

MARKET RELEASE

9 MARCH 2015

Spark New Zealand completes next milestone in major reengineering programme

Spark New Zealand announced to its investors today it has successfully implemented the second major stage of its ongoing programme to reengineer and update its key customer service IT platforms.

Completion of this second stage means Spark New Zealand is well past the halfway point in the programme. Spark New Zealand is investing approximately \$70 million per annum over 3 years on the reengineering programme.

Managing Director Simon Moutter said, “This is another big milestone for Spark New Zealand. The reengineering programme is a key part of our technology transformation and a game changer in our journey towards becoming a truly customer-inspired and highly efficient business.”

This second stage, which took many months to build and cutover during the weekend, saw a large-scale migration of 25 years’ worth of customer data from decades-old legacy customer management systems to a set of next generation customer management systems based around world-class CRM software.

“In a lot of cases that means we have moved on from old fashioned green-screen customer service systems centred on the copper-wire connection to leading-edge systems centred on our full relationship with each customer.

“It’s a quantum leap that gives us significantly better customer management capabilities, with all our customers on one system and their information accessible across all our customer touch points. This means we are able to understand our customers better, and know their history, preferences and needs.

The reengineering programme is a significant driver of the long-term Spark New Zealand strategy. Successive phases in the programme will continue to improve the



customer experience and provide for more efficient customer service operations, as well as lay the necessary foundation for the future delivery of new digital services to customers.

- ENDS -

For media queries, please contact:

Richard Llewellyn
Head of Corporate Communications
+64 (0) 27 523 2362

For investor relations queries, please contact:

Mark Laing
General Manager Corporate Finance
+64 (0) 27 227 5890