

Webcentral Group (WCG) Business Transformation Update

ASX Announcement
29th January 2021



Webcentral has made the strategic decision to simplify and streamline a number of key areas across the business to enable cost savings and drive efficiency improvements.

The new Executive team are excited with the growth opportunities evident in the underlying business. This transformation strategy includes the following programs:

- **Customer First Approach:** Poor customer service and complex online products present significant opportunities for improvement. A strategic decision has been made to migrate direct customer service back to Australia. The new Australian based support team will manage front line support with second level and infrastructure support to be managed via the local customer support centre at 5G Networks. The Webcentral customer support services were previously outsourced overseas.
- **Simplification:** The business transformation will include the transition to a single brand, with a standardised set of core products that enhance the digital experience for customers;
- **Growth Focus:** The significant customer base includes over 330,000 clients, who require a range of new products to continue their online success. These include several innovative new services to support website hosting and development, MS Teams calling to improve SMB productivity, remote desktop services to address new trends in remote working, broadband services for SMB internet, physical and virtual servers to support Australian based applications and data security.
- **Industry Transformation:** WCG will benefit from the release in 2021 of the .au domains into the market with exclusive delivery for existing customers.
- **Streamlined Service Delivery:** The reduction of multiple supplier arrangements will result in profitable new revenue growth through improved margins and streamlined delivery of key digital services.

"The executive team at Webcentral are very proud of the entire group. Our people have embraced and welcomed these strategic programs with an approach which is professional, positive, and absolutely dedicated to exceeding our customer expectations. We are one team now driving the future success for this business."

- Managing Director, Joe Demase stated.

Takeovers Panel Update

Webcentral has over the last several months addressed several Takeovers Panel applications, one of which remains current, and as such cannot be canvassed.

Notwithstanding, the board and management of Webcentral is resolute in the pursuit of exploiting the growth opportunities, cost savings and efficiency improvements for the benefit of Webcentral shareholders.

ENDS.

The release of this announcement to the ASX was authorised by the Webcentral Board of Directors.



About Webcentral Group

Webcentral is an Australian owned digital services company who empower more than 330,000 customers to grow and thrive in the online world. Our portfolio of digital services is extensive, with market leading offers across domain management, website development and hosting, office productivity applications and digital marketing.

Our customer focussed heritage has been built on expertise, innovation, and personalised service; critical attributes delivered through our culture and embraced by our people. This is demonstrated through more than 25 years of online industry leadership across Australia's digital foundation brands such as Melbourne IT, Netregistry and WME.

The Webcentral mission is dedicated to leading online success for our customers. We achieve this by building trusted and valued client relationships which convert successful business outcomes at each milestone across the customers' digital journey.