

The logo for Primus Australia features the company name in a bold, blue, sans-serif font, centered within a thick red oval border. The word "PRIMUS" is on the top line and "AUSTRALIA" is on the bottom line.

PRIMUS
AUSTRALIA

Tom Mazerski - CEO

NBN Co Trials

- Customer Choice
- Considers Retail Providers Costs
- Transition Plan
 - Freedom of Choice/Retail Provider Planning
 - No Forced Price Increases
- Overall Pleasant Experience



GOOD CAT

South Brisbane Exchange

- No Industry Consultation Process
- Customers Forced to Fibre
- No Meaningful Transition Plan
- Inconsiderate to Retail Provider Cost
- Unilateral Price Increases



BAD CAT

Structural Separation

- Telstra Folk Generally Enthusiastic & Helpful.
- ACCC/Industry Have Identified Several Shortcomings with Telstra's Proposed SSU



Not Sure About This Cat!

Tier 1 Secret Agreements

- Little Transparency / Visibility
- No Tier 2 Compensation for Capital Investment / Redeployments
- Potential Unintended Consequences
 - Return to a Monopoly/Duopoly
 - Less Customer Choice



What's Up With This Cat?

Conclusion

- Think Through to End Customer Experience
- Ensure Competitive / Vibrant Market
- Tier 2 Carrier Consideration for Investments / Redeployments
- Incentives for Tier 2 Retail Providers
 - 55% off Tier 1 Prices
 - Balloting



GOOD CAT

