystems to form a global network service managed from a single portal interface.

NEO targets enterprise customers seeking a management tool that offers instant provisioning of secure network inter-connectivity and multi-cloud access.

## International Expansion

At the heart of this new service are Global Edge cloud hubs that bring together ecosystem partner networks to enable cross connectivity to almost any service in any location globally. After successful launch in Australia and New Zealand, Activeport will roll-out cloud hubs to other strategic locations, starting with Singapore to capture service revenue from the southeast Asian market.

## Regular Feature Updates

Activeport will release new features on a regular basis that enhance services offered by NEO to increase the size of the revenue opportunity. The next releases will add data centre service provisioning, additional cloud on-ramps, local-loop ordering and pseudo-wire services. Future releases will include virtual-edge support for global network augmentation and network-to-network integration.

A promotional graphic with a dark background and a grid of small white dots. At the top, the text "Thousands of Network Connections in One Seamless Platform" is written in white. Below this, a large, stylized blue letter 'A' is centered. To the left of the 'A' are the logos for AWS and Oracle. To the right are the logos for Google Cloud and another cloud provider. Below the 'A' is the Oracle logo in red. To the right of the logos, there is a block of white text: "Global Edge has partnered with global data centres, ecosystem providers and cloud on-ramps to make it easy for enterprise to centrally manage and scale their network as demands fluctuate. Offering greater control over your network and flexible monthly payment options." At the bottom left, in small white text, it says "All logos and trademarks remain the property of their respective owners."/>

**Thousands of Network Connections in One Seamless Platform**

Global Edge has partnered with global data centres, ecosystem providers and cloud on-ramps to make it easy for enterprise to centrally manage and scale their network as demands fluctuate. Offering greater control over your network and flexible monthly payment options.

All logos and trademarks remain the property of their respective owners.

## About Activeport

Activeport offers self-service portals and on-demand services to telecommunications providers globally. Activeport's orchestration software accelerates 'time to revenue' while improving customer satisfaction. The software automates Data Centre and Cloud provider connections, using a single pane for ordering, provisioning, billing, and support, to enhance overall business efficiency. Based in Australia, Activeport partners with some of the world's leading telecommunications companies to automate and improve delivery of services.

For more information, please visit [www.activeport.com.au](http://www.activeport.com.au) or [www.globaledge.network](http://www.globaledge.network)

### Investor relations

Activeport Group Ltd  
[Investor.relations@activeport.com.au](mailto:Investor.relations@activeport.com.au)

### Media relations

Lisa Jones, Activeport Group Ltd  
[lisa.jones@activeport.com.au](mailto:lisa.jones@activeport.com.au)

[www.linkedin.com/company/activeport-group-ltd](http://www.linkedin.com/company/activeport-group-ltd)

Activeport Group Ltd  
Level 28, 140 St Georges Terrace, Perth WA 6000  
ABN: 24 636 569 634

*This announcement has been authorised for release by the Board of Activeport Group Ltd.*