



Together we can

Before we begin

In this presentation:

- Overview
 - Key Products
 - Our Networks
 - Calling out the Risks
 - The Way Forward
-

This report contains commercially sensitive information and is disclosed in strict confidence to the Competition & Regulatory Authority only.



Overview

- **OWNERSHIP:** 40% Government, 60% private investors (including 6% ownership by employee share scheme trust)
- **GOVERNANCE:** 5-member Board comprising of
 - 2x (appointed by Government)
 - Ivan Fong, Joweli Taoi (TCNZ)
 - CEO/Managing Director Phillip Henderson
- **REGULATORY ENVIRONMENT:** 15 years network operator & service provider licence 19/12/2019
- **SERVICE OFFERINGS:**
 - Fixed line calling (local, national, international), Mobile MNO (data, SMS & calling), Broadband, WIFI hotspots, PABX sales & servicing, IPTV, product sales, other telecommunications & technology services
 - Government services: Pa Enea services, broadcasting support services, marine radio services, postal services
- **MARKET SHARE:** 99%
- **CUSTOMER PROFILE:** generally, tech savvy, data hungry, vocal about quality and cost. 95% of mobile devices are smart
- **REVENUE DRIVERS:** tourism usage, entertainment data, keeping in touch.



Company History



- **1989**
Telecommunications Act passed & in force
- **1990**
Company started business. Merger of CIPO & Cable & Wireless
- **1991**
Telecommunications Act is amended to refer to the Company as sole authorised network operator, effectively giving it a exclusive licence over telecommunications services
- **1997**
Telecom NZ becomes majority shareholder. Shareholders sign joint venture agreement with Government covering how the Company will operate business
- **2013**
Company partnered with advanced satellite bandwidth capacity provider O3B to deliver high speed broadband



- **2015**
Telecom NZ sold its 60% stake to a Bluesky Pacific Group consortium of private investors. Company starts trading as Bluesky Cook Islands.
- **2018**
controlling interest transferred by Amper SA to Amalgamated Telecom Holdings Ltd
- **2019**
Telecommunications Act 1989 repealed by the Telecommunications Act 2019 introducing sector reforms, regulation and competition
- **2020**
Company celebrates 30 years, rebrands to Vodafone Cook Islands



Our Purpose, Vision, Values and Way



Core Purpose

- To apply technology and service excellence to advance the lives of our Pacific communities.



Values

- Customer first, Team Work, Integrity, Passion, Positivity and a Smile.



Vision

- To enrich our people with excellent communications.



The Vodafone Way

- We take ownership and we always do what's best for our customer
- We respect and support each other
- I treat the business as my own and make decisions for the good of the business.



Our Values that drive Success

People

- Outstanding people working together make Vodafone exceptionally successful.
- Passionate, motivated and healthy team.
- Treat business as our own
- Respect and support each other through diversity and inclusion
- We seek to attract, develop, reward and retain outstanding individuals.
- We enjoy what we do.
- Cook Islanders working for Cook Islanders.

Customer

- Earn trust through delighted customers
- We value our customers above everything else and aspire to make their lives richer, more fulfilled and more connected.
- We will listen, respond and act on customer feedback and commentary
- Our customer will get the best networks, best customer service, using the best technology.

Performance

- Everything we do adds value
- We seek speed, flexibility and efficiency in all we do.
- We are action-oriented and driven by a desire to be the best.
- We all play our part in delivering results.
- We are agile, adaptable and resilient to change/challenges



Key Products

01



Key Products & Services



MOBILE: 3G, 4G+, Mobile Services (Data, Calling, SMS) BBo4G, Local and Travel SIMs, Roaming, Mobile Wallet, Mobile Devices & Products



INTERNET: Broadband ADSL (BB), Fixed Wireless Broadband (WBB), FTTP GPON (FBB) WiFi Hotspots, Satellite Broadband (VodaSat), Fixed Mobile Data (BBo4G), BeSpoke



FIXED LINE: Home & Business line services, Copper / Fibre, PABX, Leaselines



IPTV: Moana TV



SOLUTIONS: Data Housing & Hosting, Solutions Offerings, Data Centres, ICT & Cloud Solutions. DR hosting and HaaS



IOT: TTV Smart Water Meters, Fleet Management, Asset tracking, Smart Metering.

E-MONI: Mobile wallet (M-Paisa) - IMT

OTHER: Government Services, Pa Enua services, Postal Services, Maritime Services, Broadcasting



Emerging Products and Services



IOT: Adopted LORaWAN network standard to provide environmental monitoring with low power long range autonomous devices. To Tatou Vai and TAU potential customers with smart metering solutions.



E-Moni: Digital Mobile money wallet. Low cost, cashless payment and remittance transaction service using Mobile app and network.



Data Sovereignty: Partnership with the Offshore Trust industry to provide secure data storage of sensitive business information in our Data Centre facilities



Our Networks

02



Network Coverage

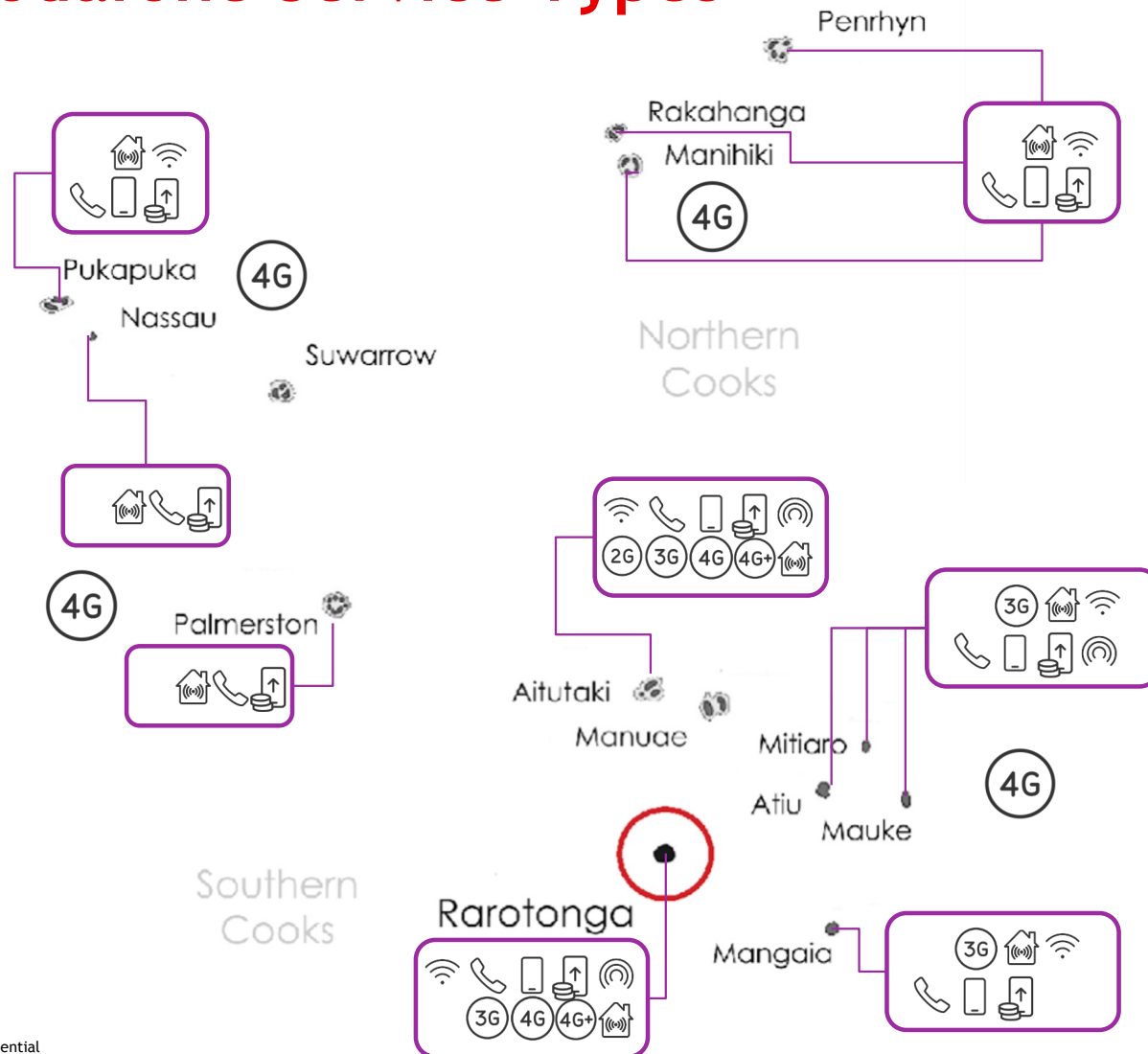
Service	Tech	Current	Target
Mobile Network	2G/3G/4G+	80% (2G), 92% (3G/4G+), 82% smart devices	100% 4G
Fixed BB	ADSL2+ / VDSL2/ GPON / MetroEthernet/ Fixed Wireless	91% Occu Prem	FTTx - Raro/Aitutaki
PSTN	NGN	113% Occu Prem	
WiFi Hotspots	Aradial/UTM	775	On demand
IPTV	X-Media	650	2.5K -with improved content



Vodafone Service Types

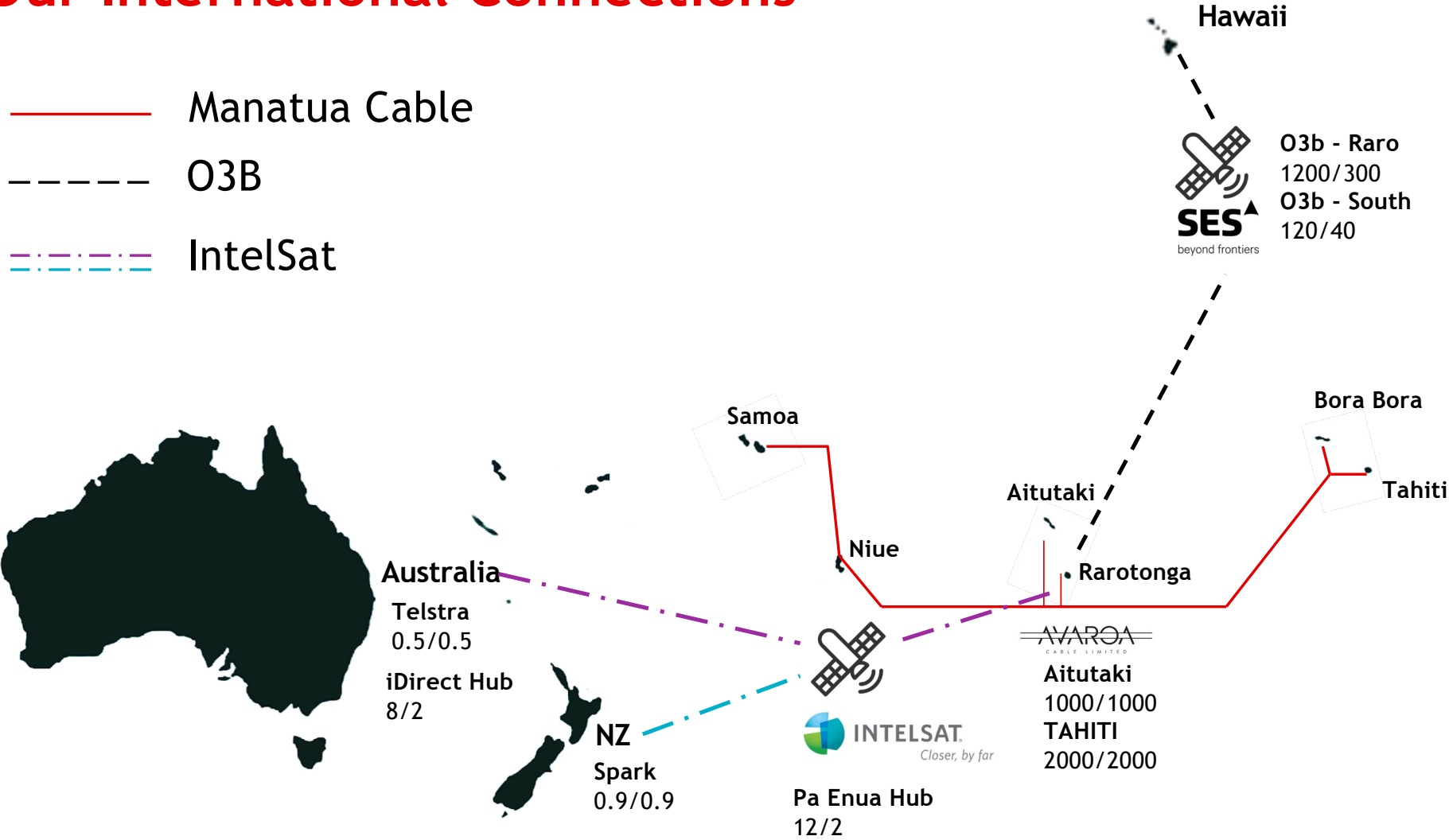
Service Type Legend

-  • 3G Mobile Network
-  • 4G Mobile Network
-  • 4G+ Mobile Network
-  • Broadband Postpay
-  • Postpay Mobile
-  • Landline (PTSN)
-  • Prepay Mobile
-  • WiFi Hotspot
-  • Broadband Prepay

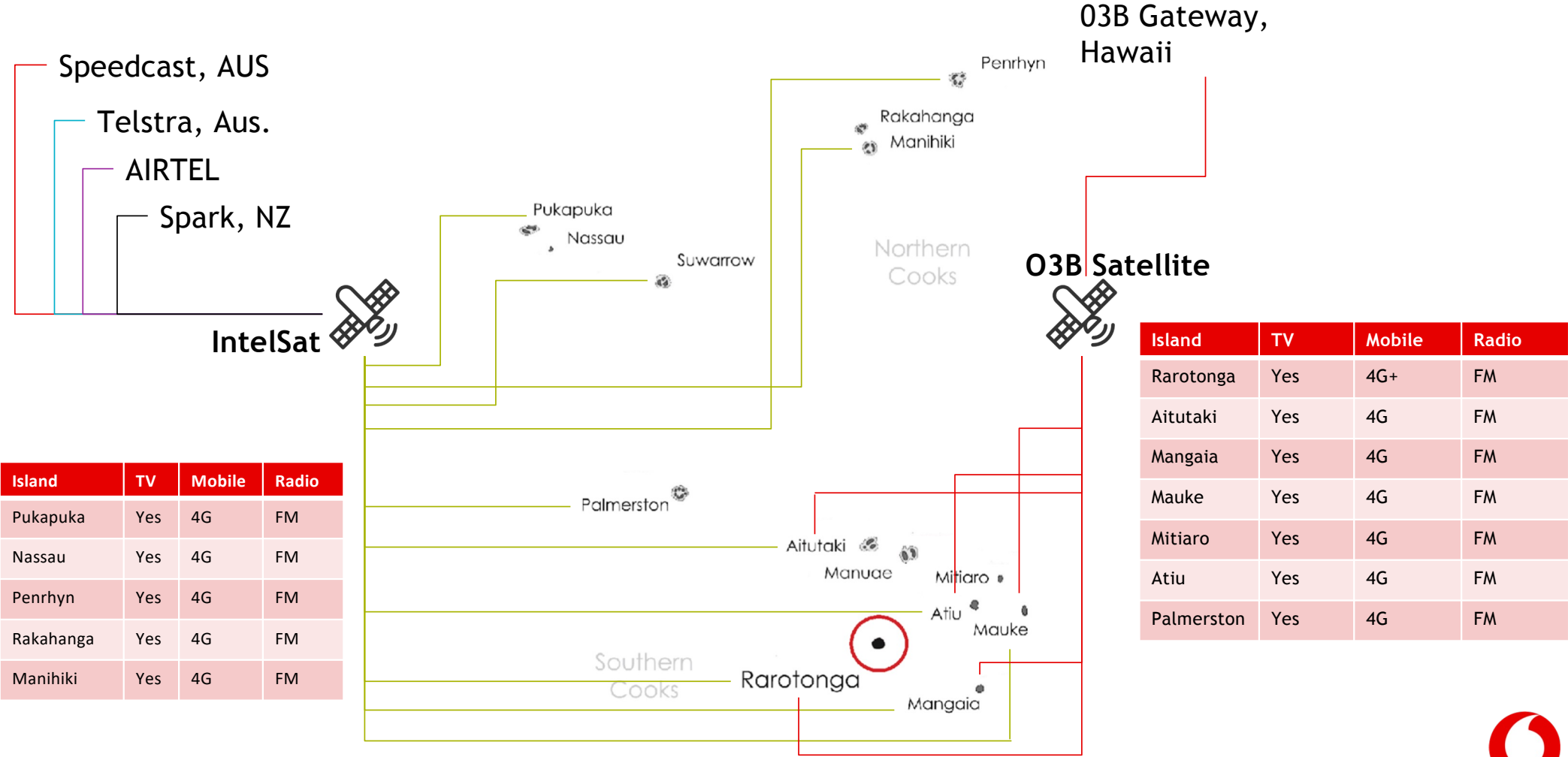


Our International Connections

- Manatua Cable
- - - O3B
- . - . IntelSat

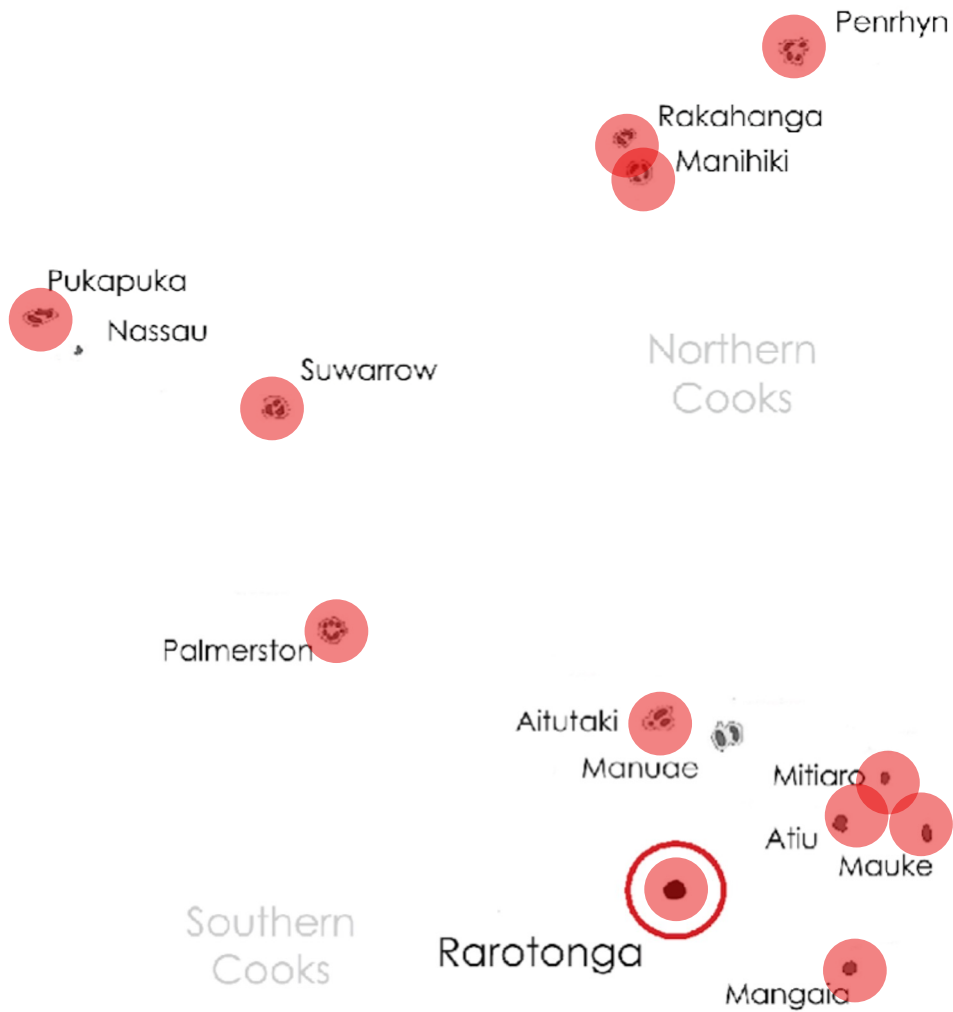


Domestic Connectivity



Mobile Network Coverage

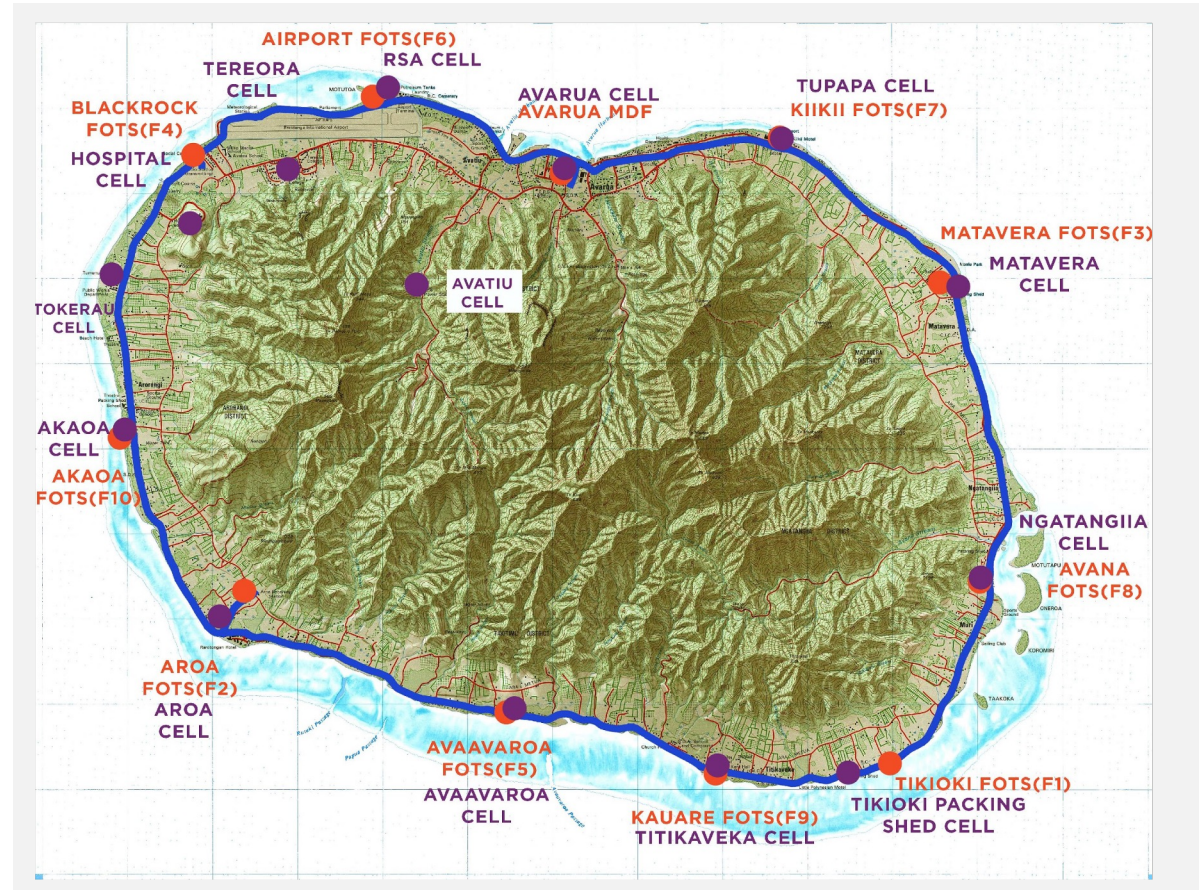
Mobile Network Legend



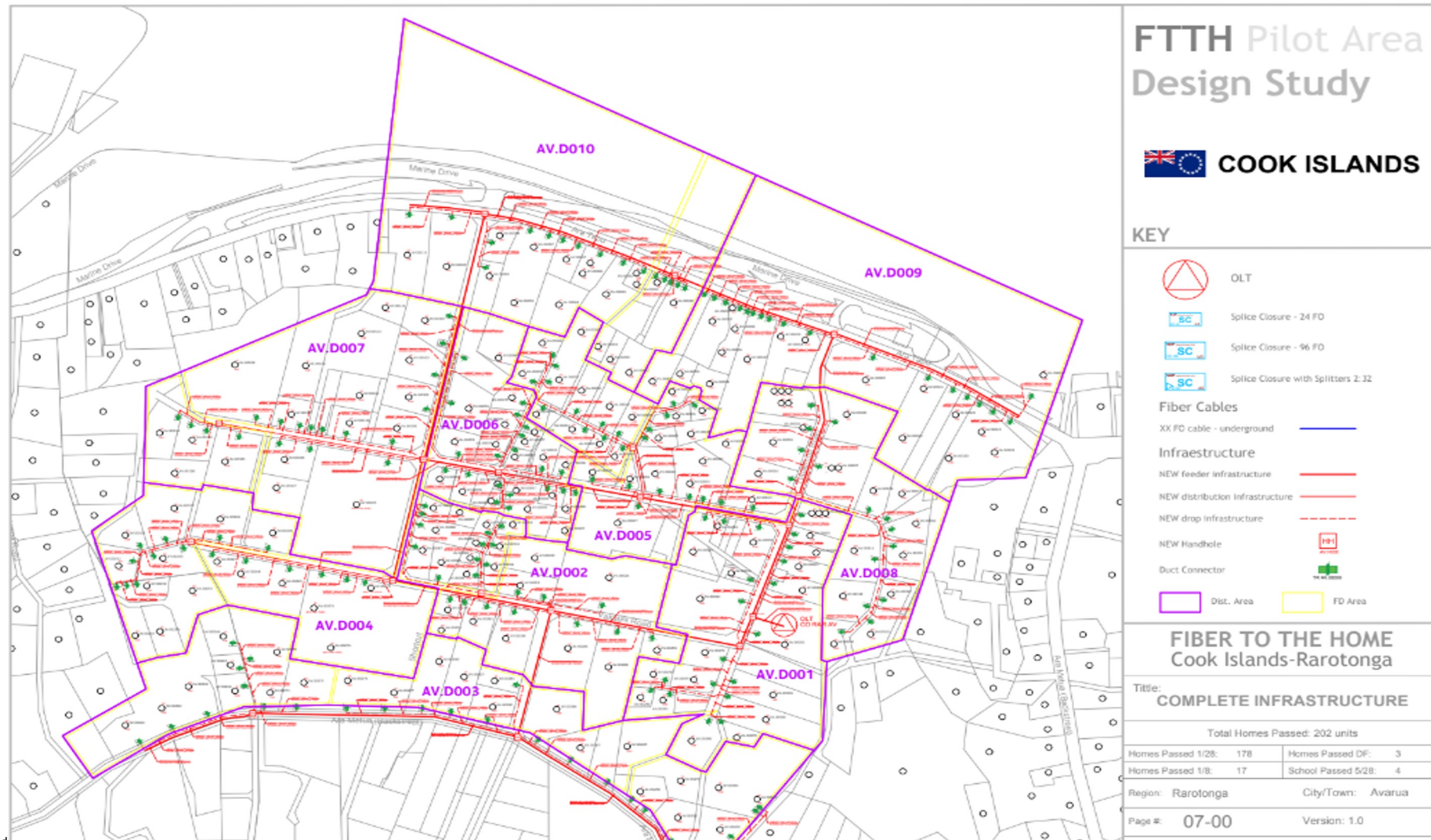
Mobile Network Coverage - Rarotonga

Cellsite	L700	L1800	U900	G900
Avarua		Yes		
Tupapa		Yes		
Matavera		Yes		
Ngatangia		Yes		
Tikioki		Yes		
Titikaveka	Yes	No	Yes	Yes
Vaimaanga	Yes	No	Yes	Yes
Aroa		Yes		
Akaoa		Yes		
Ruaau		Yes		
Tuoro		Yes		
Tereora		Yes		
Nikao		Yes		

- Majority of our cellsites in Rarotonga have both 700 & 1800 LTE bands
- 4T4R with 2100 implemented 2023



GPON Rollout - 3 to 5 year program \$5m



Calling out the risks

03



Major Risks Post Deregulation and Covid



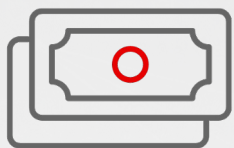
Data margin

Increasing wholesale cost of Data with no revenue growth.
CRA proposing traffic based tariffing for ACL



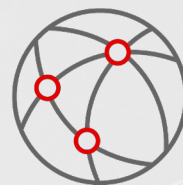
Visitor Arrivals

High economic dependency on visitor yield and headcount.



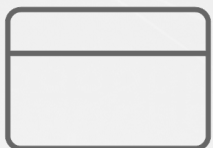
Currency

USD\$ currency revaluation
81% of direct costs



Universal Access

Delay in execution of who pays for UAP. TCI **WILL incur bulk of cost.**



Debts

High outstanding debts
Limited avenues for debt recovery (no small claims tribunal)



Competition Landscape

Low cost/quality market entrants. -
STARLINK
Race to the bottom in pricing.
Unqualified market entrants.



The way forward

04



2024 Strategic Focus



**Unlock Mobile Network
(No. 1 Revenue Driver)**



Business Efficiency



**Performance
Excellence**



Financial

Key strategic priorities to focus on building customer relationships to attract and retain our customers. Creating and developing new forms of revenue lines. Improving efficiencies and reducing costs. Focus on our people and driving performance excellence. Integrating digital technology in all areas of business to enhance customer experience and value. Maximising advantage of Mobile Network capability



Value Creation in Business Solutions



Hospitality Solutions as a Service

- HaaS to improve competitiveness of major resorts
- Bespoke HaaS for SME
- Deliver quad play services
- Hosted services



All of Government Contract

- Closed User Groups
- One network incl. Outer Islands
- Hosted telecommunication solution
- Disaster Recovery site
- Single bill



Data Centre Services

- Resilient data center
- High speed connectivity over MPLS/GPON
- 24 hour, remote monitoring from the NOC
- Multi-year contracts
- Data Sovereignty play



The Future...



- More capacity = More Cost



- GPON deployment on Rarotonga & Aitutaki - FWA pathfinder approach



- 4G rollout across all outer islands. Govt as anchor customer.



- Mobile Money - Cashless Pa Enua economy.



- Leveraging off the group - Cost efficiencies.





Together we can