



For immediate release
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Telcoinabox signs \$60 million deal with Telstra

Telecommunications reseller and franchisor, Telcoinabox has signed a \$60 million deal with Telstra Wholesale to resell its fixed wire and 2G mobile phone network to its service providers' small to medium enterprises (SME) customer base.

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

The 3-year contract is an extension of an existing contract between Telstra Wholesale and Telcoinabox which was signed early last year and included the integration of Telstra's billing system, LinxOnline Interactive Gateway (LOLIG) into Telcoinabox's billing system, Utililbil.

Telstra Wholesale Group Managing Director, Kate McKenzie, said she was pleased that Telcoinabox had renewed its contract.

"The reliability and coverage of our network, the quality of our systems, the skills of our people, the end-to-end service we provide our customers are the reasons our customers – like Telcoinabox – choose Telstra as their wholesale provider" Ms McKenzie said

"It's our suite of products and services that gives our customers confidence that they can deliver to their end users."

Telcoinabox Managing Director, Damian Kay said Telstra had succeeded in nurturing the business relationship over the last 4 years and had incredible penetration into all levels of the business.

"Telstra have been creative and innovative with mobile product development which resulted in us winning a major long term profitable contract," Mr Kay said

Telcoinabox was recently named the 7th Fastest growing company in Australia and Australia's fastest growing Franchise according to BRW.

"Our providers have more than tripled mobile subscribers since September 2006 and the average monthly telecommunication spend for an SME is less than \$1000," says Damian Kay, Telcoinabox managing director.

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.

The survey of 5000 SMEs found that mobile phone and fixed wire is their preferred form of business communication after email and that 66 percent are still on 2G mobile phone plans.

For information or to organise comment please contact Andreina Garofali on 0414 434 227.