

# 'yes' OPTUS



also provides a full telecommunication solution for these customers. In the business, corporate and government markets, Optus Business provides services to around 90 per cent of Australia's top one hundred companies. In 2003 Optus successfully launched the C1 Satellite which will see the company continue to deliver innovative services to customers.

## HISTORY

Optus was established in 1992, winning the second carrier licence to become the first private sector company to challenge Telstra's monopoly on Australian telecommunications.

In 1998, Cable & Wireless PLC, which had been a significant shareholder since the company started, became the majority shareholder. On November 17 of that year, the company was listed on the Australian Stock Exchange as Cable

## THE MARKET

The Australian telecommunications market has never been more fiercely contested.

In spite of market trends, Optus continues to increase its share of the market, with new Internet and telecommunications packages, and by creating an ever more sophisticated range of products for the home, business, corporate and government sectors.

## ACHIEVEMENTS

The Optus mobile digital network continues to

expand every year and now connects more than 5 million customers, or 34 per cent of the total market. But the growth of Optus goes beyond its mobile network. Optus is now Australia's 2<sup>nd</sup> largest provider of dial up Internet access. With more than 525,000 customers - an increase of over 125 per cent in twelve months - Optus is one of the fastest growing dial up providers in the country. As well as dial-up Internet, Optus also offers broadband Internet to homes and businesses across the country. In recent years the small to medium enterprise market (SME) has emerged and Optus

& Wireless Optus Limited.

The company performed profitably over the next two years. However, by 2000, Cable & Wireless PLC's long term strategy had shifted away from supplying broad-based telecommunications products and CWO was therefore no longer a core business.

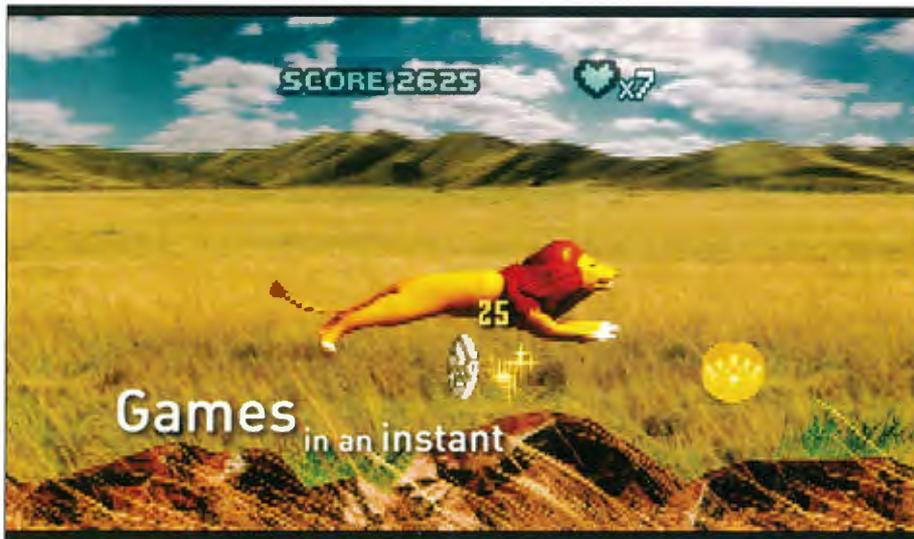
On September 18<sup>th</sup> 2001, Singtel, the Singapore-based Asia Pacific regional telecommunications leader, became the new owner of CWO and announced that the company would trade in Australia under the Yes Optus banner. Today, Optus

## Optus IP Solutions make your business more flexible.

Let's talk about *agility* for your business.

By implementing an Optus IP Solution, one of Australia's leading regional construction companies significantly reduced administrative overheads and increased their network's flexibility. Using an IP VPN they now link 3 business divisions across 45 sites throughout Australia. The one common platform consolidated their billing, network and support contracts making them ready to respond to change. To find out how Optus IP Solutions, in partnership with Cisco Systems, can help your company, speak to your Optus Business Account Executive or call 1800 555 937. [optusbusiness.com.au](http://optusbusiness.com.au)





is a significant member of a large and successful regional telecommunications group operating throughout Australasia.

Optus competes with other DSL and cable providers, OptusNet holds majority marketshare. Optus' success in broadband and dial-up Internet is due to the quality and reliability of these products

#### PROMOTION

The success of Optus as a brand begins with the development of accessible products that meet deep and genuine consumer needs.

Through the use of animal metaphors, Optus advertising then delivers information about these products through simple, engaging communications. Research shows that the entire Optus customer base, from teenagers purchasing pre-paid mobiles to tradesmen, company executives and large corporates, can all relate to the animals and natural metaphors in the advertising, and respond to the advertising on both a rational and an emotional level.

#### BRAND VALUES

Optus looks at communications through the eyes of its customers. The company is therefore focused on providing solutions which are practical, accessible, flexible and creative.

The Optus brand has been built on the empowerment of customers to access and use the latest communications technology.

This goes back to what has been the core of the Optus brand since the beginning - the philosophy of 'yes'.

[www.optus.com.au](http://www.optus.com.au)

**Optus Phone & Net. Get the power of two working for you.**

**OPTUSnet**  
DIAL-UP INTERNET

Reward

**100 FREE**  
local calls every month

#### THE PRODUCT

In the mobile phone sector Optus is strongly challenging Telstra for market leadership, with 94 per cent of Australia's population now covered by the Optus network. What's more, Optus is committed to constantly improving coverage, call quality and data transmission capability. Between 2002 -2004 Optus plans to invest \$330 million on new base stations across Australia. In fact, since 1999 Optus has, on average, opened one new base station every day.

Other breakthroughs in the mobile arena include Optus Zoo, information and entertainment on the move, launched in 2003. This mobile data service was the first in Australia to offer live TV on compatible mobile handsets.

In long-distance telephony, Optus has introduced a pricing strategy that allows customers to call long distance for a fixed amount - negating the fear of cost-per-minute calls. In local calls, Optus also delivers competitive pricing.

Optus Internet services cover 99 per cent of the Australian population and provide reliable service to more than 525,000 dial-up customers and over 125,000 broadband subscribers. In areas where

as well as innovative pricing and bundling.

In the business market, Optus offers innovative packaging of services and provides integrated voice, data, mobile, satellite and e-business solutions.

#### RECENT DEVELOPMENTS

There is a revolution taking place in the mobile phone market and Optus is right at the centre of it. Text messaging has already led a significant shift from voice traffic to data traffic on the Optus mobile network, with SMS text traffic increasing to an average of 100 million short text messages per month, compared to 9 million messages per month two years ago. At the corporate level, Optus is a leader in Internet and e-business solutions. Partnership with leading suppliers of hardware and software delivers a comprehensive range of e-business services for corporate and government clients.

Optus and Nokia, the world's most successful mobile phone manufacturer, have formed a partnership to build a 3<sup>rd</sup> Generation mobile network in Australia. This will provide direct connection from the mobile phone to the desktop, bringing the mobile office even closer to reality.

#### THINGS YOU DIDN'T KNOW ABOUT OPTUS

- Optus has almost 5,000 high-rise buildings connected directly to the network - around 1,000 per cent more than the next competitor. This puts Optus in a favoured position to supply services to these prime locations.
- Optus is a major sponsor of community events, helping to sustain the Australian communities which sustain it. Sponsorships include major sporting bodies such as Tennis Australia; the Australian Brandenburg Orchestra; and Bell Shakespeare Youth + Education.
- Optus is the major sponsor of Australia's only free, anonymous and professional counselling service for 5 to 18 year olds - Kids Help Line.