

Media Release



iiNet unveils Jiva One Plan. One Bill. Always.

19 August 2013: iiNet, the leading challenger in the national broadband market, today announced the launch of Australia's newest ISP brand, Jiva, to meet growing consumer demand for a simple, high-value Internet service.

Jiva will be ready for new customers from September 2013, selling under the simple proposition: "One plan. One bill. Always."

For \$79 per month on a 24-month plan, Jiva customers will get an ADSL2+ broadband connection, unlimited broadband data, all local and national landline calls, and a wireless modem.

iiNet CEO Michael Malone said the Jiva initiative is designed to attract new customers to the group who are looking for a simple, all-in-one connection, and don't want to compromise on quality.

"It's really all about value. Our research is telling us there is a section of the market that wants high-quality broadband that they can just set-and-forget. Jiva is targeting those people – by having one simple product we can streamline human contact and offer a quality connection at a great price," he said.

Though offering an inexpensive service, Michael said Jiva was definitely not 'budget' iiNet.

"Jiva is not about cost. It's about simplicity," he said. "Over the next 12 months I want Jiva to prove that an innovative, high-quality Internet and phone offering can successfully compete with the low-value offers in the traditional 'all you can eat' space."

Jiva customers will sign up online as part of the brand's streamlined self-service approach and the company will have its own team of support staff to help out if customers need it.

"It's a simpler product offering, so Jiva customers will need less support and, of course if they need help our staff will be right there for them. Jiva support staff have been selected from within iiNet's award-winning customer service team and customer interactions will meet the same high service standards we insist on across the business," Malone said.

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About iiNet

iiNet is Australia's second largest DSL Internet Service Provider and the leading challenger in the telecommunications market. Publicly listed and a member of the ASX 200, iiNet is now valued at \$1 billion. We employ more than 2000 inquisitive staff across three countries – 80 per cent of whom are employed to directly service our 900,000 customers. We maintain our own super-fast broadband network and support over 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're committed to making it simple for all Australians to connect across both our own network and on the NBN. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

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.



A full list of current awards can be viewed at iiNet Awards
<http://www.iinet.net.au/about/awards.html>