

ASX Announcement

11 November 2021

Investor Day 2021 - "Infra-On-Demand"

Further to Superloop Limited's (ASX: SLC) ASX release of 10 November 2021 regarding the event details for today's Superloop Investor Day Briefing 2021, please find attached a copy of the presentation.

Authorised for release by the Board.

Additional information:

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About Superloop

Superloop (ASX:SLC) is an independent provider of connectivity services. The company designs, constructs and operates networks throughout the Asia-Pacific metropolitan region.

The company owns and operates 1,047 km of carrier-grade metropolitan fibre networks in Australia, Singapore and Hong Kong, connecting more than 464 key data centres and bandwidth-intensive commercial buildings. These extensive carrier-grade, metro fibre networks deliver high-performance, connectivity solutions to wholesale and end-user customers that are scalable and reliable.

In addition to its own fibre network, Superloop is connected to all NBN Points Of Interconnect across Australia and operates its own nationwide fixed wireless network that collectively delivers high performance, connectivity solutions to businesses and homes underpinning the region's digital economy.

Strategic acquisitions continue to increase Superloop's network utilisation, and the company's transformation into an end-to-end provider of connectivity and cloud services.

Visit www.superloop.com to learn more.

Internal use only

Superloop Limited (ASX:SLC)

Investor Day 2021: Infra-on-Demand

Thursday, 11 November 2021



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All references to "\$" are to Australian currency (AUD) unless otherwise noted.

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Superloop at a glance



Founded in 2014
& listed on ASX in
2015



Group revenue
in excess of
\$250m⁽¹⁾



Group EBITDA
Underlying
\$23-25m⁽¹⁾



\$110m

Acquired largest
private ISP Exetel
in June 2021



>300

Wholesale technology
businesses connected,
enabled & secured



>150,000

Consumer customers
connected, enabled &
secured



>16,000

Businesses connected,
enabled & secured



\$140m

Sold HK & Singapore
domestic networks
in October 2021



>100,000km

Domestic &
international route⁽²⁾.



378

Built and operated
Fixed Wireless Towers
throughout Australia



~600

Team members
employed globally

⁽¹⁾ FY22 revenue estimate includes organic & inorganic growth ⁽²⁾ Includes owned fibre, consortium partnerships, IRUs & leased capacity

Our experienced executive team

Today's presenters



Paul Tyler
CEO & Managing Director
Ex Nokia, NBN, Telstra



Dean Tognella
Group Executive, Business
Ex NBN, Uecomm/Optus, IBM



Mehul Dave
Group Executive, Consumer
Ex EnergyAustralia, Vodafone/3



Ryan Crouch
Group Executive, Wholesale
founder APEXnetworks



Nick Pachos
Chief Commercial Officer
Ex TPG Telecom, AAPT



Luke Oxenham
Chief Financial Officer
Ex Genworth, Macquarie, Deutsche Bank



Paul Smith
Chief Operating Officer
Ex Followmont Transport, Transfield Services



Tina Ooi
General Counsel & Company Secretary
Ex ME Bank, Jemena & Alinta



Ben Colman
Chief Marketing Officer
Ex Exetel, Colman Rasic, Lowe Hunt



Ashleigh Loughnan
Group Executive, People & Culture
Ex Tatts Group, Wotif.com



Jon Tidd
Chief Strategy & Transformation Officer
Ex NBN, SWM, Vodafone

Agenda

1

Our Purpose & Ambition

2

Our Infra-On-Demand

3

Consumer

4

Business

5

Wholesale

6

Financial Outlook

7

Wrap-up and Q&A

Paul Tyler

CEO

Nick Pachos

CCO

Mehul Dave

GE Consumer

Dean Tognella

GE Business

Ryan Crouch

GE Wholesale

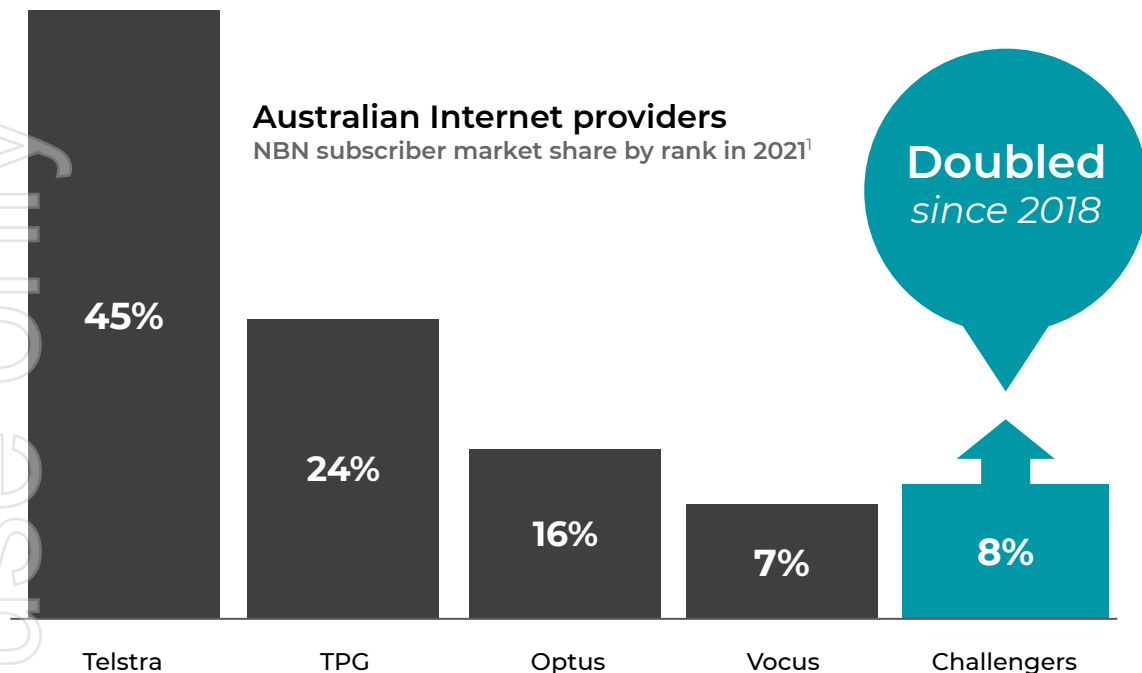
Luke Oxenham

CFO

Paul Tyler

CEO

Challenger internet providers are on a path towards 30% market share



(1) ACCC NBN Wholesale Market Indicators Report, 2021

(2) [APRA Monthly Authorised Deposit-taking Institution Statistics](#) September 2021

(3) Australian Energy Regulator Market Performance Update June 2021 Quarter

(4) UBS Market Research

39%

market share held
by challengers in
US Retail Internet⁴

26%

market share held
by challengers
in AU Banking²

26%

market share held
by challengers in
AU Retail Energy³

The conditions are in place and challengers are shaking up the Australian internet market

COVID
brought
the future
forward

Benefits of
switching
providers
are clear

Barriers to
switch providers
have been
reduced

Challengers
can now
bypass
incumbents

Our purpose:

Enable better internet through competition

1

Lead
challengers to
30% market
share

by

2

Leveraging
our secure
Infra-on-Demand
platform

to

3

Deliver
superior
capital
returns

Superloop is accelerating challengers with our Infra-on-Demand

Our offering The supply

Our Products

Connect

Enable

Secure

Our Infrastructure


Access

Backbone

International

Complexity



 **superloop**
Infra-on-Demand
Platform



Simplicity

Customer segments The demand



Consumer



Business

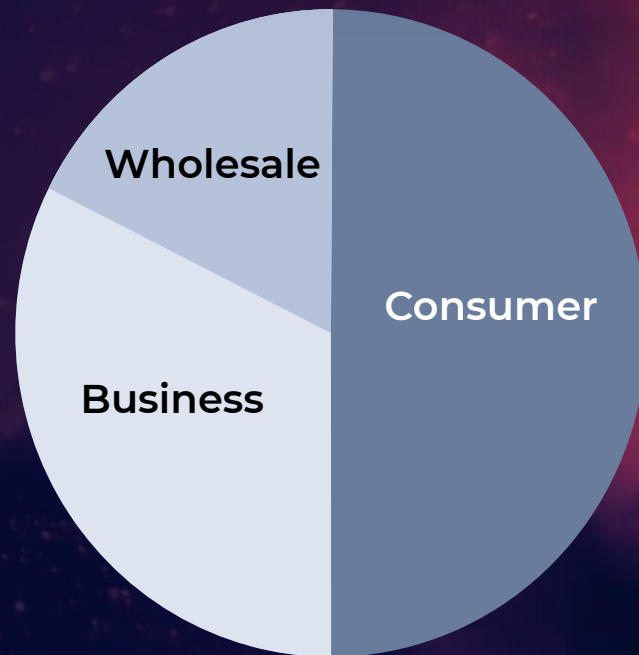


Wholesale

Internal use only

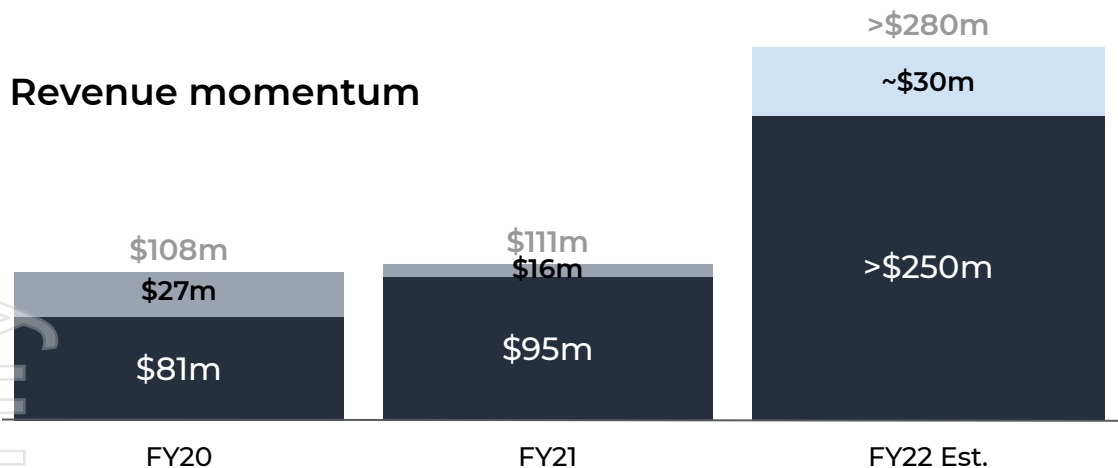
The profit pool opportunity is significant across all three segments

Estimated >**\$11.5b**
total addressable
revenue market

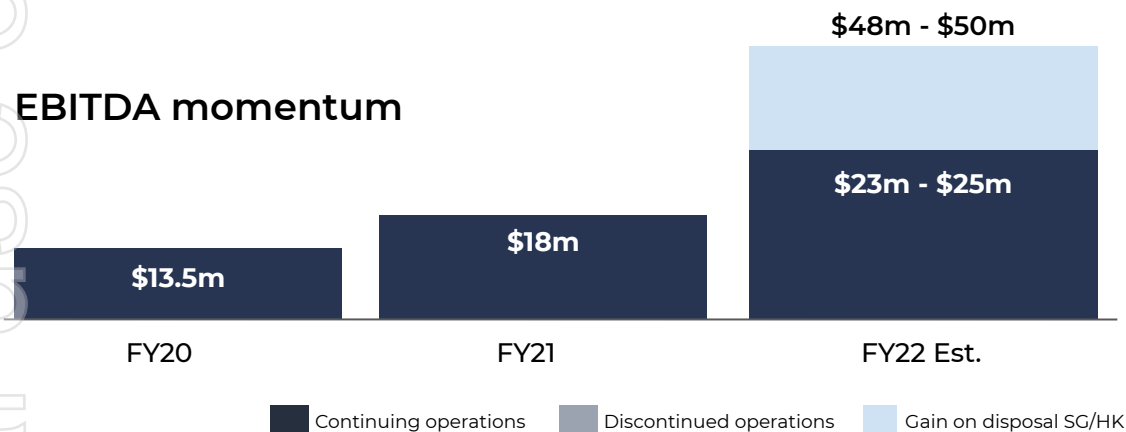


Source: Company estimates based on IBIS, ACCC, broker reports & company reports. Indicative segment split for illustrative purposes only.

Revenue momentum



EBITDA momentum



Our ambition

4-5%

Combined market share in our chosen markets

Further disciplined M&A to accelerate growth

Operating leverage

revenue growth whilst broadly maintaining Opex & Capex envelopes



Superloop Infra-On-Demand

Nick Pachos
Chief Commercial Officer

What is Superloop 'Infra-on-Demand' ?

Providing digital infrastructure on a variable & scalable basis via software

Lower cost, faster & more agile access for challengers to enter and grow without large upfront capital investments

Superloop is accelerating challengers with our Infra-on-Demand

Our offering

The supply

Our Products

Connect

Enable

Secure

Our Infrastructure


Access

Backbone

International

Complexity



 **superloop**
Infra-on-Demand
Platform



Simplicity

Customer segments

The demand



Consumer



Business



Wholesale

Our Tier 1 high availability network fabric connects:

466 On-Net data centres / buildings in Australia / worldwide

> 5 Tbps Indigo capacity available for sale

25 - 350 Gbps Nightly transit and peering growth in 4 years

> 100,000 Network route kilometres

378 Fixed Wireless Towers

100% Metro POIs with dual fibre backhaul capable of bulk scale > 1 Tbps

> 1 million Subscriber aggregation and termination capacity

> 2 Tbps Provisioned 3rd party capacity to business customers



Our products meet the different needs of each customer segment

SECURE

ENABLE

CONNECT

Consumer	Business	Wholesale
Home Secure Amazon eero	SASE CyberEdge Fortinet Palo Alto Networks	CyberEdge DDoS Protection
Superloop Portal My Exetel ExeFix	SDWAN Managed Wifi Voice Cloud Connect	360 Connect (NBNaaS) IP Transit Backhaul (Domestic & International) Cloud Connect
NBN Home Fixed Wireless Student/ampus Wifi Home VOIP & Mobile Other Access Networks	On-Net Fibre Business Fixed Wireless NBN (incl. Enterprise Ethernet) Other Access Networks	On-Net Fibre Home & Business Fixed Wireless NBN Other Access Networks

The Superloop advantage



**Tier 1 Fixed Network
with infrastructure
Economics**

Quality at a
low price



**No legacy
IT Solutions**

Fast to
market



**Automated
provisioning at
scale**

Customers can
connect fast & easily



**Commercial
flexibility**

Customers can scale
with flexibility

Our Infra-on-Demand ambition

1

Maximise reach

Maximise market opportunity through extended customer reach

2

Depth

Drive customer penetration through best in market products and services

3

Ease of use

Enable our customers through our software enabled telco fabric

Consumer

Mehul Dave
Group Executive, Consumer

Consumer market landscape

1

The barriers to switching providers have been removed

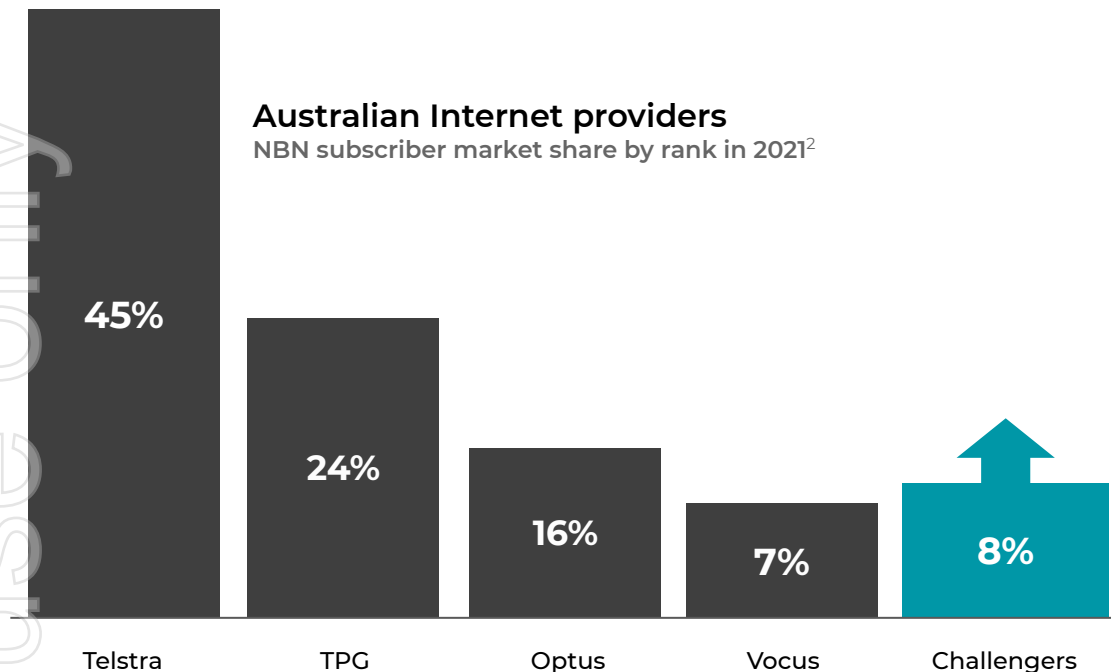
2

The customer benefits of switching providers is clearer

3

We are capturing increased share and profit

Barriers removed: over 8 million homes¹ can switch providers in minutes



4 in 5
new signups
are already
on NBN³

Superloop was
built to make
switching
faster & easier

(1) 8.3m homes connected to NBN: NBN Dashboard September 2021

(2) ACCC NBN Wholesale Market Indicators Report 20th August 2021

(3) Superloop Company data

The benefits of switching are clear: fast speeds, lower price & better service

nbn™ Home fast
100/20 mbps Unlimited

Price¹
Per month

Savings²
Per annum

Service³
Trustpilot score



\$89

\$252/year



4.2



\$95

\$180/year



3.8



\$110

-



1.2

(1) Price are for nbn fast 100/20 Unlimited plan excluding discounts as of 8th Nov 2021

(2) Superloop / Exetel savings estimated over 12 months post end of discount period (subject to certain assumptions)

(3) Trustpilot scores as of 8th Nov 2021

We have the fundamentals in place to accelerate market share and profitability

Leveraging
Superloop's
Infra-on-Demand
platform

Two brands
targeting
different customer
segments

Multi
product
offering serving
Australian homes

Digital-first
support, with
tech experts
on hand



Two brands
targeting
different
customer
segments

 superloop

super *Fast*

super *Reliable*

super *Easy*

exetel



Speed



Safety



Award winning
customer experience

+40

Net
Promoter Score

3.8+

Trustpilot
review score

20%

Sales from
customer referrals

Our multi-product offering serves the needs of all Australian homes



NBN



Fibre Access

Uniti, RedTrain



Fixed Wireless



Home Phone (VoIP)



Prepaid Mobile



Mobile Broadband



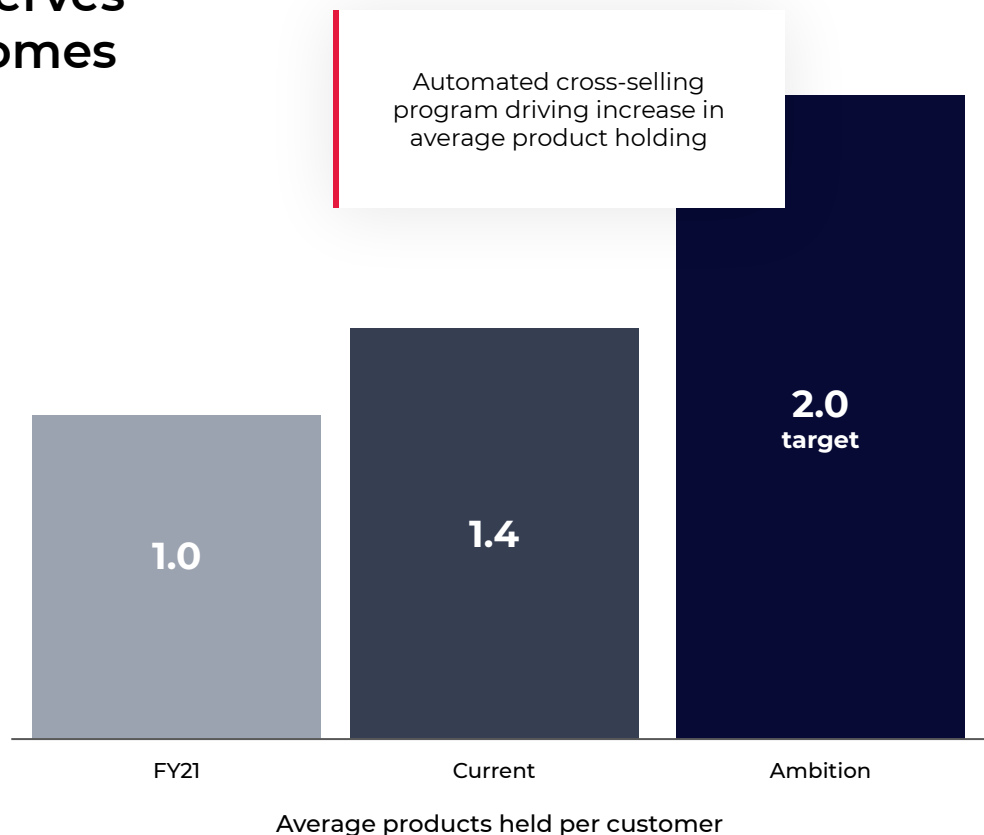
Home Wireless Broadband



Home Secure



Eero Home WiFi System





Digital-first
support, with
tech experts
on hand

Our support centres

Australian support team

Degree-qualified
engineers

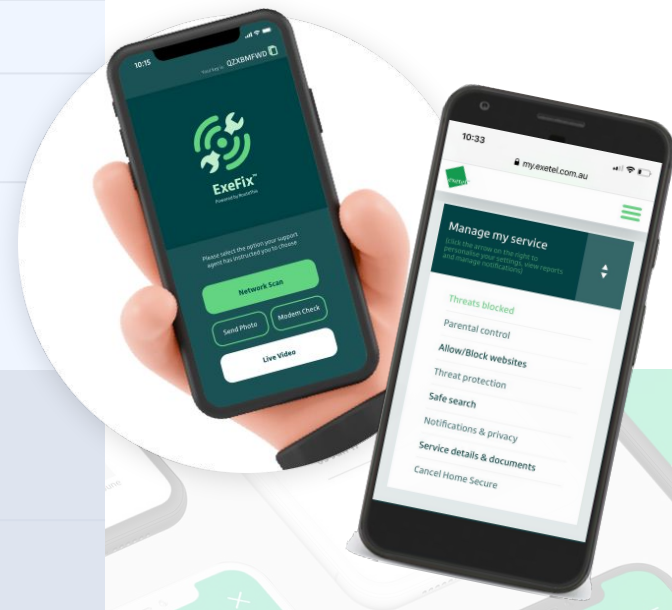
Award-winning
customer service

Our Digital Assets

My Exetel
customer portal app

ExeFix
WiFi diagnostic tool

Online
resources



Our service turns customers into advocates



Invited

Jul 6, 2021

Highly Recommended

I don't know a lot about ISP's. What I do know is Superloop deliver what they promise. They were very helpful in getting NBN connected to my home based business when changing from my exiting cable service and I've never had any outages since joining. (hopefully I haven't jinxed them)

I also like that their communication with me is clear and concise without all the extra marketing BS other providers hit you with.



Invited

Jun 9, 2021

Dependable internet

I work from home regularly and video calls are a stable in my work calendar. There is nothing worse than having your video freeze all the time during meetings but since being with Superloop I have been really impressed at the performance of the internet and how reliable it is. Video calls are seamless even when my husband is also on a video call at the same time and the kids are watching something on Netflix. It makes for a happy household that we can all do the things we need to do at the same time.



Invited

Jul 19, 2021

The setup happened in less than 10 mins...

The setup happened in less than 10 mins after placing the order. Everything was so smooth and the speed is so much better. Everything was so awesome compared to [REDACTED]. I've already recommended to my family and friends!



Verified

2 days ago

Great support and communication

Great support and communication from the start until the connection was working. Best customer service of all ISPs and telcos!!!

The incremental cost of delivering services to new customers is now marginal



Lower network costs per customer

With the build complete, Tier 1 network delivers marginal incremental cost of customer growth.

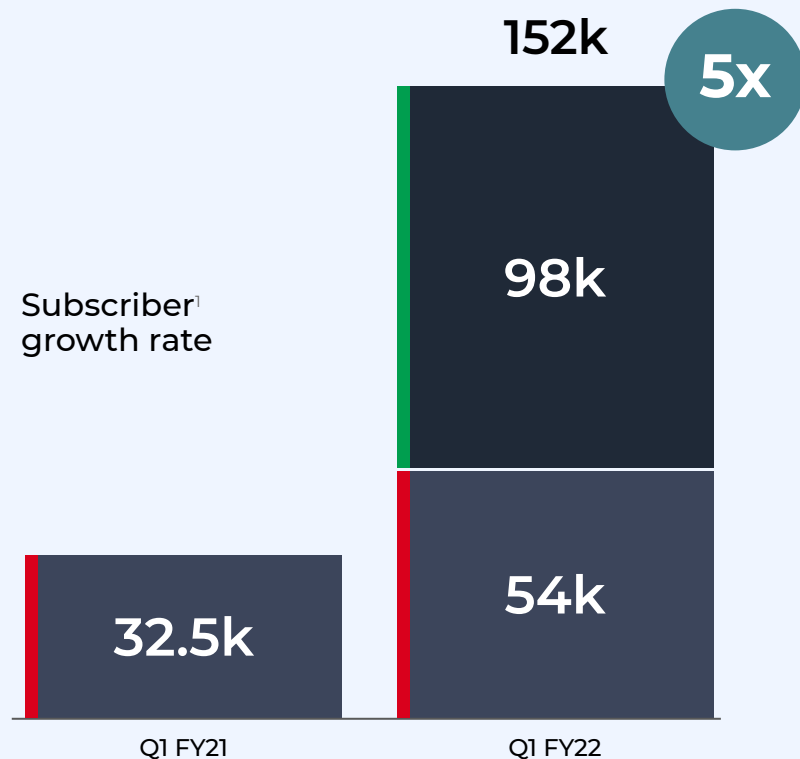
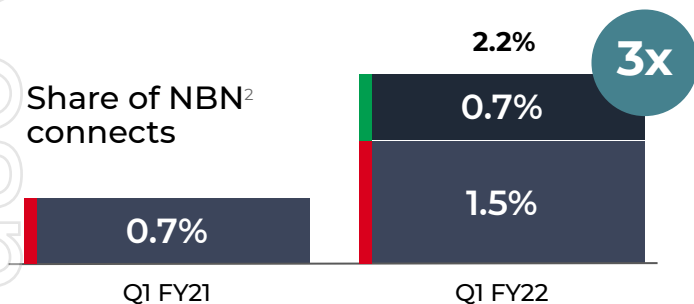
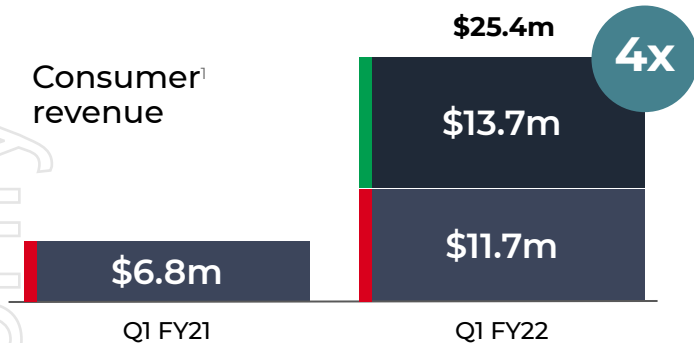


Reduced customer support cost-to-serve

65%¹ reduction in customer support cost per subscriber. Further opportunity to scale.

(1) Contact centre salary cost per subscriber Q1FY21 Vs Q1FY20

Clear subscriber & revenue growth momentum



(1) FY22 Exetel revenue and subscribers reflect new consumer segment (excluding SMB which is part of business)

(2) Superloop new additions as a proportion of NBN connects for respective periods

Superloop Exetel

Primed for investment in marketing to accelerate growth



Big Data / AI driven churn risk prediction capability



Value-added services maximisation



Better customer experience & self help

1.5%
current
market share

Consumer subscriber,
ARPU⁽¹⁾ & margin growth

5%
market share
ambition



Right plans. Right price.
Right speeds. Right target.



First class brand and
acquisition Marketing

(1) Average Revenue per User (ARPU)

Our Consumer ambition

1

Grow market share
in line with group
aspiration

2

2+ products per
customer on average

3

25%+
gross margin

Business

Dean Tognella
Group Executive, Business

Business market landscape

1

Businesses
can now bypass
the incumbents

2

Everything
is in the
cloud

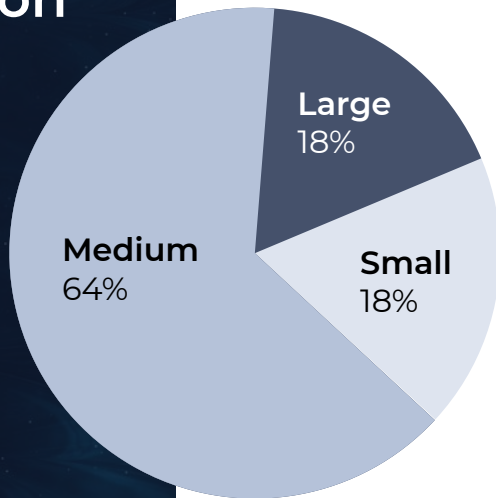
3

Rapid
technology
change

Superloop +
Exetel deliver a
strong foundation
in all business
segments

Total Superloop FY21
Business Revenue¹

\$95m+



Small Business

0-19
employees



>11k
Broadband
services

Medium Corporate

20-200
employees



>5k
Fibre data
services

Large Corporate

>200
employees



400+
customers

Superloop has the products,
sales channel and service model
to take market share

(1) FY21 figures represent pro forma Superloop Group as if it included Exetel for the full 12 months of FY21

Business customers bundling more products with Access



NBN TC2 and Enterprise Ethernet
for Business & Enterprises



Internet Access



Dark Fibre



Fixed Wireless Access



Third Party Access
Telstra, Vocus, etc.



Mobile 4G



SD-WAN



Security
CyberEdge, Palo Alto Networks, Fortinet

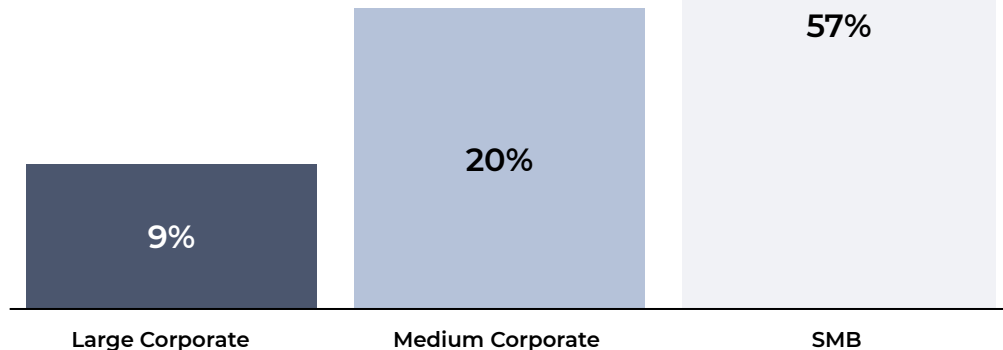


VoIP



Managed WiFi

Percentage of customers
with 2 or more products



Significant cross-sell
opportunity in medium and
large corporate segment

Superloop has what it takes to win in all three business subsegments

Small business

Focus

Marketing &
product bundles

Key Metrics

Channel expansion
to >500 partners

Service

Network and automation -
Simple & easy to switch

Medium corporate

Focus

Aggressive cross sell

Key Metrics

Channel partner growth
Increase \$ per partner

Service

Business Portal -
Simple, efficient & low-cost

Large corporate

Focus

Capture network evolution
to SD-WAN + Security

Key Metrics

Increase direct sales
market coverage

Service

Service without compromise
(Network automation + Business
Portal + Account management)

Sales Distribution

>75 Direct Sales

>750 Channel Partners

>50% New orders from channel



NRMA's Thrifty Car Rental
embraces Superloop
fibre connectivity

"Together with Superloop, we've ensured Thrifty has the technology platform in place to give ourselves the flexibility and responsiveness to meet our customers' evolving customer service expectations"

Cormac Hodgkinson

Group Chief Technology Officer
NRMA

**Value + service
without compromise**

Our business ambition

1

Above market growth
& market leading
retention

2

60% of
new orders
through channel

3

40%+
gross
margin

Wholesale

Ryan Crouch
Group Executive, Wholesale

Wholesale market landscape

1

Challengers
can now bypass
incumbents

2

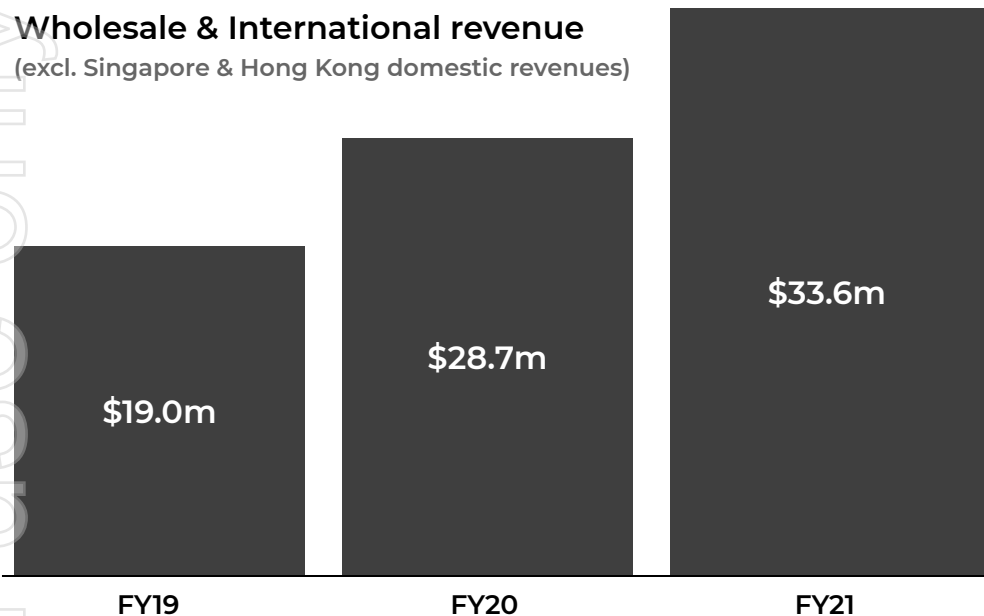
Challenger
providers are
gaining market share

3

Customers want
infrastructure
on demand

Wholesale revenue growth drivers

Wholesale & International revenue
(excl. Singapore & Hong Kong domestic revenues)



Existing customers increasing bandwidth



Existing challengers selecting Superloop over incumbents



New entrants to the market (e.g. white label)



Evolution of Superloop's product offerings



symbio
NETWORKS

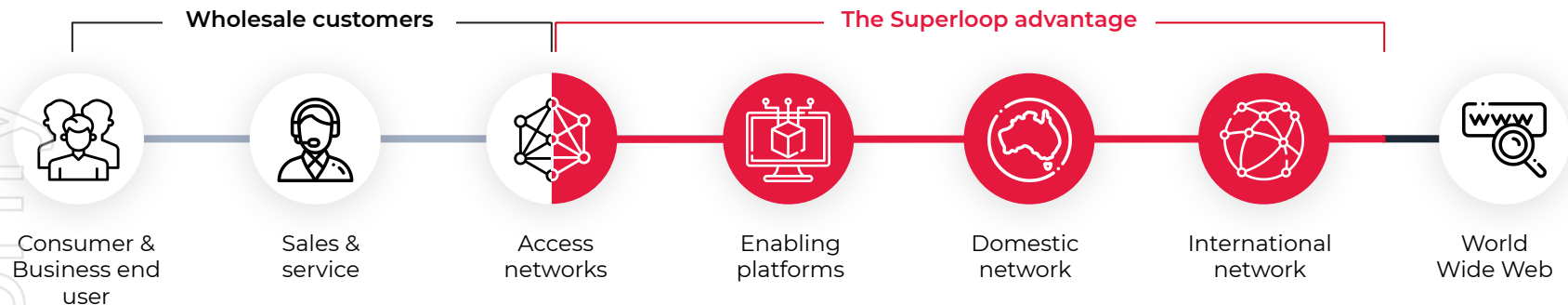
myNetFone

"We selected Superloop to be our partner for the provision of NBN aggregation services due to the state of the art Superloop Connect platform combined with the strength of their underlying network."

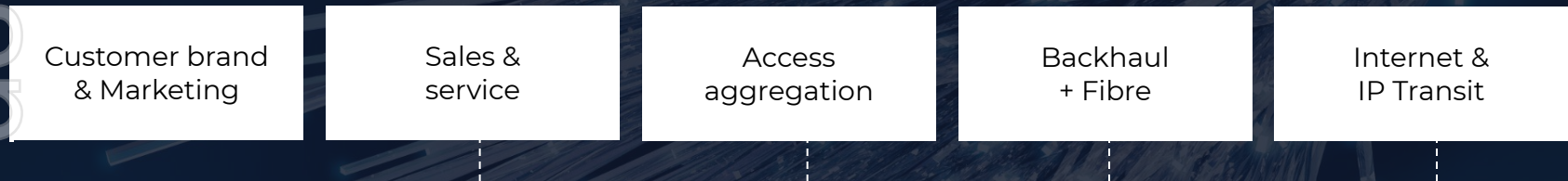
Rene Sugo

Chief Executive Officer
Symbio

Wholesale customers want infrastructure on demand, to supercharge their own offer to end customers



Provider Value Chain



Superloop enables the demand for Access

Wholesale bundling more products with Access



NBN Access

Backhaul / Aggregation / Virtual



NBN Enterprise Ethernet

for Business & Enterprises



Internet Access & IP Transit

Including DDoS protection



Australian Intercapital Capacity



Dark Fibre



Fixed Wireless Access



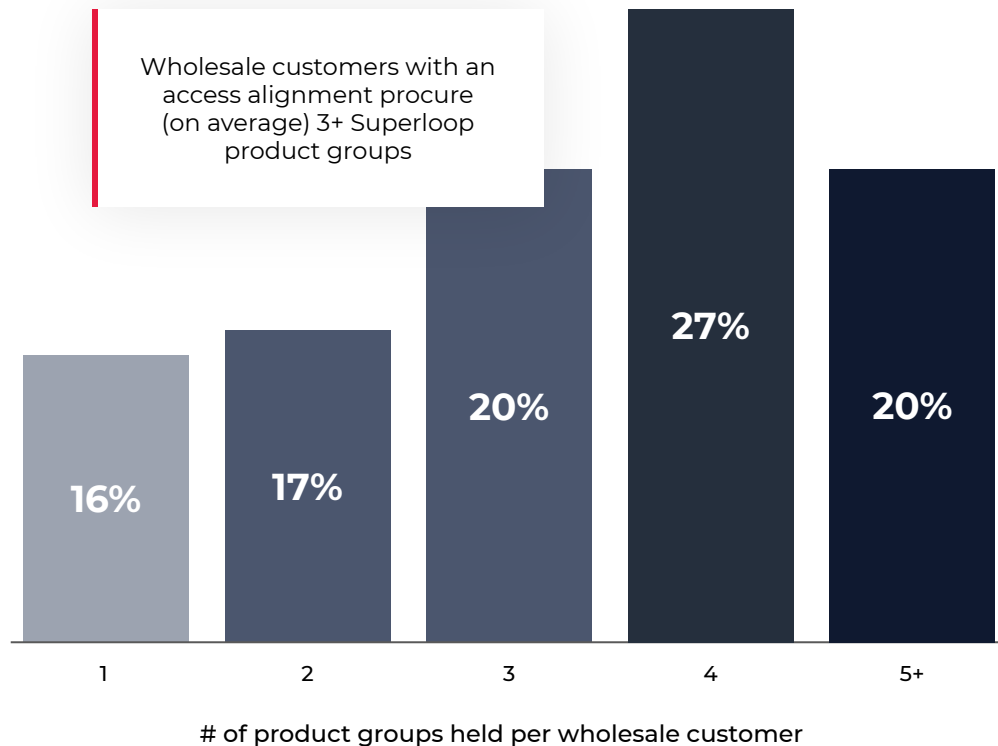
International Ethernet



Wavelength



Indigo



Our offer to challengers

Commercial flexibility

Complete NBN & Fixed Wireless solutions

Market competitive commercial offer

Flexible product portfolio

High speed plans (From 250Mb to 1G)

Network & automation

Infrastructure, capacity and performance on demand

Underpinned by our resilient national network

API B2B platform and portal

Self-serve end-user diagnostics

Transparency & trust

Visibility of performance & metrics

NBN plan pricing evolution

Rapid onboarding with bulk transfer tool

Proven experience with fast and seamless migration of large customer bases

Our Wholesale ambition

1

Wholesaler of
choice for more
challengers

2

Increase
multi-product
holding

3

70%+
gross
margin



Our financial outlook

Luke Oxenham,
Chief Financial Officer

Our financial ambition is to create long term value for shareholders

'Operating' leverage

Ambition

Leverage our owned network and infrastructure economics

Measured by

Strong revenue growth, stable capex and controlled opex

Growth

Ambition

Drive profitable growth across all 3 of our customer segments

Measured by

Path to 4-5 % market share delivering attractive EBITDA growth

Discipline

Ambition

Deliver superior capital returns through disciplined investment

Measured by

Return on invested capital > WACC

Segment reporting
changes designed to
provide simplicity,
focus and
transparency



“Through the eyes of management”
approach to financial reporting



Acquisition of Exetel



Divestment of Hong Kong, Singapore
& CMS simplifies our business



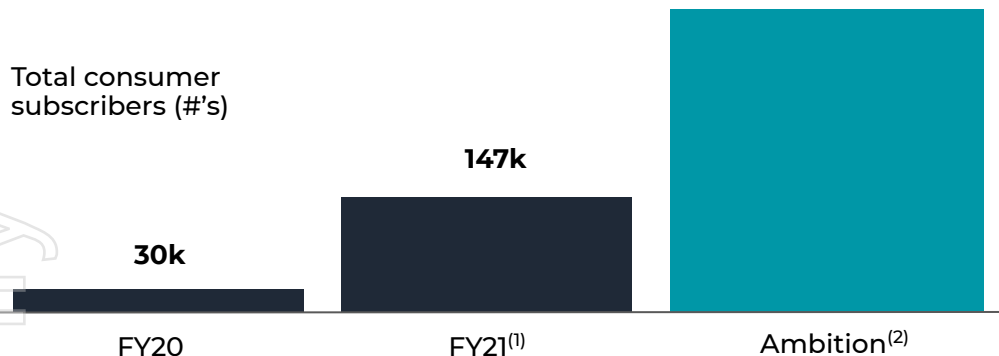
Simplification, focus and transparency



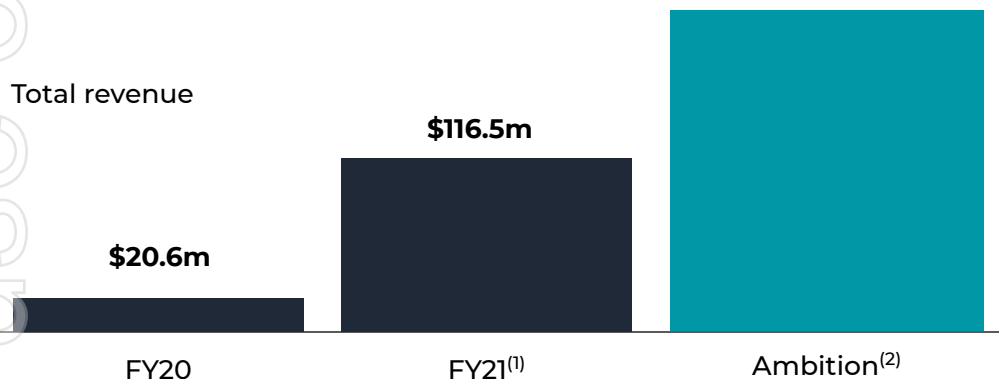
Market & segment focus to maximise
customer benefits & shareholder
returns

Consumer segment metrics

Total consumer subscribers (#'s)



Total revenue



(1) FY21 figures represent pro forma Superloop Group as if it included Exetel for the full 12 months as per Audited Superloop results published 24 August 2021 and unaudited Exetel results

(2) Not to scale - for illustrative purposes only

Actual Ambition

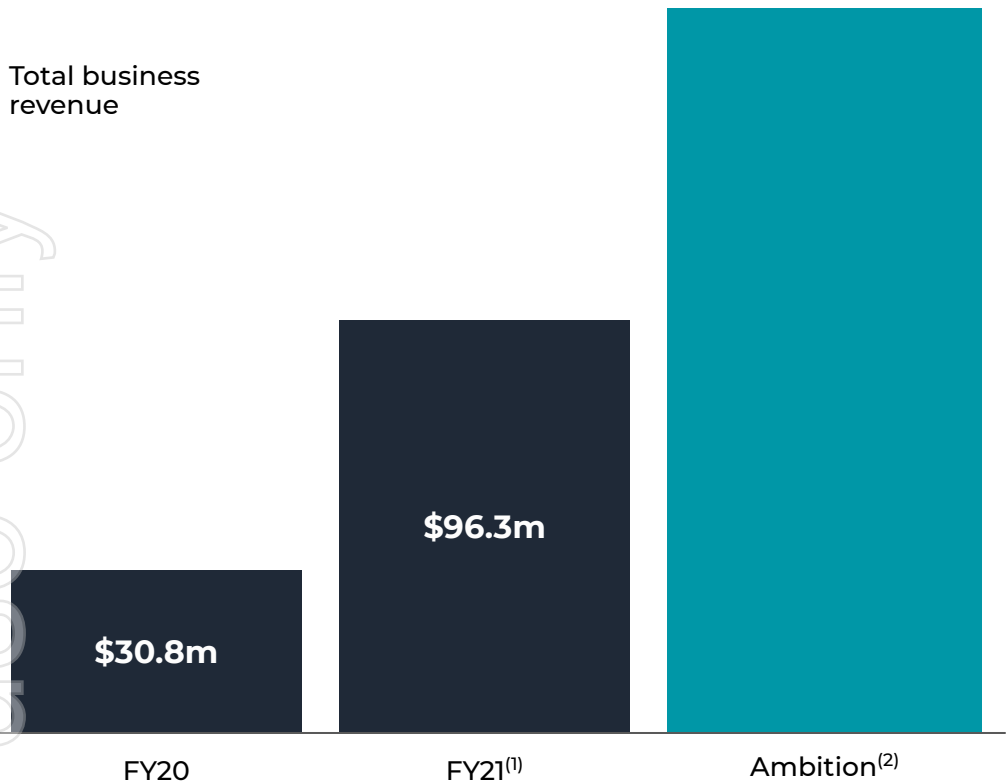
Consumer ambition

Revenue aspiration consistent with overall group wide market share ambition

25%+
Gross Margin

Business segment metrics

Total business
revenue



(1) FY21 figures represent pro forma Superloop Group as if it included Exetel for the full 12 months as per Audited Superloop results published 24 August 2021 and unaudited Exetel results

(2) Not to scale - for illustrative purposes only

■ Revenue ■ Ambition

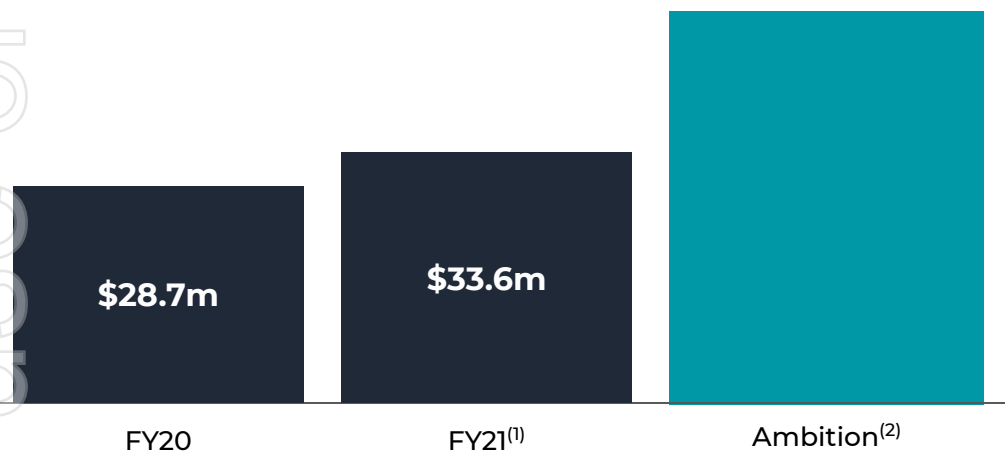
Business ambition

Revenue aspiration
consistent with overall
group wide market
share ambition

40%+
Gross Margin

Wholesale segment metrics

Wholesale revenue
Excluding Hong Kong & Singapore sale



(1) FY21 figures represent pro forma Superloop Group as if it included Exetel for the full 12 months as per Audited Superloop results published 24 August 2021 and unaudited Exetel results

(2) Not to scale - for illustrative purposes only

■ Revenue ■ Ambition

Wholesale ambition

Revenue aspiration consistent with overall group wide market share ambition

70%+
Gross Margin

Allocation of revenue by new operating segment

Revenue \$M		FY 2020						FY 2021 ⁽¹⁾					
		Previous	Consumer	Business	Wholesale	TOTAL Ongoing	D'Continued	Previous	Consumer	Business	Wholesale	TOTAL Ongoing	D'Continued
Connectivity	Core Fibre	38.0	-	2.6	20.9	23.5	14.5	46.5	-	5.2	28.1	33.3	13.3
	Design & Fibre Construction	1.4	-	-	1.4	1.4	-	-	-	-	-	-	-
	Fixed Wireless	17.7	-	11.3	6.4	17.7	-	15.9	-	10.5	5.5	15.9	-
	TOTAL Connectivity	57.1	-	13.9	28.7	42.6	14.5	62.4	-	15.7	33.6	49.1	13.3
Broadband	Guest Wifi	11.3	-	11.3	-	11.3	-	7.0	-	7.0	-	7.0	-
	Home Broadband	20.6	20.6	-	-	20.6	-	34.8	34.8	-	-	34.8	-
	TOTAL Broadband	31.9	20.6	11.3	-	31.9	-	41.8	34.8	7.0	-	41.8	-
Services	TOTAL Services	18.1	-	5.6	-	5.6	12.5	6.3	-	4.2	-	4.0	2.1
Other	TOTAL Other	0.5	-	-	-	0.5	-	0.2	-	-	-	0.2	-
Superloop		107.6	20.6	30.8	28.7	80.6	27.0	110.7	34.8	26.8	33.6	95.1	15.4
Exetel		-	-	-	-	-	-	151.2	81.7	69.5	-	151.2	-
TOTAL		107.6	20.6	30.8	28.7	80.6	27.0	261.9	116.5	96.3	33.6	246.4	15.4

(1) FY21 figures represent pro forma Superloop Group as if it included Exetel for the full 12 months as per Audited Superloop results published 24 August 2021 and unaudited Exetel results

Return Profile of the business set to benefit from significant operating leverage

Pre FY21 Network Cost

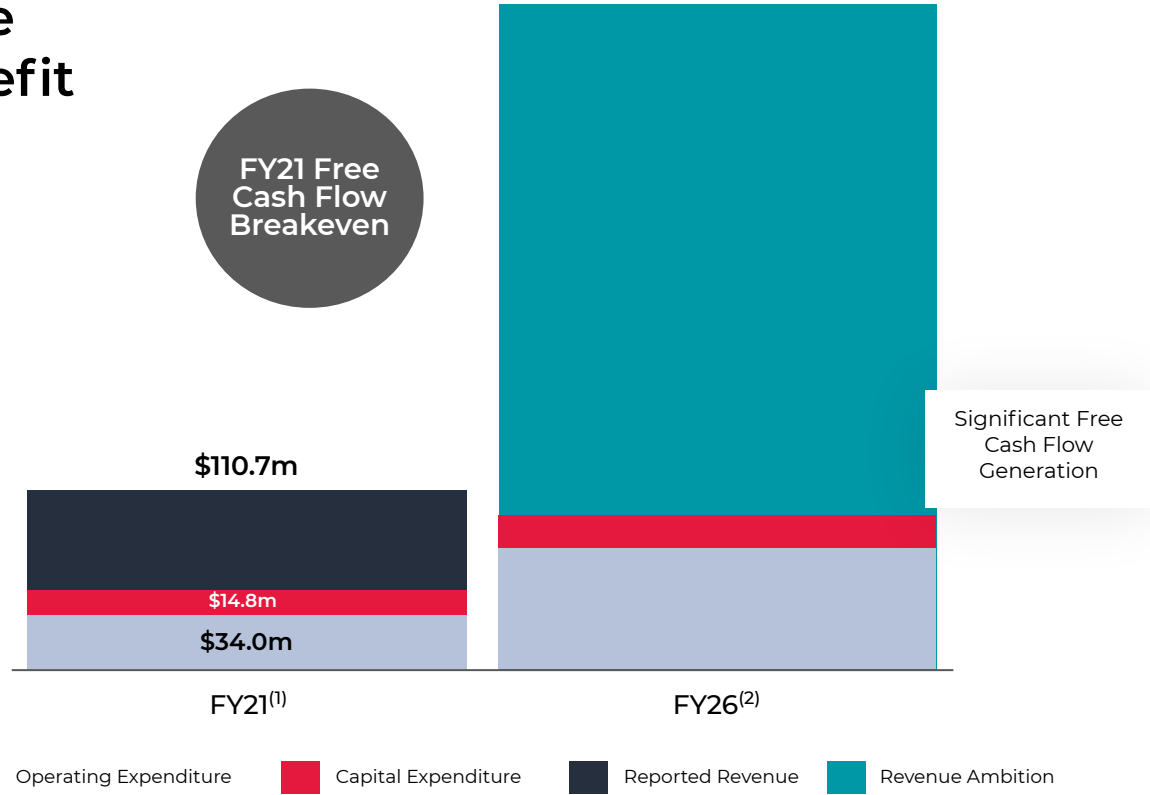


>\$300m capex



plus acquisitions

FY21 Free
Cash Flow
Breakeven



(1) FY21 figures represent audited Superloop results published 24 August 2021

(2) Not to scale - for illustrative purposes only

Wrap up and Q&A

Paul Tyler,
Chief Executive Officer

**FY21 was a big
step forward,
but just the start
of our accelerated
growth strategy**



Leverage assets &
competitive advantage



Win and retain market share



Accelerate EBITDA growth &
shareholder value creation



Consider M&A and capital
recycling opportunities



Attract and retain talent
to execute strategy

In Summary

Conditions are in place for challengers to shake up the telco market in Australia

Our ambition is to fuel challenger providers towards 30% collective share

Our 'Infrastructure-on-Demand' platform is what sets Superloop apart

2021 was a transformative year to accelerate our growth in all 3 segments

Our capital structure gives us the war chest to accelerate that growth

Our strategy, our business and our financials are clear and simple

Thank You

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