

iiNet opens new broadband front with 4G launch

9 October 2012: iiNet, Australia's leading challenger telco, today opens up new opportunities for growth by launching a range of high-speed 4G wireless broadband services over the Optus LTE network.

iiNet will use these high-speed wireless broadband services to win new business and drive up its product-to-customer ratio – leveraging both existing brands and its acquisition of Internode earlier this year.

The new 4G plans and products are backed by iiNet's great customer service, and will continue to evolve, with new features such as unmetered broadband content via tailored 4G plans to be offered next year.

iiNet Chief Product Officer, Steve Harley, said iiNet was entering the 4G market early because of strong customer demand. "The move from 3G to 4G services is comparable to moving from first-generation broadband to ADSL2+," Mr Harley said.

"That makes 4G a disruptive force in the market, which is great for iiNet as a challenger brand. With today's launch, we offer Australia's most affordable standalone 4G broadband service for just \$29.95 a month, plus iiNet-branded 4G devices to make it easy for our customers to use these new services."

"Our range of 4G plans is great; with large data quotas that let both business and residential customers rapidly transfer large files and easily access rich content services."

"iiNet's 4G services complement our core products, ADSL and fibre broadband, fixed line voice, mobile voice and data services, plus our great fetchtv IPTV service. As well as winning new customers, 4G will drive iiNet's growth by increasing the number of products we sell each customer."

"Next year, we'll deliver 4G wireless broadband as Layer 2 network services giving us greater control. Layer 2 lets us design tailored plans, for example, offering unmetered access to IPTV content and 4G fleets with shared data quotas. This will make iiNet's 4G services even more attractive."

Today's new 4G services will be available to customers of iiNet, Westnet and Netspace. Internode will launch its own 4G services in the near future.

iiNet already has more than 93,000 customers using its existing 3G voice or data services.

To learn more about iiNet, visit www.iinet.net.au

– ENDS –

For further information, please contact:

Jane Humphries/Suzi Jose
Communications – iiNet Group
Ph: +61 8 9214 2210
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 2,000 inquisitive staff across four countries and support over 1.7 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.

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.