

ASX Announcement

15 July 2024

## Aussie Broadband launches new digital first challenger brand leveraging automation and AI

Aussie Broadband Limited (ASX: ABB) has launched Buddy Telco (Buddy), a new digital-first challenger brand aimed at disrupting the value-seeking NBN market in Australia, targeting 4 million households out of the estimated total addressable NBN market of approximately 8.3 million<sup>1</sup>.

Buddy launched today with a simple and seamless digital-first experience. Users will be able to manage their connection, upgrades, outages and usage through the Buddy Telco app, website and Live Chat.



Image: Buddy marketing & brand examples

Services will be offered on a self-service basis only, leveraging Aussie's years of expertise in automation and will incorporate machine learning for network and technical support.

Buddy will be underpinned by Aussie's award-winning network with connection to all 121 NBN POIs and the Aussie Fibre backbone.

<sup>1</sup> Addressable NBN market calculated from ACCC Market Indicator Report March 2024 excluding Satellite and Fixed Wireless Connections

Buddy's plan pricing will be highly competitive, supported by the self-serve model, lower cost to serve, and the benefits of automation and AI. It is expected that Buddy will maintain an EBITDA contribution margin percentage similar to Aussie's premium retail offer.

Aussie expects to invest approximately \$10 million in FY25 to support marketing, brand and set up/one-off related operating expenditure to support the Buddy launch. The Group expects Buddy will provide positive EBITDA contribution from FY27 onwards.

Buddy is targeting 100,000 customers within 3 years by leveraging Aussie's experience in scaling a competitive game changing offering. Aussie will not reduce its main brand marketing activity and will continue to focus on driving growth across both brands.

"Aussie is thrilled to launch Buddy Telco, a truly digital-first offering that provides value and ease of use to the consumer," Phillip Britt, Aussie Broadband Group Managing Director, said.

"Our strategic investment in Buddy allows the Group to compete in both the premium and value-led broadband sectors, further diversifying the markets we operate in. We look forward to continuing to Change The Game through Buddy's success."

Further information on Buddy, including pricing and online signup can be found at [www.buddytelco.com.au](http://www.buddytelco.com.au)

#### **Investor briefing at 11am AEST today**

A briefing session with Co-founder & Group Managing Director Phillip Britt, Chief Strategy Officer Jonathan Prosser and Chief Financial Officer Andy Giles Knopp, along with an opportunity for questions is being held for investors and analysts at 11am AEST today.

To participate please register via: <https://sl.c-conf.com/diamondpass/10040152-68gft6.html>

Registered participants will receive their dial in number upon registration.

**ENDS**

**Authorised for release by the Aussie Broadband Board.**

**Investor enquiries** contact Gurjit Mann at [investors@team.aussiebroadband.com.au](mailto:investors@team.aussiebroadband.com.au)

**Media enquiries** contact Alex Walker at [media@team.aussiebroadband.com.au](mailto:media@team.aussiebroadband.com.au)

## **About Aussie Broadband Limited**

Aussie Broadband is an Australian operated telecommunications and technology company that formed in 2008 in Morwell, Victoria.

The Company provides a broad range of solutions to residential, business, enterprise and government customers, and provides wholesale services to other telecommunications companies and managed service providers.

The Company is the 5<sup>th</sup> largest provider of broadband services in Australia and is one of only five tier 1 voice providers in Australia.

Aussie Broadband is focused on building market share in the business, enterprise & government and wholesale segments through its range of data, voice, cloud and managed solutions, whilst continuing to build share in the residential segment.

For further information please visit: <https://www.aussiebroadband.com.au/>