

Media release

iiNet in strong position for NBN roll-out

2 February 2011: iiNet Limited (ASX: IIN), Australia's second largest DSL service provider, has reinforced the company's enthusiasm about the National Broadband Network (NBN), and the increased market opportunities it will bring for the ISP.

iiNet Managing Director, Michael Malone emphasized that the ISP will be one of only a few to really benefit as iiNet outlined its approach to the NBN, following the release of the NBNCo business plan.

"Perhaps half of the premises in Australia have been denied access to true broadband competition, but the NBN changes all that.

"Not only do we double the available market for our services, but the proposed NBN pricing looks attractive for both iiNet and our customers," Mr Malone said.

iiNet released figures today that showed the company was one of the few ISPs continuing to expand its customer base organically, as it grew by more than 7000 additional broadband subscribers during the second half of 2010.

"We have been preparing for this growing maturity in the broadband market by building scale and diversifying into fresh territory, like Fetch TV, mobile voice, Netphone, and a new suite of innovative consumer products from our iiNet Labs, to ensure our long term growth.

iiNet analysis confirmed that consolidation in the sector had accelerated with the four largest providers now accounting for 83 per cent of the fixed broadband market in Australia.

"As a big player at the forefront of product innovation and customer service, iiNet is best placed to reap the benefits of the NBN world," Mr Malone concluded.

– ENDS –

For further information, please contact:

Anthony Fisk or Jane Humphries, iiNet
08 9214 2210 or media@staff.iinet.net.au

About iiNet

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

WINNER
Innovation – Large
Company Award,
ACOMMS Communications
Alliance & CommsDay
Awards 2010



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a
Contact Centre – Westnet
Customer Service Institute of
Australia (CSIA)



WINNER
Carrier of the Year Award,
Highly commended - iiNet's
'work from home' program,
Australian Telecommunications
Users Group (ATUG)

A full list of current awards
can be seen at [iiNet Awards](#)

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.