

**mate.**



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Session 1: Understanding MATE  
and the customer journey

Helping IBOs guide customers with  
confidence

Why MATE?



1

Aussie owned & operated



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# Why mate & how do we win?



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# Why MATE?



# 1

Aussie owned & operated



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# Why MATE?



# 2

Customer service all on-shore



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# Why MATE?



# 3

Focus on simplicity & ease

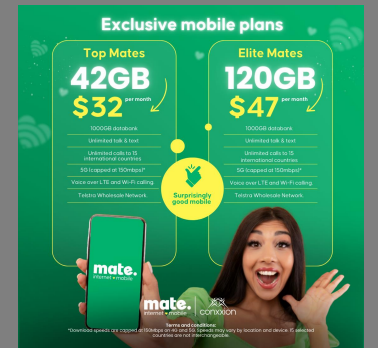


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# Why MATE?

# 4

Always value driven



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# MATE, the TRUE Australian telco provider...

- 100% privately owned
- 100% Australian owned
- 100% of customer service on-shore
- All systems built by us
- Our own Australian built and run internet network

**No other provider can say this!**



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# Australian internet provider landscape...

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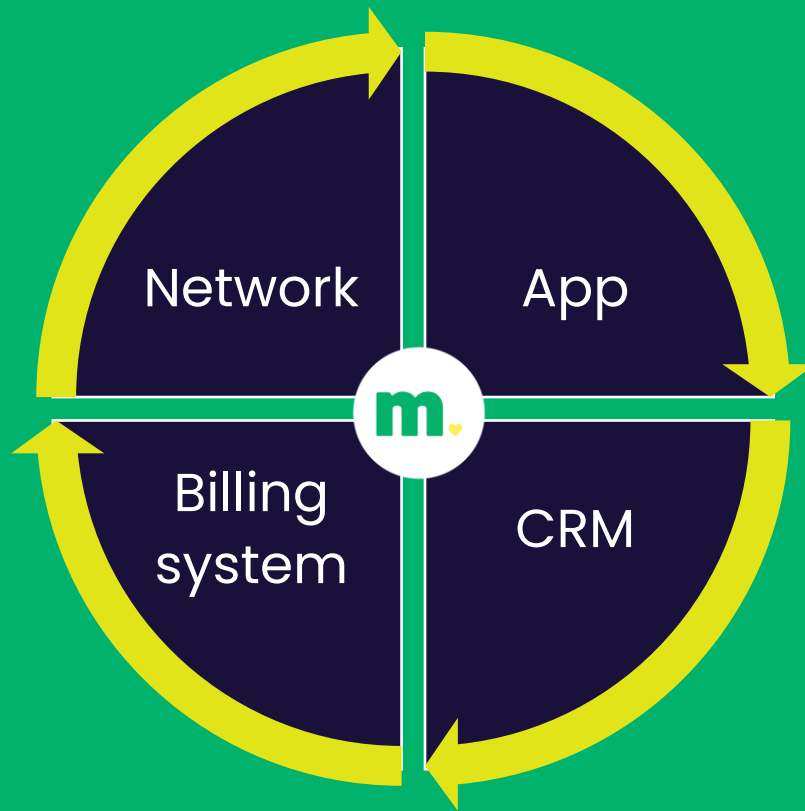


MATE makes the internet we sell.



# All our systems and customer tools made by us!

## Why is this important?



This collage of news articles highlights several data breaches and regulatory actions in the telecommunications industry:

- Statement on Tangerine Telecom data breach:** A news article from the Telecommunications Industry Ombudsman, dated 22nd Feb 2024, regarding a data breach at Tangerine.
- Telco Exetel fined \$694K for failing to comply with laws that protect customers from scammers:** A news article by Tessa Flemming, dated Wed 27 Aug, reporting a fine imposed on Exetel for non-compliance with consumer protection laws.
- Cyber attack exposes details of thousands of internet provider iiNet's customers:** A news article from the Australian Communications and Media Authority (ACMA), dated Tue 19 Aug, detailing a cyber attack on iiNet that exposed customer information.

# An overview of our services..

## Mobile

1. Reliable coverage on the Telstra Wholesale Network
2. 5G services
3. The Telstra Wholesale Mobile Network coverage area reaches more than 98.8% of the Australian population
4. Wi-Fi calling
5. VoLTE calling
6. Great standalone option or bundle add-on

## Internet

1. MATE is connected directly to nbn (not via a wholesaler like most of our competitors)
2. We make the internet we sell (we don't buy from another provider)
3. Unlimited data on all internet plans
4. No lock-in contracts
5. We support ALL unlocked nbn compatible hardware on our network
6. Home phone service via VoIP available as an add on with nbn plans
7. Range of speed options depending on the household technology

**Your Opportunity:** every NBN conversation should also be a mobile conversation!

What makes the Conxxion & MATE relationship so special...



We share the same purpose

# Growing with ConXXion:

## History with ConXXion (ACN):

- 5 years together in partnership
- 50,000+ services connected
- \$4mil+ paid in commissions

## How we grow vs our competitors

- Competitors use traditional marketing
- We leverage partnerships
- People buy from people, that will never change

## MATE's future vision:

- Double our sales together with ConXXion IBO's
- Secure more exclusives
- Look at more value back in services sold



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# Your role & MATE's role!

## IBO

1. IBO's guide the customer
2. Introduce mate and services to the customer
3. Help customers understand the offer
4. Direct them to the correct sign-up process
5. Follow up at a high level



## MATE

1. Manages the service and connection
2. Process the order
3. Manage account setup and activation
4. Send customer communications
5. Provide service support including trouble shooting and technician appointment timing (If required).

IBOs guide the customer. MATE manages the service.



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# Customers are switching providers, this is your opportunity!

## The Opportunity

1. Everyone already pays for internet and mobile
2. You're helping people get a better deal on what they already have
3. These are everyday essentials, not optional extras
4. Every home and small business needs reliable connectivity

**VS**

## Why this works for IBO's

1. Essential services everyone already uses
2. Simple to explain, easy to sell
3. Monthly recurring income
4. Build a solid, growing customer base
5. Earn ongoing residuals for the life of each service



# Customers are switching providers, this is your opportunity!

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1. **57% of Aussies switched** their telco provider in the past 3 years
2. **24% of NBN connected households changed their provider** last FY
3. This FY, the predication is that **35%+ of NBN households will switch**
  - That's approx. 4.2million households
4. **Telco voted the most distrusted industry with the big guys** (Telstra, Optus & TPG) voted as some of the most distrusted brands
  - Consumers are looking at the challenger brands
5. Due to this, **consumers are finding alternatives** and MATE is a top pick
6. **People buy from people, Conxxion has the advantage!**

# Let's talk about internet...

Plan	Promo price (first 6 months)	Key features	Promo code / offer
Crikey <b>25/10</b>	<del>\$76</del> <b>\$51</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>1-2 users</li> <li>SD streaming</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months
Ripper <b>50/20</b>	<del>\$86</del> <b>\$66</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>2-3 users</li> <li>HD streaming</li> </ul>	<b>RIPPER20</b> \$20 off p/m for 6 months
No Worries <b>100/20</b>	<del>\$96</del> <b>\$71</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>4-5 users</li> <li>HD 4K streaming</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months
You Beaut <b>100/40</b>	<del>\$106</del> <b>\$81</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>4-5 users</li> <li>HD 4K streaming</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months
No Worries <b>500/50</b>	<del>\$96</del> <b>\$71</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>6+ users</li> <li>Heavy usage</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months
Fair Dinkum <b>750/50</b>	<del>\$121</del> <b>\$96</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>7+ users</li> <li>Big households</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months
Flamin' Fast <b>1000/100</b>	<del>\$126</del> <b>\$101</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>10+ users</li> <li>Power users</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months
Scorchin' Fast <b>2000/200</b>	<del>\$166</del> <b>\$141</b> per month	<ul style="list-style-type: none"> <li>Unlimited data</li> <li>10+ users</li> <li>Power users</li> </ul>	<b>MATE25</b> \$25 off p/m for 6 months

- Internet starting from \$41 p/m when bundled with mobile
- No contracts ever
- Unlimited data on all plans
- 1<sup>st</sup> month risk guarantee
- Plans as high as 2Gbps

# Internet Customer Journey

## nbn customer journey

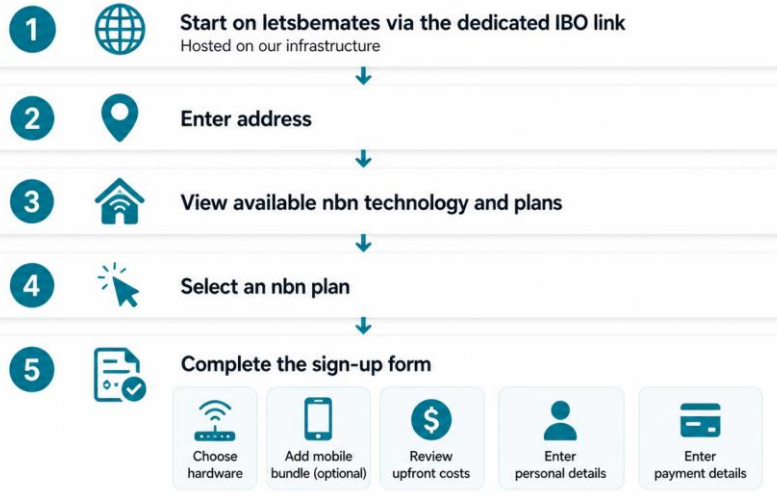
### Stage 1: Website



1-5

### Website

Customer journey



## nbn customer journey

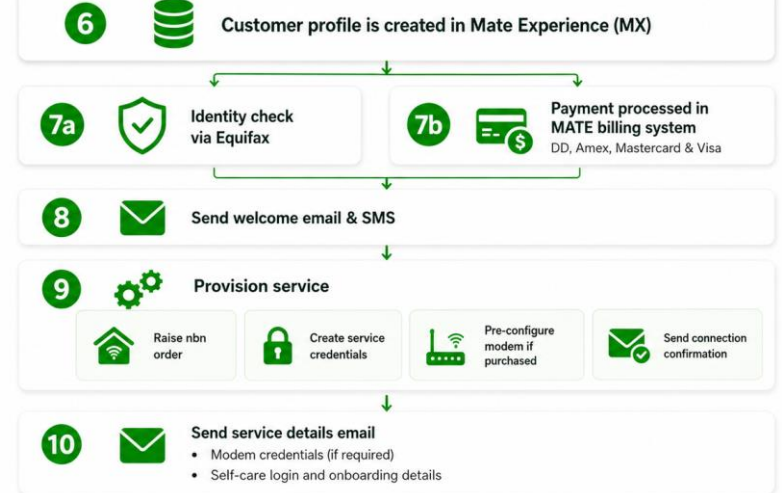
### Stage 2: Mate Experience System



6-10

### Mate Experience System

MX backend systems & provisioning



EXCLUSIVE

# Conxxion mobile plans

## Exclusive mobile plans

### Top Mates

**42GB**  
**\$32** per month

1000GB databank

Unlimited talk & text

Unlimited calls to 15 international countries

5G (capped at 150mbps)\*

Voice over LTE and Wi-Fi calling.

Telstra Wholesale Network.

### Elite Mates

**120GB**  
**\$47** per month

1000GB databank

Unlimited talk & text

Unlimited calls to 15 international countries

5G (capped at 150mbps)\*

Voice over LTE and Wi-Fi calling.

Telstra Wholesale Network.



Surprisingly good mobile



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internet ♥ mobile

#### Terms and conditions:

\*Download speeds are capped at 150Mbps on 4G and 5G. Speeds may vary by location and device. 15 selected countries are not interchangeable.




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# Surprisingly good mobile



Plan	Price	Data	Speed	Unlimited Talk & Text	Included Features	International Call & Text included on all plans to these Countries
<b>Better Mates</b>	<b>\$32</b>	<b>32GB</b> Data Bank <b>1000GB</b>	<b>5G.</b> Speeds capped at 150mbps	✓	<ul style="list-style-type: none"> <li>eSIM &amp; Physical SIM available</li> <li>Voice over LTE and Wi-Fi calling.</li> <li>Telstra Wholesale Network.</li> </ul>	<p>Canada, China, Germany, Greece, Hong Kong, India, Ireland, Malaysia, New Zealand, Singapore, South Korea, Thailand, United Kingdom, USA &amp; Vietnam*</p>  <p>*15 countries are not interchangeable</p>
<b>EXCLUSIVE</b>						
<b>Top Mates</b>	<b>\$32</b>	<b>42GB</b> Data Bank <b>1000GB</b>	<b>5G.</b> Speeds capped at 150mbps	✓	<ul style="list-style-type: none"> <li>eSIM &amp; Physical SIM available</li> <li>Voice over LTE and Wi-Fi calling.</li> <li>Telstra Wholesale Network.</li> </ul>	
<b>Best Mates</b>	<b>\$42</b>	<b>60GB</b> Data Bank <b>1000GB</b>	<b>5G.</b> Speeds capped at 150mbps	✓	<ul style="list-style-type: none"> <li>eSIM &amp; Physical SIM available</li> <li>Voice over LTE and Wi-Fi calling.</li> <li>Telstra Wholesale Network.</li> </ul>	
<b>EXCLUSIVE</b>						
<b>Elite Mates</b>	<b>\$47</b>	<b>120GB</b> Data Bank <b>1000GB</b>	<b>5G.</b> Speeds capped at 150mbps	✓	<ul style="list-style-type: none"> <li>eSIM &amp; Physical SIM available</li> <li>Voice over LTE and Wi-Fi calling.</li> <li>Telstra Wholesale Network.</li> </ul>	
<b>Soul Mates</b>	<b>\$57</b>	<b>160GB</b> Data Bank <b>1000GB</b>	<b>5G.</b> Speeds capped at 250mbps	✓	<ul style="list-style-type: none"> <li>eSIM &amp; Physical SIM available</li> <li>Voice over LTE and Wi-Fi calling.</li> <li>Telstra Wholesale Network.</li> </ul>	



### Bundle and Save

\$10 off p/m when bundled with nbn



### Keep your number

or select a new one from MATE



### Unlimited talk and text

to standard Aussie numbers



### Simple activation

e-SIM or physical SIM card



### No contracts

No MATE setup or plan change fees



### Data banking

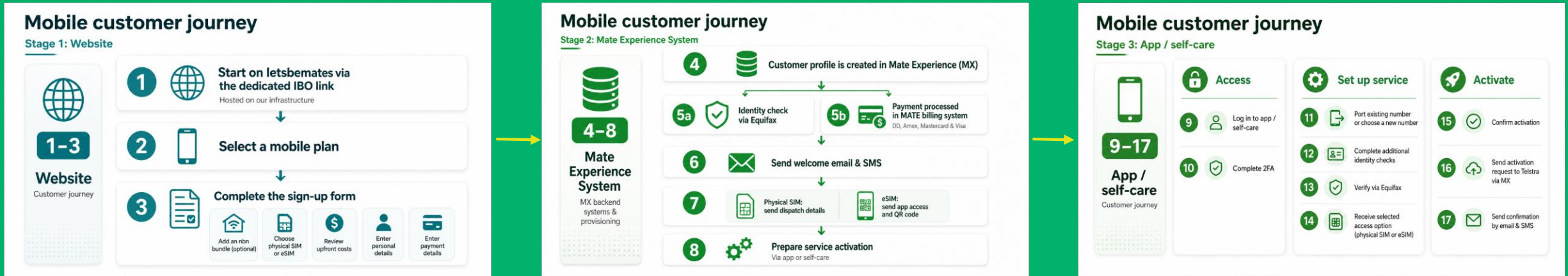
Save your unused data for later

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internet ♥ mobile



# Mobile Customer Journey

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# Small business customers...

## May be suitable

1. Simple internet or mobile needs
2. Standard household-style requirements
3. Clear expectations around service and support
4. No priority or 24/7 support

**VS**

## Requires a business grade service

1. Multiple sites
2. Advanced networking
3. Managed IT requirements
4. Specific service-level needs
5. Multiple VoIP connections

**Safest approach: understand the customer's needs and avoid overpromising.**



# Lifetime commission!

- Earn commissions while customers remain active
- One customer today can generate income over time
- Recurring services create recurring income

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# After you sell, we keep selling for you!



Every additional service that is added to a customer's account which was originally signed up by an IBO, you keep earning!

(even if you didn't sell them the additional service).

# Strive for **More...**

conxxion  
**STRIVE FOR**  
\*T&Cs apply

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**STRIVE FOR**  
**MORE**

Successfully refer **3 MATE services** in a calendar month and receive a **\$25 credit on your own MATE Mobile or NBN account** the following month.\*

Refer **5 MATE services** in the same calendar month and receive a **\$50 credit on your own MATE Mobile or NBN account** the following month.\*

Sign up and Activate MATE services in a calendar month and receive a \$25 or \$50 credit on your own MATE Mobile or NBN account the following month!

## **3 Services = \$25 Credit**

Help 3 people switch to MATE in one month and earn a \$25 account credit.

## **5 Services = Another \$25 Credit**

Add 2 more services and earn a second \$25 credit.

## **Start with 3. Grow from there.**

Build momentum. Build confidence. Build recurring income.



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# Meet the team that supports you everyday!



Josh



Brandon



Michael

# We don't take our mates for granted...

## Custom IBO sales support, made for you!



Conxxion IBO dedicated support line:  
Open 8:30am – 6.30pm, Monday to Friday  
Call us on 1300 952 675



Conxxion IBO dedicated email inbox:  
[conxxion@letsbemates.com.au](mailto:conxxion@letsbemates.com.au)



Conxxion dedicated support website:  
[mateconXXion.com.au](http://mateconXXion.com.au)



Conxxion dedicated online live chat:  
Available at [mateconXXion.com.au](http://mateconXXion.com.au)

Scan to add me  
to your contacts



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# Key takeaways from today:

The one-line message to repeat:  
IBOs guide the customer. MATE manages the service.

1. MATE offers straightforward internet and mobile services
2. IBOs do not need to be telco experts
3. Guide customers to the correct sign-up process
4. MATE manages activation, service delivery and support

IBOs guide  
the customer.

MATE manages  
the service.

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