



Positioning for the digital services future

Managing Director's Review



**We've been building
foundational capacity**



Spark^{nz}

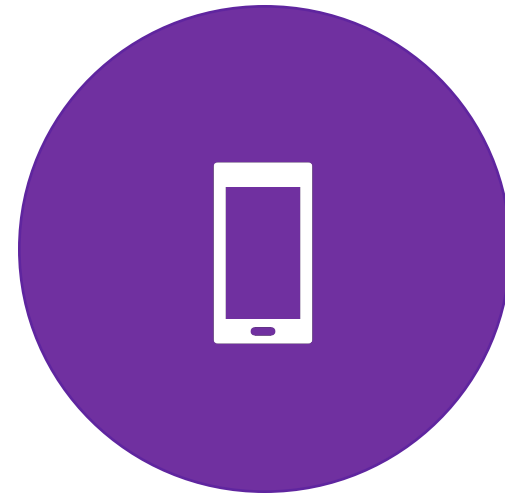
Three new focus areas



**Increased emphasis
on wireless**

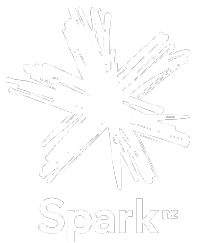
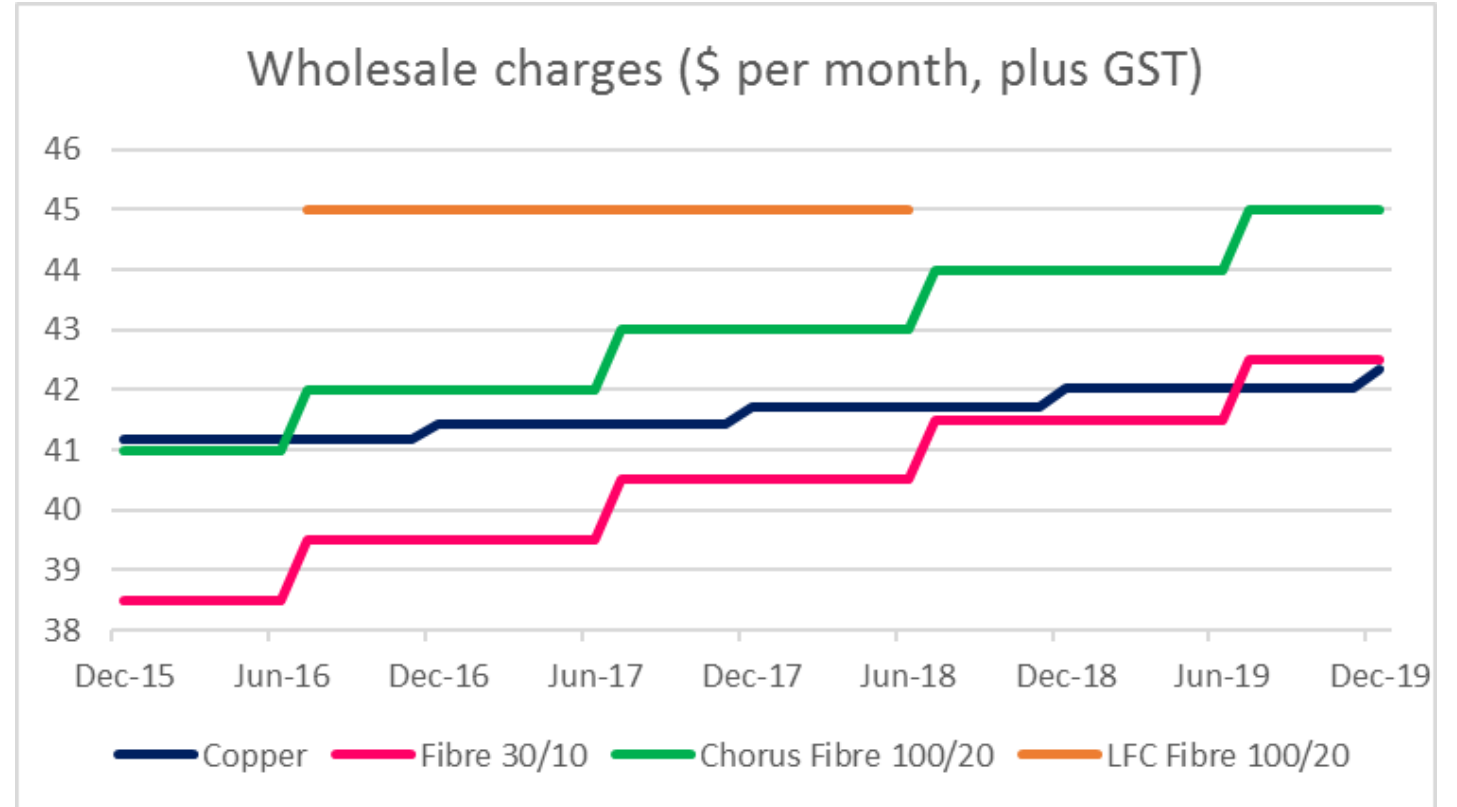


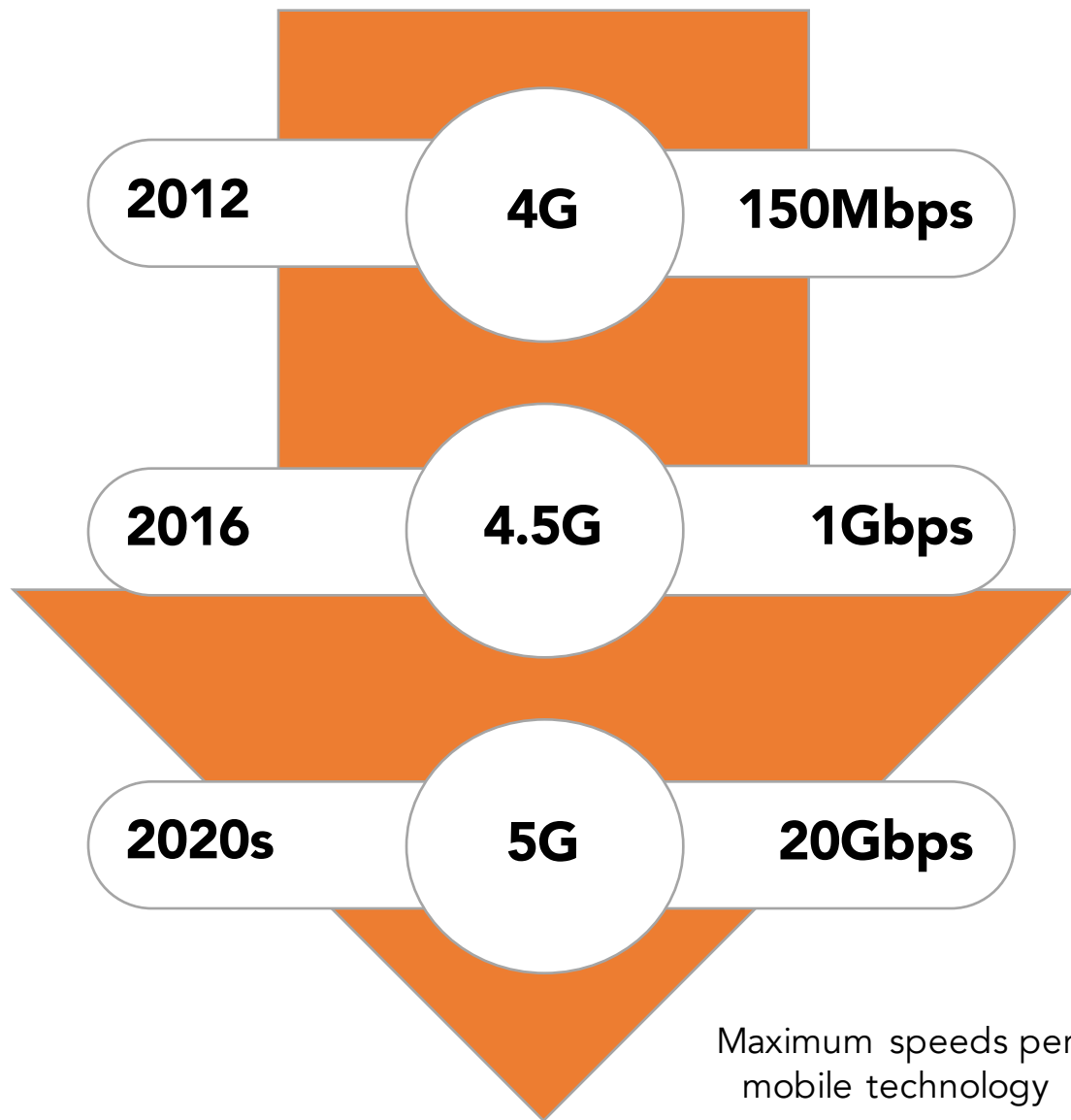
**Better serve price
sensitive segments**



**Simplification, digitisation,
automation**

The consumer fixed broadband market is increasingly challenged from a retailer perspective...





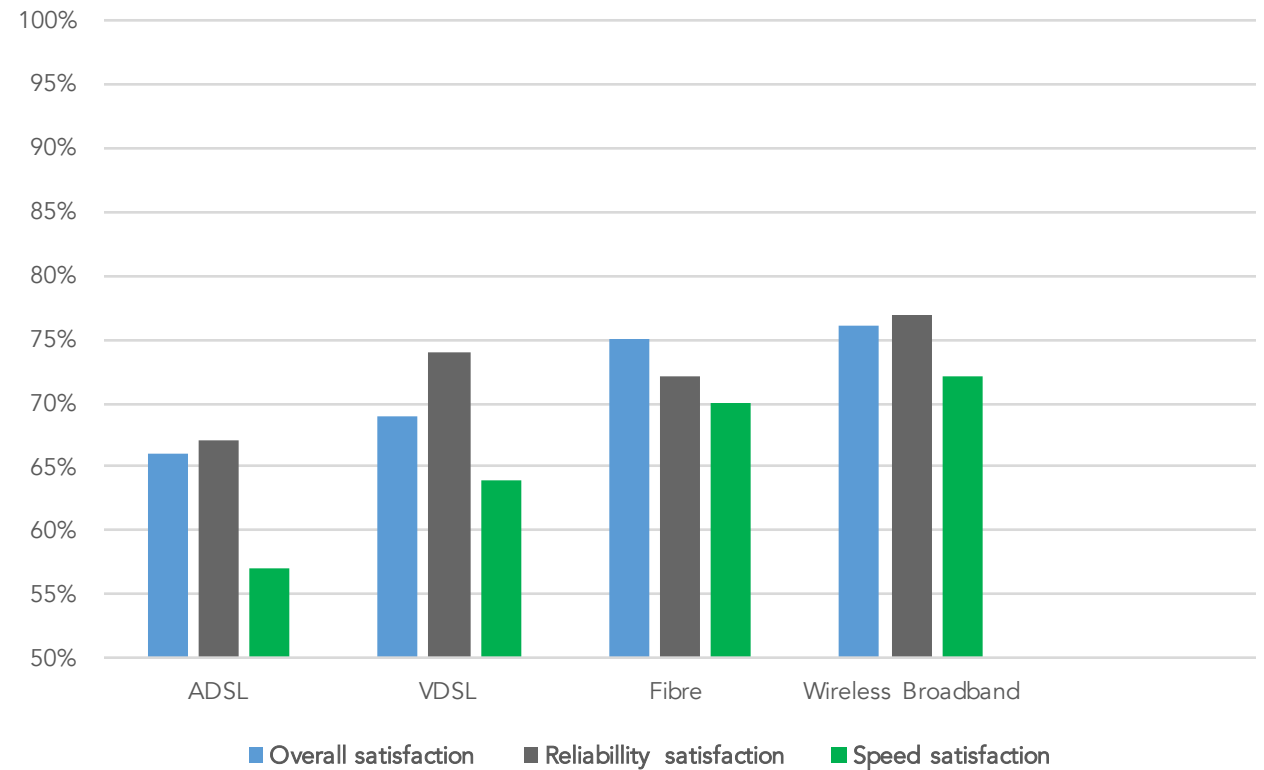
**We see a
better future
in wireless**



Advantages of wireless broadband for customers



Spark consumer customer satisfaction with broadband technologies



Source:

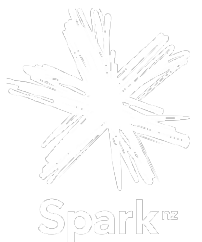
TRA research on Spark broadband customer satisfaction, June 2017.

Customers were asked:

"How satisfied are you with your overall broadband service?"

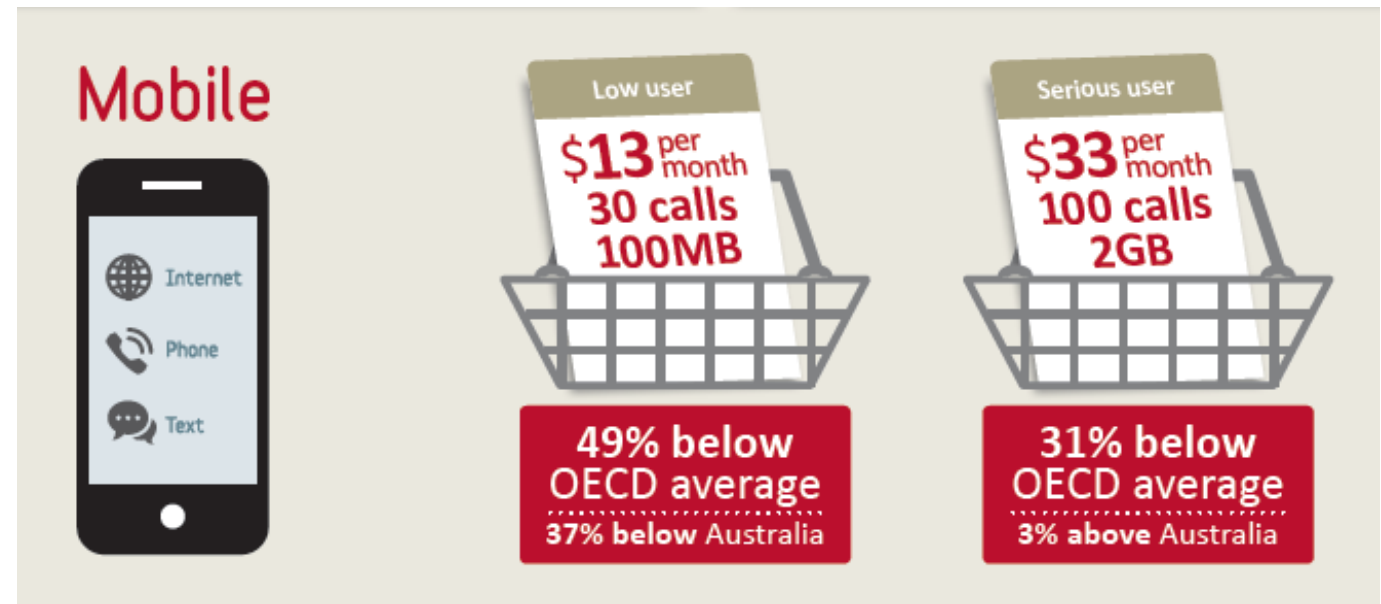
"How satisfied are you with the reliability of your broadband?"

"How satisfied are you with the speed of your broadband?"



New Zealand mobile prices mostly below OECD average

“NZ’s mobile prices were below average for most of the OECD baskets, with the smaller to medium baskets being significantly below average.” – Commerce Commission



Source: Commerce Commission’s Annual Telecommunications Report, published May 2017.



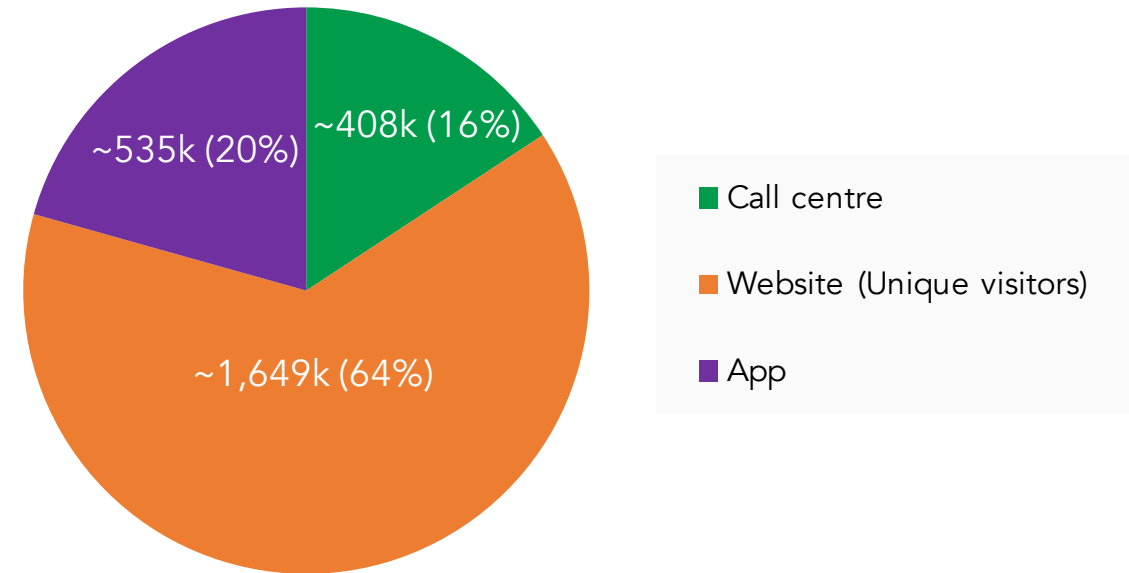
Establishing
strength in new
markets



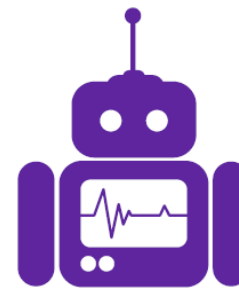
The all-digital customer experience



How did customers engage with Spark in May 2017?



An example of our new approach: Tinkerbot



Automated fault diagnostic robot, which monitors networks, identifying faults before customers are aware of them.

40-60%

Reduction in call handling time and work effort...



...and very satisfied customers and staff



Embracing new ways of working



Thank you

