

ASX Announcement

13 April 2021

---

### **Aussie Broadband signs first customer of new white label solution**

Aussie Broadband Limited (ASX:ABB, Aussie or “Company”) has launched a new white label solution for major retail brands that allows them to sell Aussie’s internet and VoIP services under their own brand.

The Company has already signed its first white label customer, a large retail business with more than 3 million customers across Australia. For commercial reasons, the customer cannot be disclosed.

As part of this agreement, Aussie Broadband expects to transfer more than 25,000 of the customer’s existing broadband and VoIP services to its network. Managing Director Phillip Britt said that the white label solution has been in development for some months and while it was originally anticipated that the first tranche of customers would transfer to Aussie’s services in FY2021, it will now begin in early FY2022.

The customer will continue to undertake its own sales and marketing activities. In addition to the broadband and VoIP services offered under the agreement, Aussie Broadband will also provide customer support, service delivery, account and credit management.

“We have built scalability into our network and support platform to take on additional white label customers as it is an important pillar in Aussie Broadband’s growth strategy,” said Managing Director, Phillip Britt.

“The market is evolving as we’re seeing a number of well-known Australian retail brands across several industries either looking to expand into telecommunication services under their own label, or needing a higher quality customer experience for their existing telco customer base to match their brand promise.”

“Our excellent reputation in the industry and our new white label capability makes Aussie Broadband a logical choice for any major retailer looking for a high-quality telco product. It gives us access to an alternative channel to grow our market share with residential and business connections.”

The Company’s new white label capacity provides NBN, Opticomm and VoIP services, and will allow white label customers to choose elements from Aussie Broadband’s product cycle that suit their needs.

Aussie is in discussions with other white label prospects and continues to evaluate opportunities.

## Connections update

The Company provides the following update for Q3 FY2021. On 31 March 2021 the Company was providing the following broadband services to its customers on the NBN, Opticomm and Aussie Broadband fibre networks:

	<b>Dec-20</b>	<b>Mar-21</b>	<b>Net Additions</b>
Residential broadband	313,193	339,570	26,377
Business broadband	29,441	33,488	4,047
	<u>342,634</u>	<u>373,058</u>	<u>30,424</u>

The connection figures above do not include the white label deal announced today as those connections will not transition onto the Aussie Broadband network until early FY2022.

Managing Director, Phillip Britt said "The quarterly increase in connections is a testament to our strategy and core offering, providing high quality customer support and enabling innovative, technology-led solutions to drive efficiency in the company.

"We continue to scale the business with our new white label solution which will boost our market share and allow us to increase the number of connections on our network."

## Investor update call

The Company will hold a brief investor call on Thursday 15 April at 3pm AEST to answer any questions investors may have about the white label solution and the quarterly connections update.

To pre-register for this conference and avoid a queue when calling, please:

- Use this link: <https://s1.c-conf.com/diamondpass/10013523-48due8.html>
- Use the unique pin number and contact details provided to access the conference

If you are unable to pre-register:

- dial one of these numbers at the time of the conference:
  - Aus Toll Free: 1800 954 501
  - Backup Aus Toll Free: 1800 870 653
  - Local: +61 7 3015 1191
- provide the conference ID 10013523 to the operator to register and enter the conference

## ENDS

**This announcement has been authorised for release by the Aussie Broadband Board.**

**For media enquiries** please contact Katrina Salhioui on 0448 110 962

**For registry queries** please contact Link Market Services on 1300 554 474

**For other enquiries** please email [investors@aussiebb.com.au](mailto:investors@aussiebb.com.au)

## About Aussie Broadband Limited:

Aussie Broadband is an Australian owned and operated telecommunications company that was formed in 2008 and is based in Morwell Victoria, Australia.

The company's main focus is nbn™ (NBN) subscription plans and bundles to residential homes, small businesses, not-for-profits, corporate/enterprise and managed service providers.

For personal use only

As a licensed carrier, the company provides these services through a wholesale agreement with NBN Co, a mix of leased backhaul infrastructure from third parties and its own network equipment.

The company also offers a range of other telecommunications services including VOIP, mobile plans, entertainment bundles through its partnership with Fetch TV and connections through the Opticomm network.

For personal use only