

Optus Consumer highlights

Matt Williams

Managing Director,
Marketing and Revenue

OPTUS

2020 in review: Strong progress in the last nine months, with more to come



COVID-19 Response



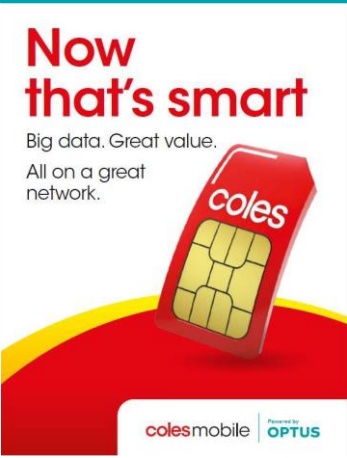
Brand Relaunch



Unlimited Data Days



Optus Flex



Coles Mobile



5G Home Plans

Q1

Q2

Q3

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

#1 for nbn



Family Plan



OS Fitness



Catch



Digital eSIM



Game Path



5G Price Match Guarantee



gomo





It starts with yes

**Australia's #1
Strongest Brand**

yes **OPTUS**

OPTU**5G**

Enjoy a world-class network **for less**

Award-winning 5G network



5G Speed Leadership

>2.5
Gb/s

Optus
493 Mbps

Competitor
288 Mbps

Newtown

Mobile – Postpaid:

Great value, complete packages

Family



Come together as one

It starts with the Optus Family Plan with 4 SIMs

Explore the Optus Family Plan at optus.com.au/family or ask in-store

yes OPTUS



strong uptake by families

NPS
+75

Optus Choice

Build your own SIM plan with no lock-in contract



Great value starts with yes OPTUS5G

Build your own plan

With our mix and match SIM plans, you can create a plan that's right for you.

My Plan	
60GB	Extra data \$10 / 1GB
Unlimited	Std Int'l Calls and Text* To 35 destinations
0GB	Int'l Roaming In Zone 1 Destinations
\$49.00 Month to Month	

BYO Plan includes [more info](#)

- 5G Add 60GB data for \$10 /month with an eligible Optus 5G device payment plan.
- Data Sharing
- Unlimited Standard National Talk & Text
- Optus Roaming Pass add-on available
- Optus Sport + Fitness Subscription



of customers

NPS
+36

5G Phone Price Match Guarantee

The latest 5G phone at the best price. Guaranteed.



Great value starts with yes OPTUS5G

T&Cs apply. See details at optus.com.au/5Gphonepricematch. 5G rolling out in selected areas.

Get the best price. Guaranteed.



Great value starts with yes OPTUS5G

Best price. Guaranteed.



Great value starts with yes OPTUS

over 100k devices guaranteed

"I saved over \$200 as they matched the price"
Optus Customer

Mobile – Prepaid:

Flexible, great value mobile

Optus Flex



from \$1 for 1GB for 1 day

Choice of daily, weekly or monthly subscription plans
Minimum cost \$3 (including \$25 SIM)

yes OPTUS



Activate Prepaid SIM

Your plan
Optus Flex

1 day 7 days 14 days 30 days

1 GB
Included data \$1

Unlimited standard calls in Australia Included

Unlimited text in Australia Included

Extras

☐ International calls 300 minutes +\$0.50
50 selected destinations

Pay everyday \$1
Change or cancel subscription

New Optus Flex. It's prepaid remade.



Find out more

yes OPTUS

"Easy and simple website"
Optus Customer

Unlimited Data Days

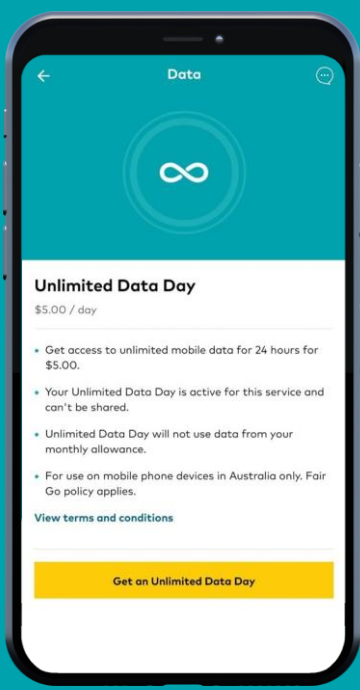


Cracking level 2,840

It starts with unlimited data when you need it

Find out about our new Unlimited Data Day in-store today

yes OPTUS



Data

Unlimited Data Day
\$5.00 / day

- Get access to unlimited mobile data for 24 hours for \$5.00.
- Your Unlimited Data Day is active for this service and can't be shared.
- Unlimited Data Day will not use data from your monthly allowance.
- For use on mobile phone devices in Australia only. Fair Go policy applies.

View terms and conditions

Get on Unlimited Data Day

10s of thousands used every month

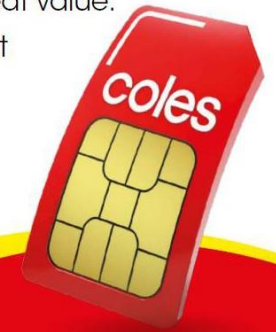
NPS **+65**

"Love Optus Unlimited Data Day"
Optus Customer

Challenger Brands

Now that's smart

Big data. Great value.
All on a great network.



colesmobile | Powered by OPTUS



Search

TODAY'S DEALS BLACK FRIDAY SALES CHR

Catch Connect: Prepaid Mobile Plans

Was \$99
NOW \$89 FOR THE FIRST 365 DAYS
Save \$10

60 GB DATA
UNLIMITED TALK & TEXT

Powered by OPTUS

PREPAID DATA ONLY

Prepaid Plans

+330% sales growth

**MOBILE
WITHOUT
ALL THAT
HOO-HA**

Visit gomo.com.au

Good to
gomo

Home: Australia's best connectivity solutions at home

NBN

#1
nbn



**Seriously fast,
seriously fun**

It starts with Australia's #1
nbn average download speeds.

ACCC Measuring Broadband Australia, Report 10, Sep 2020.

Over 1 million
customers

NPS
+46

4G Home



**Connected
out of the box**

4G Home Internet.
The easier way to internet.

NPS
+40

5G Home

Up to



4x
faster

than average Australian
internet speeds. **5G Home Internet.**

239
Mbps

average
download
speed

NPS
+51

Content: Australia's best sports and fitness solutions

Optus Sport

12:25

Man United Basaksehir MEGA MINI

Watch now

Live & Upcoming

CHAMPIONS League Highlights Show - W...

Gyeongnam Daejeon Citizen

Kashima v Kashiwa

Kawasaki v Gamba

PREMIER LEAGUE TODAY

868k users

OS Fitness

12:26

OS Fitness

Home Virtual Playground FiIT Eastr

Latest

Abs Workout with Julian | Virtual Playg...

Pilates with Jess | Virtual Playgroun

Yoga

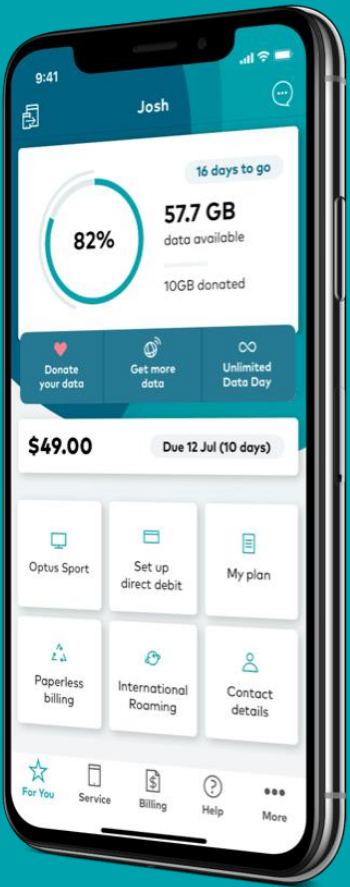
The Elements: Fire with Chris | FiIT

The Elements: Ear with Chris | FiIT

60k users

Digital omni-channel: Creating compelling digital experiences

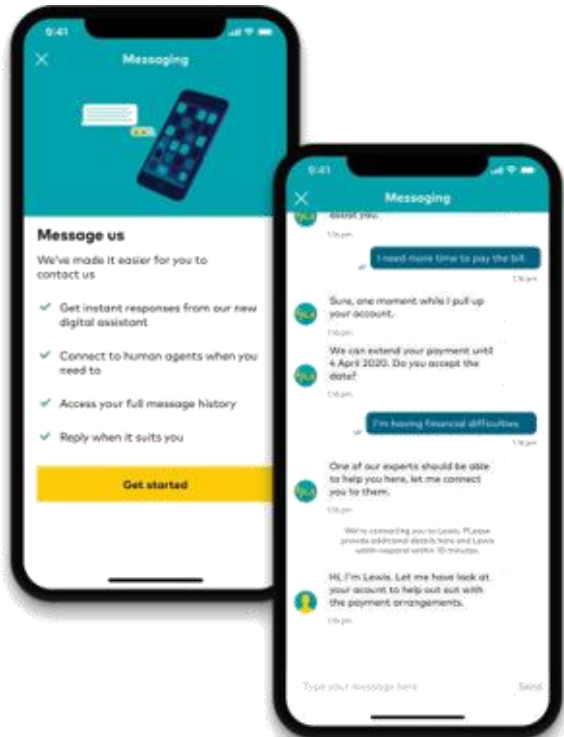
My Optus App



4.6
rating

#1
telco app

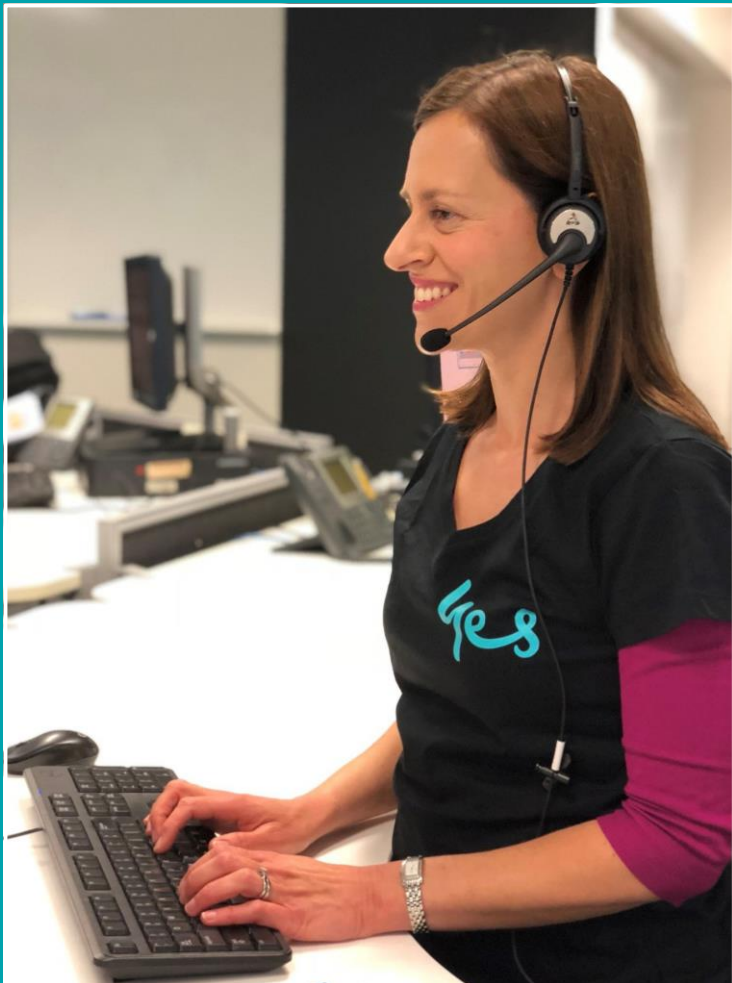
Messaging



52%

of interactions
via messaging

Service



NPS
+46

Home Connect
Service

Retail



NPS
+70

Retail Sales
and Service