

ASX Release

3rd May 2004

COPY OF SLIDES FROM PEOPLE TELECOM BROKER PRESENTATION

Colin Marland
Director
Telephone +612 9458 5802
cmarland@swiftel.com.au

Ryan O'Hare
CEO
Telephone +612 9458 5801
Ryan.Ohare@peopletelecom.com.au

:: talk to **people**



:: voice | mobile | data **people**
TELECOM

overview peopletelecom

people telecom is a full service telecommunications service provider delivering fixed, mobile and data telecommunications services to the SME market.

people telecom began operations in 2000 and in its fourth year (2004) projects revenues of appx \$60m.

It is currently merging with Swiftel Limited to compliment its product line-up driving revenues to over \$110m in 2005.

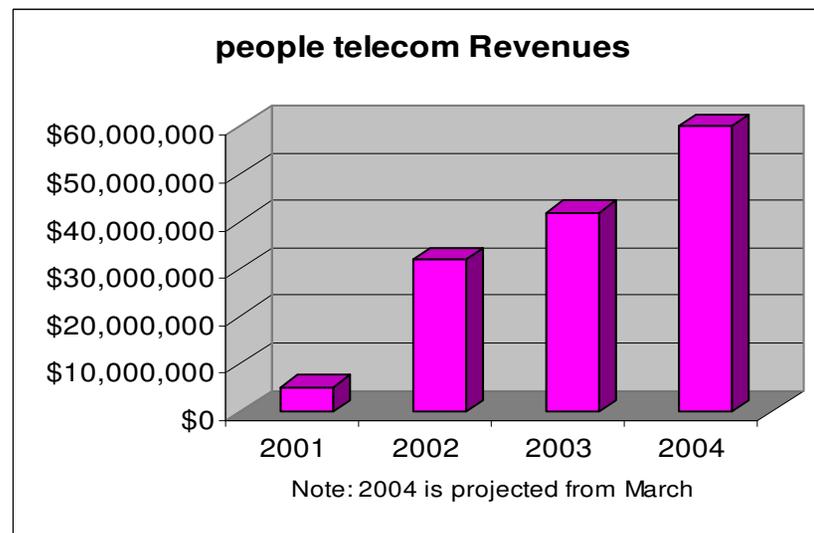
It has over 80 staff in Sydney, Melbourne, Perth and Hobart delivering an average revenue per employee (current) of \$750,000.00

It manages over 10,000 business accounts and continues to deliver its high service offering that has made it so successful.



peopletelecom results to date

'000	2000-2001 Actual	2001-2002 Actual	2002-2003 Actual	2003-2004 Projection
Revenue	\$5,332	\$32,200	\$42,200	\$60,000
Profit before Tax	(\$9,747)	(\$7,975)	\$150	\$2,100
Profit after Tax	(\$9,747)	(\$7,975)	\$150	\$2,100



overview peopletelecom

It connects up to 6,000 fixed lines and up to 700 mobiles every month from 5 distinct sales channels.

Its March revenue exceeded \$5,300,000 with an EBITDA of \$306k.

It is cash flow positive and has no debt.

It is launching the most sophisticated on-line self management system 1 May allowing an unparalleled telecoms management service to be known as peopleNet.



overview Swiftel

Swiftel is a business data services carrier with a national data VPN broadband network and fibre optic cable in the city of Perth.

In 2003 Swiftel launched its ADSL (Broadband) offering to the business and consumer markets.

It is currently merging with people telecom to compliment its product line-up driving revenues of over \$110m in 2005.

It has over 34 staff in Sydney and Perth.

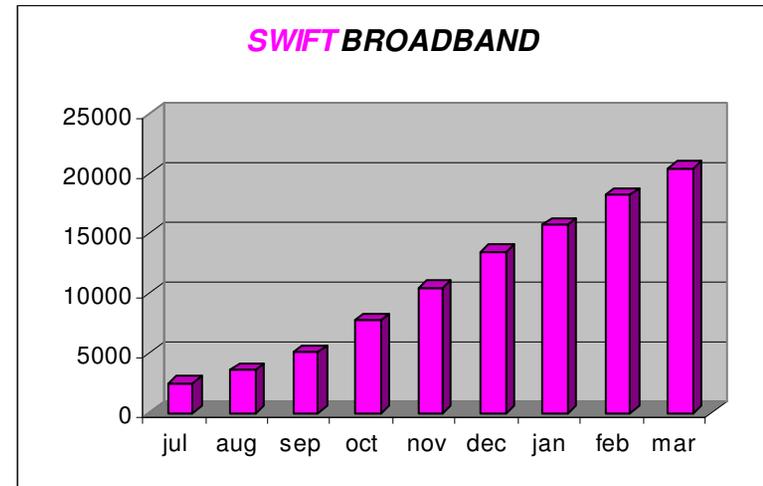
It manages over 20,000 business and consumer accounts and continues to deliver is high service data offering that has made it so successful.



overview Swiftel Limited

SWIFTBROADBAND

It connects up to 3,000 new broadband customers every month.
It launched its Broadband network in Adelaide and Darwin in April.



CORPORATE DATA

It has launched its business grade VPN national broadband data service for IP VPN's

Currently deploying corporate sales forces in Perth, Sydney and Melbourne.



synergies

Merged co will benefit from:

- ✓ forecasting cost savings by using PT's back office infrastructure for Swiftel such as billing, IT, call centre operations, sales channels;
- ✓ forecasting cost savings and acceleration of business plans by using PT's existing management structure – CEO, COO, CFO, customer operations, systems and billing;
- ✓ increasing revenue and profit by launching *SWIFTVOICEIP* to 20,000 broadband customers;
- ✓ increasing revenue and profit by launching PT's re-bill POTS service to 20,000 broadband customers;
- ✓ increasing revenue and profit by utilising the Swiftel national data network for people telecom customers.



about **SWIFTBROADBAND**

New consumer branded broadband service

Launching new marketing strategies including door to door (targeted)
June 1 start

Bundled offering with *SWIFTVOICE* and *SWIFTVOICEIP*

New add-ons: virus protection and content

No mainstream advertising

New dealer and indirect channel management

Target - 6,000 per month

Year end December accumulative base target is 66,000



about **SWIFTVOICEIP**

New 2nd telephone service to home billed on one invoice

Up to 60% cheaper for long distance than Telstra HomeLine Plus™

Launching door to door (targeted) June 1

Bundled offering with *SWIFTBROADBAND* and *SWIFTVOICE*

New capped call rates

Free calls to other *SWIFTVOICEIP* customers

Target - 3,000 new customers per month

™Trademark of Telstra Corporation Limited

people
TELECOM

:: voice | mobile | data



about **SWIFTVOICE**

Plain Old Telephone Service (“POTS”) billed on single invoice

Up to 40% cheaper for long distance than Telstra HomeLine Plus™

Launching door to door (targeted) June 1

Bundled offering with *SWIFTBROADBAND* and *SWIFTVOICEIP*

New capped call rates and bundling discounts

Managed low cost to market through people to people contact

Target - 3,000 new customers per month

™Trademark of Telstra Corporation Limited

people
TELECOM

:: voice | mobile | data



the new peopletelecom Limited

LOCATIONS

Head and Registered Office:	Sydney
Northern Region Sales & Marketing:	Sydney
Southern Region Sales & Marketing:	Melbourne
Outbound Telesales Division:	Hobart
Network Operations and Engineering:	Perth
Western Region Sales & Marketing:	Perth

BOARD OF DIRECTORS:

Barry Hamilton – Chairman

Ryan M O’Hare – Chief Executive Officer and Executive Director

Colin J Marland – Non Executive Director

Brendan Fleiter – Non Executive Director

Malcolm Dick - Non Executive Director

David Vilenski – Non Executive Director



peopletelecom Limited

Thank You and Questions



people
TELECOM

:: voice | mobile | data