



Media Announcement
M2 Group Ltd (ASX: MTU)

M2 Launches NBN Connect – Dramatically Increasing Cost Effective Access to the National Broadband Network (NBN)

Melbourne – 12 November 2015 - M2 Group Ltd ('M2') Chief Operating Officer, Scott Carter today outlined the company's plans to dramatically increase competitive access to the NBN by launching "NBN Connect".

M2's NBN Connect offering, available immediately, is a comprehensive wholesale offering that mitigates the high cost of management and connectivity to the 121 geographically dispersed NBN Points of Interconnect (POIs) and will enable retail service providers and national brand extenders to access the broad range of NBN products nationally. M2 believes its NBN Connect service offerings will be complementary to NBN Co.'s rapid progress and bold three-year expansion plan announced in October this year.

NBN Connect will comprise three separate service offerings:

- "Brand Connect" – a bespoke full service product that will dramatically decrease time to market and provide a cost effective solution for nationally recognised brands seeking to extend their product offerings and capitalise on the NBN opportunity. Brand Connect is a 'turn-key' offering where M2 will manage as many or as few of the service aspects on behalf of its clients including voice and internet provisioning, product management, billing services, reporting, and front line customer service.
- "Reseller Connect" – a Layer 3 service targeted at telecommunication resellers that provides cost effective access to a broad range of NBN services. Service options will also include voice and internet provisioning, and customer fulfilment.
- "Network Connect" – a Layer 2 service, offering very competitive full NBN access, aggregated on a state or national basis.

Scott Carter, M2 Chief Operating Officer: "A key barrier to greater consumer choice in NBN is the relatively high fixed costs associated with connecting to the NBN's POIs for service providers. This is especially true for new market entrants, where the fixed costs of entering the retail broadband market can be a multi-million dollar exercise to gain access to the NBNs POIs. M2's NBN Connect mitigates these obstacles and provides a platform for existing service providers and new market entrants to offer a high quality, efficient and scalable solution to cost effectively offer their customers NBN services."

By deploying a scaled model of wholesale services – from simple Layer 2 connectivity services to a full service "turn-key" solution for nationally recognised brands, M2's NBN Connect will reduce key barriers for new and existing services

providers wishing to offer consumers and businesses access to NBN products nationally.

About M2:

M2 is a provider of traditional and next generation telecommunications products, in addition to utility services. Founded in 1999, the company was listed on the Australian Securities Exchange in 2004 under the code MTU. The company operates in the retail (consumer and SMB) and wholesale markets in Australia and New Zealand. In Australia, the company operates under the Dodo[®], iPrimus[®], and Commander brands and the Slingshot, orcon[®], Flip, 2Talk and CallPlus brands in New Zealand.

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