



FY22

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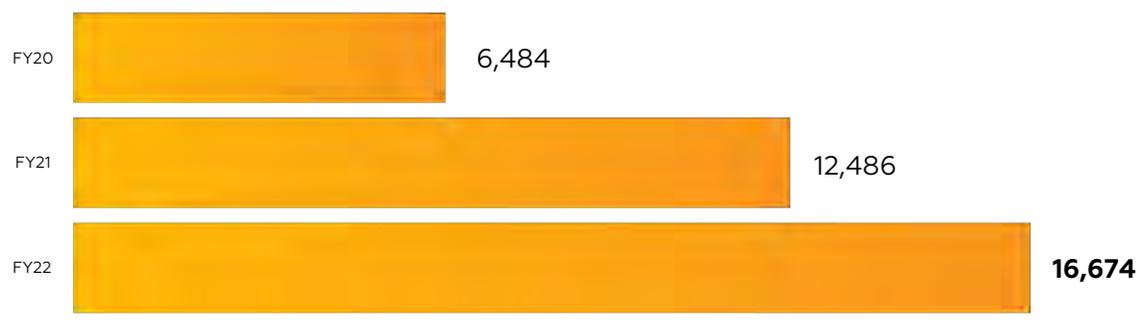
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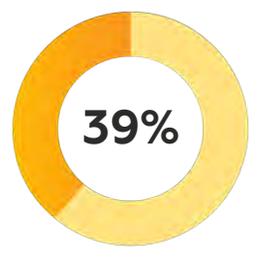
# FINANCIAL HIGHLIGHTS

FY22

## TOTAL SUBSCRIBERS



On-net customers in FY22

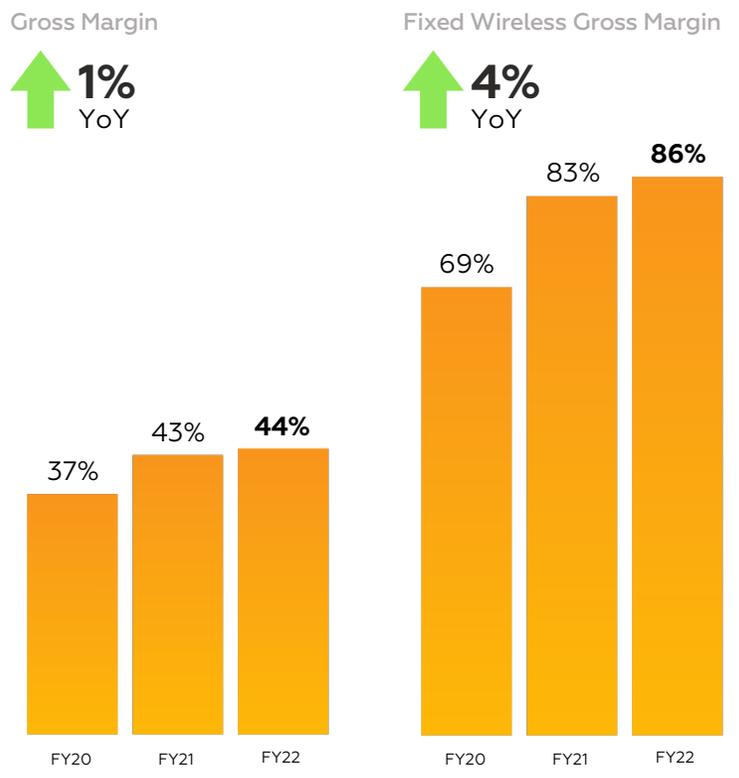


↑ 34% YoY

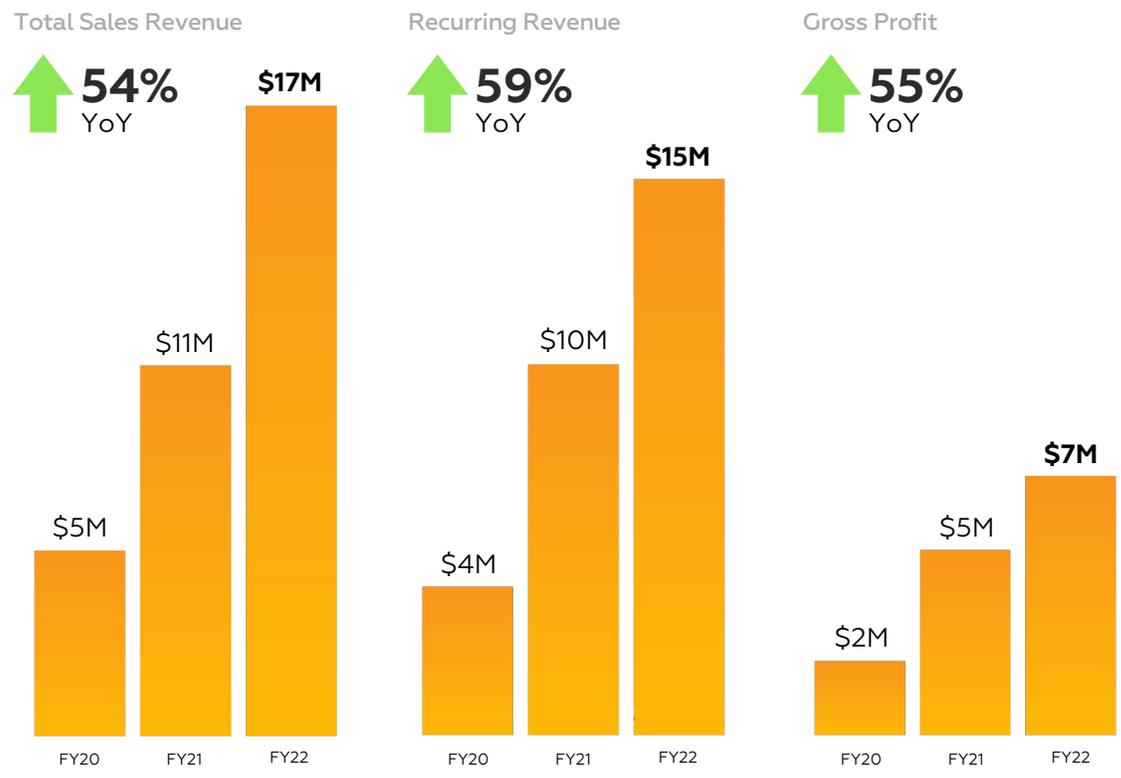
0.95% Churn

\$90 ARPU

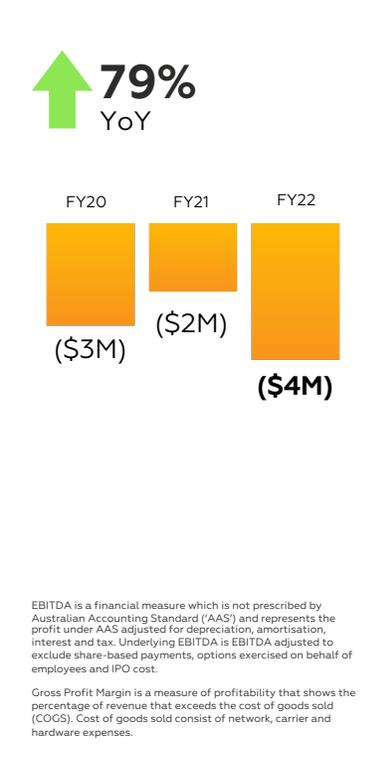
## GROSS MARGINS



## REVENUE & GROSS PROFIT



## UNDERLYING EBITDA



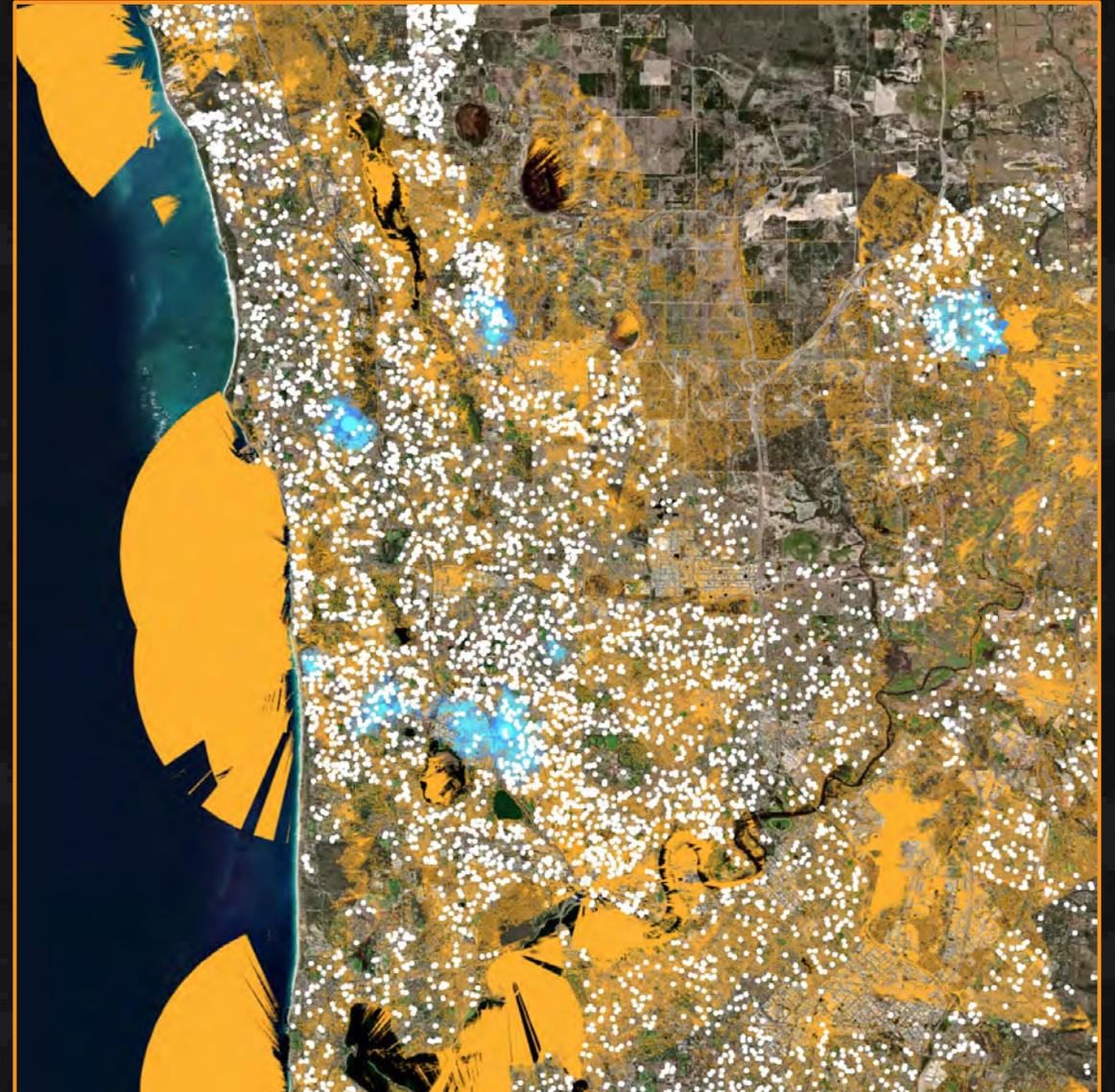
# FIXED WIRELESS NETWORK

With Pentanet's traditional Fixed Wireless network approaching capacity, our team continued to add new towers and fibre backhaul to support the network and continue delivering a next-level customer experience.

FY22 upgrades have strengthened the network and will support future infrastructure deployments across neXus and 5G, utilising licensed spectrum that will allow us to leverage more value from the existing infrastructure.

- 9 new towers added in FY22
- Expansion of tower dark fibre backhaul network to support future network requirements
- Renewed Axicom Master Access Agreement which will allow for a material uplift in the capability of our network with potential access to 180 tower footprint across Australia
- Major upgrade of Pentanet network core
- Data centre connectivity in 5x Perth Metro data centres

*“Our unique blend of operational resilience, disruptive new technology, and rapid growth have put us in our strongest position for growth as a business, with the accelerated deployment of neXus to play a key role in our solution to the capacity constraints we experienced in FY22.”*



# nexus

## COMMERCIAL LAUNCH

Following a successful Beta Program, on 23 June 2022 Pentanet announced the commercial launch of neXus, our award-winning next-generation intelligent mesh network for Perth. Not only will neXus be the solution for consumers that have not been able to access fixed wireless in their area, it will also significantly increase the amount of connections any single tower can service.

*"It's taken us a significant amount of time and engineering resources to develop the technology into a product that can be commercialised at scale. But we said we would, and here it is - Pentanet doing Pentanet things." – Stephen Cornish Managing Director*



neXus hype campaign generated +11,000 registrations of interest.

# 11,000+

Unique Registrations



- 580 'Meshy Boi' distribution nodes have been installed at 30 June.
- Theoretical capacity to service 11,600 subscribers across 90km<sup>2</sup> of coverage



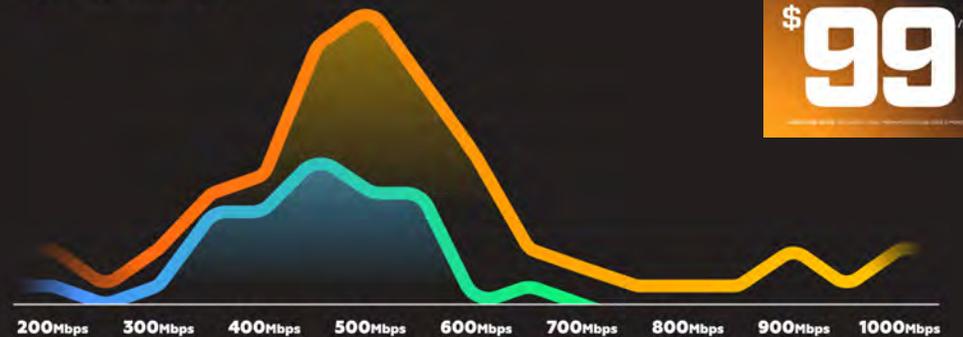
- Fastest speeds achieved throughout the beta trial were 970Mbps download and 857Mbps upload
- Average speed of Beta users was 535Mbps



CONNECTION TYPE

■ Ethernet ■ Wi-Fi

neXus User Download Speeds



nexus  
**HELL FAST**  
\$ **99** /MTH

# MARKETING & BRAND

We continue building the Pentanet brands in market, cementing today's key positioning as a leader in next-level customer experience across the telecommunications, gaming and esport sectors, while advocating for technology advancements in Australia's digital future.

- Marketing investment increased from 10% in FY21 to 14% in FY22 due to product expansion efforts:

1



National launch of GeForce NOW Powered by Pentanet cloud gaming

2



Introduction of neXus, our next-generation intelligent mesh wireless network for Perth



**CUSTOMER ACQUISITION COST (CAC)**

Technology  
**WA Govt must invest in digital future to stop companies moving East, Pentanet founder says**  
Caitlin Pareczai | The West Australian  
Sun, 13 February 2022 3:32PM | Comments

Stephen Cornish, founder and managing director of Pentanet with staff. Credit: Ross Swanborough/The West Australian

The State Government will need to invest in digital resources if it wants to prevent Perth tech companies and talent from moving to the east coast, Pentanet founder and managing director Stephen Cornish says.

Mr Cornish — who founded the Perth-based 5G fixed-wireless network provider in 2017 — said the WA Government needed to be “swifter to the table” in recognising the challenges of tech businesses across the State.

“The big pressure for a company like ours is: when are you going over East? In order to stop that, we need State support to fund our requirements here,” he said.

“Not only to grow our industries and digitise Perth, but to retain the next generation of talent — and send companies for that talent to land on 4 from our economic

**BN BUSINESS NEWS**

Construction troubles  
Why are businesses failing?

Medical research grants  
WA researchers getting closer

Resources  
Guidance for SMEs

ICT  
Bridging the digital divide

**CRN** dodo  
\$15 off  
Perth fixed wireless telco Pentanet renews infrastructure leases with Axicom

**PENTANET**  
**The West Australian**  
Extra subscribers boost Pentanet revenue in June quarter  
Danielle Le Messurier | The West Australian  
Fri, 24 July 2022 12:25PM | Comments

**PENTANET UP ON EXTRA SUBSCRIBERS**

## Awards & Recognition

- Australian Financial Review Fast Starters - #19
- Deloitte Tech Fast 50 - #30
- 2021 Global Connectivity Hero of the Year
- INCITE People's Choice Award
- LEADER Technologies WISP of the Year



# PENTANET.GG ESPORTS

Esport, gaming and digital content already dominate audience engagement internationally, and Australia is starting to catch up. As this industry establishes itself, new gaming stars and talent are emerging to create a new market segment. Pentanet plans to be present in this space from the outset to establish ourselves as a future institution.

*According to the NewZoo Global Esports & Live Streaming Market Report, the total global esports audience will grow by 8.7% YoY to reach 532 million in 2022 and generate nearly US\$1.38 billion in revenues globally by the end of 2022.*



**PGG Team in Perth** for South East Asia Bootcamp

## PGG CONNECT

In May, we hosted the PGG Connect Perth bootcamp against South East Asian teams, to showcase the ability to compete with that region out of Perth with the aim to produce a higher calibre of players in our region for export to the global stage.



**PGG Connect** - Community Workshop

## LEVEL UP WITH PGG

Held 'Level Up with PGG' event, an exclusive day of training, one-on-one development and practice matches for 10 novice players with the players and coach of PGG.



**Panel Discussion** - "Perth's Future in Esports"

## WA OPPORTUNITIES

Esport events offer the State of Western Australia the opportunity to diversify our state's economy with the development of a new industry, creating new opportunities for employment, study, tourism and beyond.

## 2<sup>nd</sup> Place

LCO Split One regular season

## Now In Playoffs

LCO Split Two regular season



ESPORT

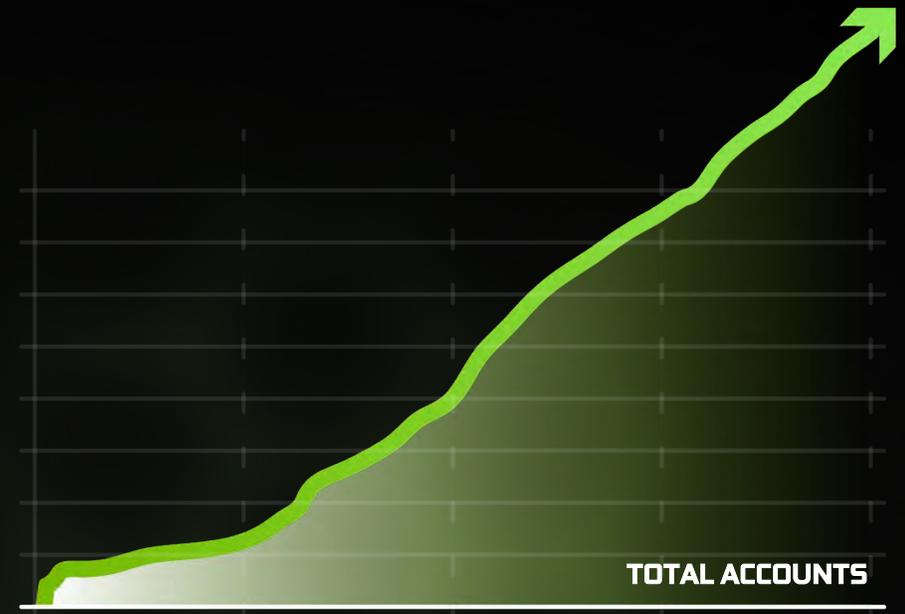


# GeForce NOW Revenue Growth Strategy

Pentanet continues to capture new cloud gaming market nationally. As we continue to demonstrate the technology to market, we will look to convert more users to paid subscribers by creative mid-tier market plans for the majority of the market to fit into.

## Current pricing tiers

## Proposed pricing tiers



CLOUD GAMING



POWERED BY  
PENTANET

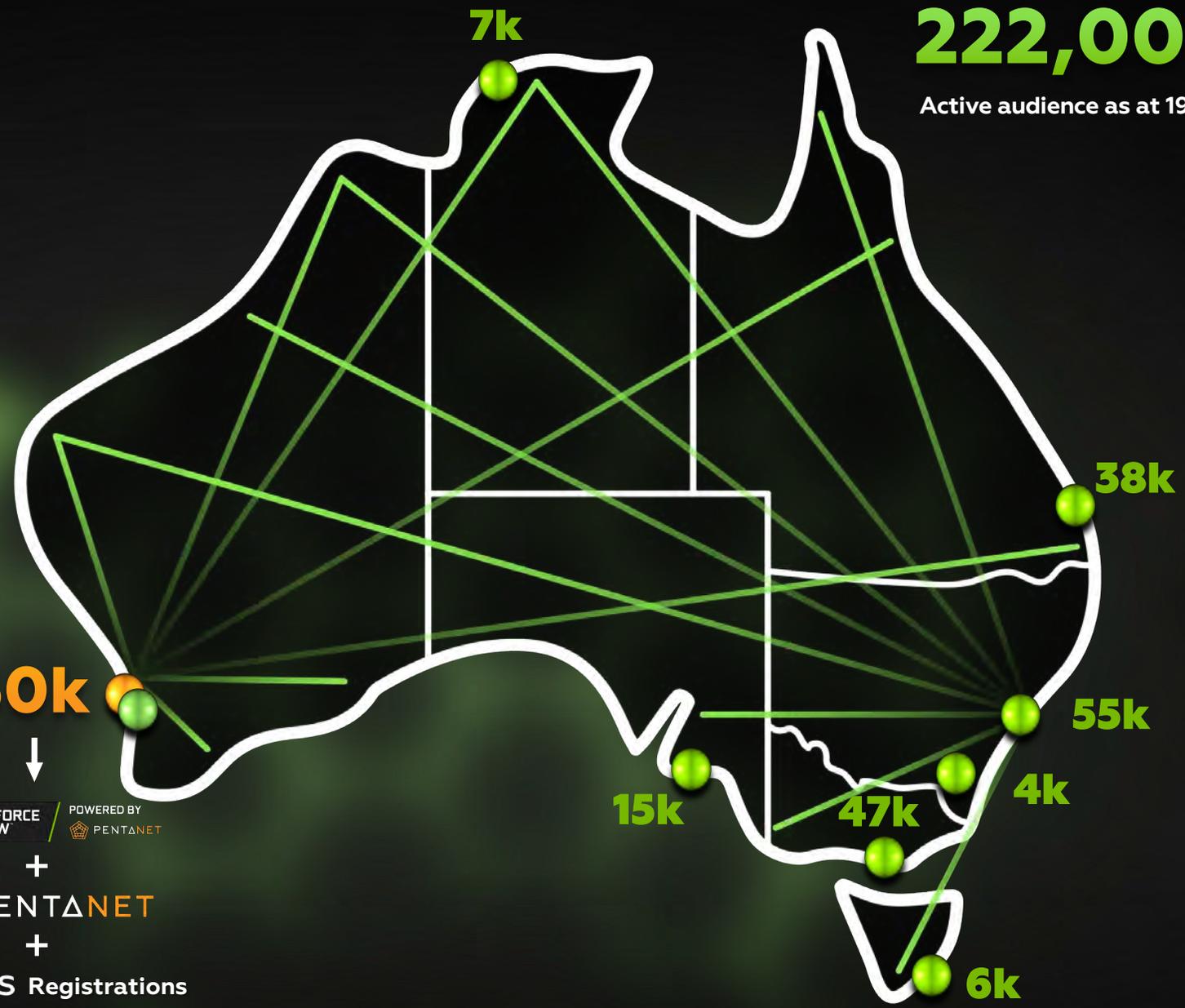
# 222,000+

Active audience as at 19 August

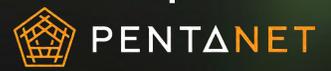
## Active Audience

Across Australia, 200,000+ gamers actively play GeForce NOW Powered by Pentanet. During service sign up, each member completed an internet health check to determine their service suitability for the GFN platform.

The data captured during this activity includes connection speed, ISP satisfaction, and location, formulating detailed geographical information of the GeForce NOW audience. This data can be used to determine demand and theoretically plan the rollout of a national neXus network.



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nexus Registrations

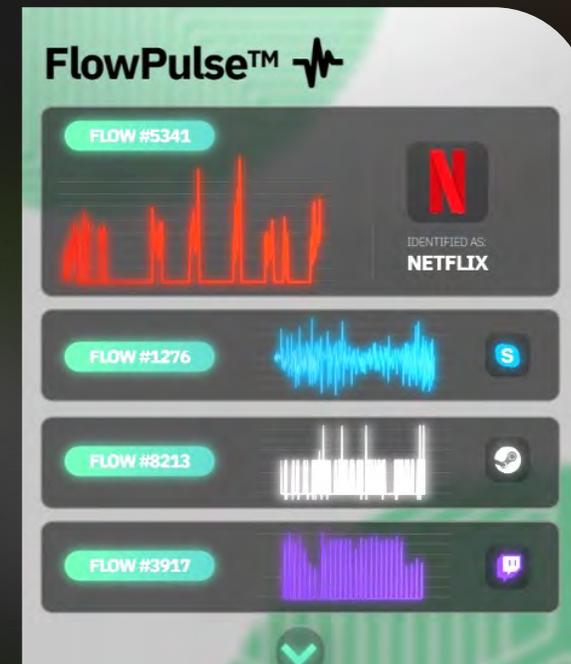
5G Active Audience in Perth

ACTIVE AUDIENCE

# CLOUD.GG

Pentanet has acquired a 13.4% stake in CANOPUS to enable exclusive co-development of Pentanet Ltd's unique gamified telecommunications and gaming loyalty platform, Cloud.GG, using CANOPUS' analytics technology.

- The partnership is consistent with Pentanet's strategy to create additional revenue generating opportunities by further developing the Cloud.GG portal into a gamified network loyalty, rewards and incentive program.
- CANOPUS will invest \$1.5M in the development of a consumer facing gaming loyalty and reward program that will fully exploit Canopus' real-time gaming analytics capability.
- CANOPUS is a market leader in providing deep application-aware network visibility using Artificial Intelligence and Programmable Networking.



## Internet User

Does stuff online.



## FlowPulse

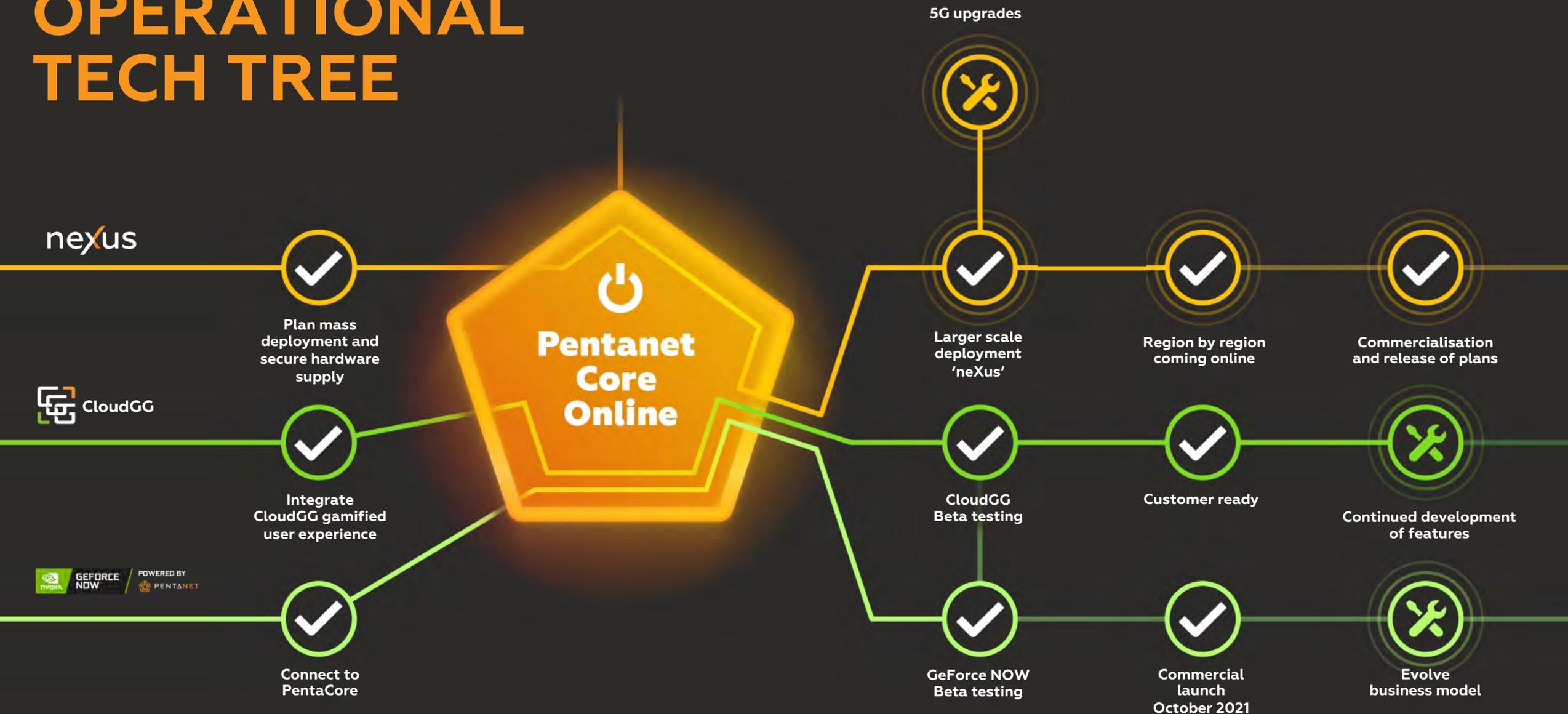
Machine Learning enables deep visibility into network traffic, in real-time.



## Cloud.GG

Data plugs in to Cloud.GG – creates gamified network with gaming loyalty and rewards platform to create our new telco meta currency.

# OPERATIONAL TECH TREE



# ONGOING STRATEGY (continues)

## GROW OUR SUBSCRIBER BASE

- Introduce new technology to increase on-net coverage
- Deliver high-quality customer experience
  - Limit churn
  - Customers become advocates
- Competitive service offering
- Targeted marketing and media strategy

## EXPAND NETWORK INCREASING POTENTIAL MARKET

- Deployment of large-scale mmWave wireless telecommunications network
- Increase available speeds to end users and expand coverage
- Line of sight to tower no longer required for every subscriber
- Increase market penetration with greater fixed wireless coverage across Perth metro area

## INCREASE MARGINS

- Attract more off-net subscribers to higher margin on-net services
- Diversify product offering (VOIP, consumer electronics)
- NVIDIA GeForce NOW Alliance Member bringing cloud gaming service to Australia
- Continue development of premium brand for alignment to speed and quality

This image was generated by AI software as a representation of a futuristic cinematic Perth skyline.

# THANK YOU

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