

# ACN Mobile Broadband

## – Product Overview



### Value Proposition

Whether it's browsing the web on a tablet during a daily commute, or using a laptop to reply to emails in a coffee shop, staying connected while out and about is an ever-growing requirement in today's Internet-centric world.

Thanks to the super-fast Optus 4G network<sup>^</sup> and ACN's great value Mobile Broadband plans, there's a solution to match most needs and budgets. Plus, customers have the flexibility to bring their own device or purchase a tablet, USB or W-Fi modem from the ACN Mobile Store.

**Bottom Line:** One of the country's top mobile data networks with a variety of plans and competitive rates.

### Target Market

The ACN Mobile Broadband target market is the average value-conscious consumer who needs reliable and fast Internet access whenever and wherever they are.

### Industry Statistics

- As at December 2014, Mobile Broadband made up 48% of all broadband connections in Australia. This compares to just 3.5% at December 2007 and 40.7% at December 2010<sup>1</sup>.
- As at November 2014, 38.9% of Australian adults were actively using a tablet device, with growth expected to continue as more consumers use tablets as their main home-based computing device<sup>2</sup>.

### Common Questions / Objections

#### *How's the reliability?*

ACN's Mobile Broadband service uses Optus, one of the country's fastest and most reliable networks, with a rapidly expanding 4G network footprint now covering approximately 90% of Australia's population (as at April 2015).

#### *How does it compare with the competition?*

ACN Mobile Broadband operates on trusted technology and offers great value.

#### *Can my customer tether a laptop or tablet to their mobile phone?*

Yes, although it's possible to tether a Wi-Fi enabled device to many modern-day smartphones (and use the data allowance of your mobile voice service), doing so may have disadvantages. These may include: rapid depletion of your customer's smartphone's battery, inability to make and receive calls while the smartphone is connected, and quickly using up the mobile voice service's data allowance.

#### *My customer wants a new Mobile Broadband modem or tablet.*

ACN offers a range of the latest and most popular handsets and accessories via the ACN Mobile Store. Your customer can pay for their equipment outright, or enter into a credit arrangement to pay over time.

<sup>1</sup> ABS <sup>2</sup> TNS Infratest

<sup>^</sup> The 4G service is only available to customers within 4G coverage areas with a compatible device and plan. When outside 4G coverage areas, the service will operate on the Optus 3G network at slower speeds. For more information about network coverage, bands and frequencies, visit [acnpacific.com.au/coverage](http://acnpacific.com.au/coverage).

Through ACN's partnership with Foodbank you can help to feed Aussie families and children in need. When someone signs up as an ACN Mobile Broadband Service customer and again when that customer pays their bill each month, ACN will make a donation to Foodbank.

