



For immediate release  
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## Telcoinabox signs \$60 million 3G mobile and data deal with Optus

Telecommunications reseller and franchisor, Telcoinabox has signed a \$60 million 3G Mobile and data deal with Optus.

Telcoinabox will wholesale services to its small to medium enterprises (SME) customer base from August 2008.

The five-year multi-million dollar contract is anticipated to generate \$80 – \$100 million in retail mobile and data business for Telcoinabox.

As the wholesaler, Telcoinabox buys the network airtime and its service providers create and set their own plans that they on-sell to their customers under their own brand.

“We are not a traditional reseller – our providers take control of the marketing of the 3G products.”

Telcoinabox has over 100 service providers nationwide that service predominantly the SME market in the \$500 - \$2,000 per month spend category.

Mr Kay, Telcoinabox Managing Director says that as small enterprises come to the end of their telecommunications contracts over the next 6 – 12 months they will be reviewing their options, and this includes assessing the option for 3G mobile.

“In preparation for this eventual transition we are now well positioned to meet SMEs’ telecommunications requirements,” Kay says.

Anton Gain, Optus Wholesale Sales Director welcomes Telcoinabox as a partner of Optus Wholesale.

“2008 sees Optus Wholesale begin another year with a strong committed focus on GSM mobile services, especially 3G as we expand our network to provide wireless broadband services via High Speed Packet Access (HSPA) to more areas.

“As a strong supporter of the wholesale community we look forward to working with our customer base who focus specifically in the SME market,” says Mr Gain.

Last year Telcoinabox in collaboration with SETEL and ATUG, The Australian Telecommunications Users Group released research on SMEs telecommunications’ usage behaviour, which its findings Kay believes confirms the feasibility of this deal.

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It was found that 30 per cent of SMEs envisage using 3G mobile within one year and would consider Optus as a preferred provider for 3G mobile and data.

“Based on this information, it only makes sense that Optus would take advantage of a fast-growing and 3G ready market,” says Damian Kay, Telcoinabox managing director.

The survey of 5000 SMEs found that email and mobile are their preferred form of business communication.

Telcoinabox was recently named the 7<sup>th</sup> fastest growing company in Australia and Australia’s fastest growing franchise according to BRW.

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**For comment, contact Telcoinabox managing director Damian Kay on 0413 888 655. For information, contact Andreina Garofali on 0410 434 227.**

**About Telcoinabox**

Telcoinabox is a telecommunications wholesaler which creates telephony products that are distributed through its wide franchisee and service provider network nationally.

Telcoinabox has over 100 service providers which are individually branded, owned and operated. Franchisees are located in NSW, QLD, VIC, SA NT, WA and Tasmania.