

Things just got a whole lot easier!

Activating, managing and recharging your account will be a breeze with the Lebara app. Just another way we are simplifying your Lebara experience.



Available for iOS and Android devices



Mission

To be a **Recognised** Value Leader

Brand Promise

Easy Plans for a Complex Life

Vision

For Lebara to be identified as a recognised reputable brand name in the industry, known for its simplicity, reliability and above all its passion to consistently provide its customers with unrivalled value.

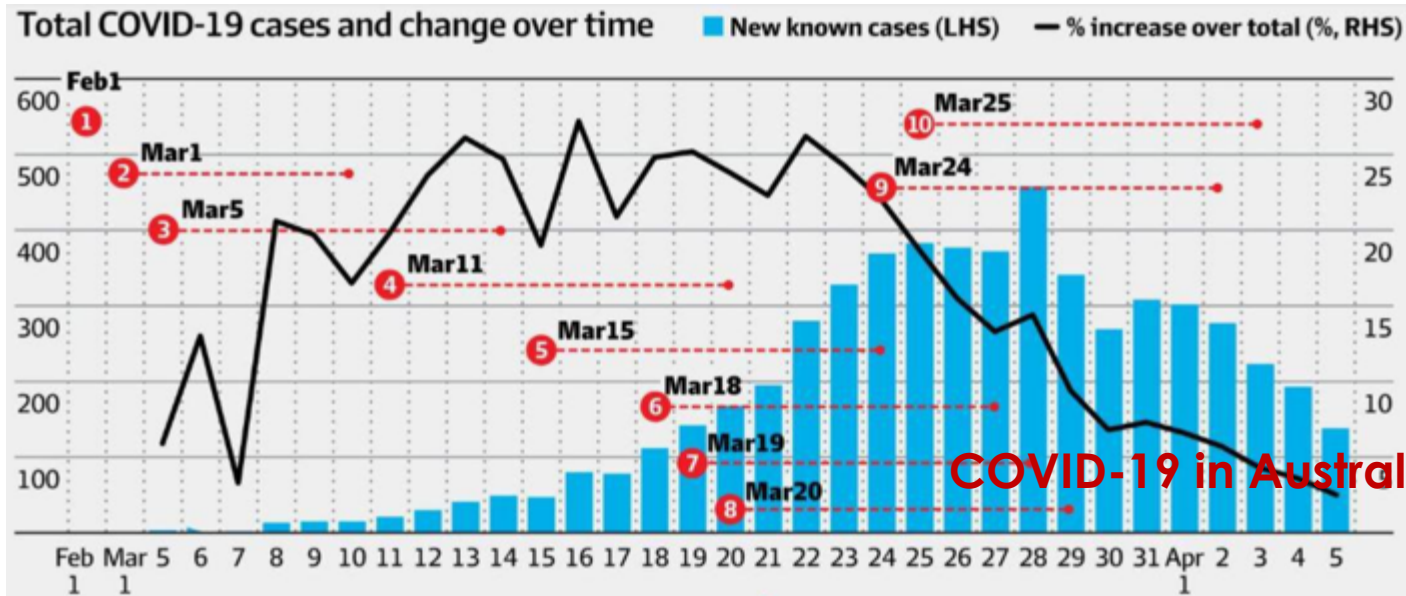
We want our customers to be blown away by how simple, easy and effortless our products & experiences are – and we are committed to consistently exceed their expectations.





COVID-19 in Australia

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Measures to deal with arrivals and departures

It takes 10+ days for measures to be seen in new cases numbers

- 1 Feb 1 Travel ban on China.
 - 2 Mar 1 Travel ban on Iran.
 - 3 Mar 5 Travel ban on South Korea.
 - 4 Mar 11 Travel ban on Italy.
 - 5 Mar 15 Arrivals to Australia must self-isolate for 14 days, ban on 500+ people gathering.
 - 6 Mar 18 Travel overseas banned, ban on 100+ people gathering, aged care home access restricted.
 - 7 Mar 19 Tasmania closes borders.
 - 8 Mar 20 Non-Australian citizens and residents barred from entering country.
 - 9 Mar 24 Overseas travel banned.
 - 10 Mar 25 Qld tightens borders.
- Mar 28 All arrivals to Australia quarantined for 14 days.
 Apr 3 Qld closes borders.
 Apr 5 WA closes borders.
- Measure yet to be seen in known case data

Impacts to Lebara

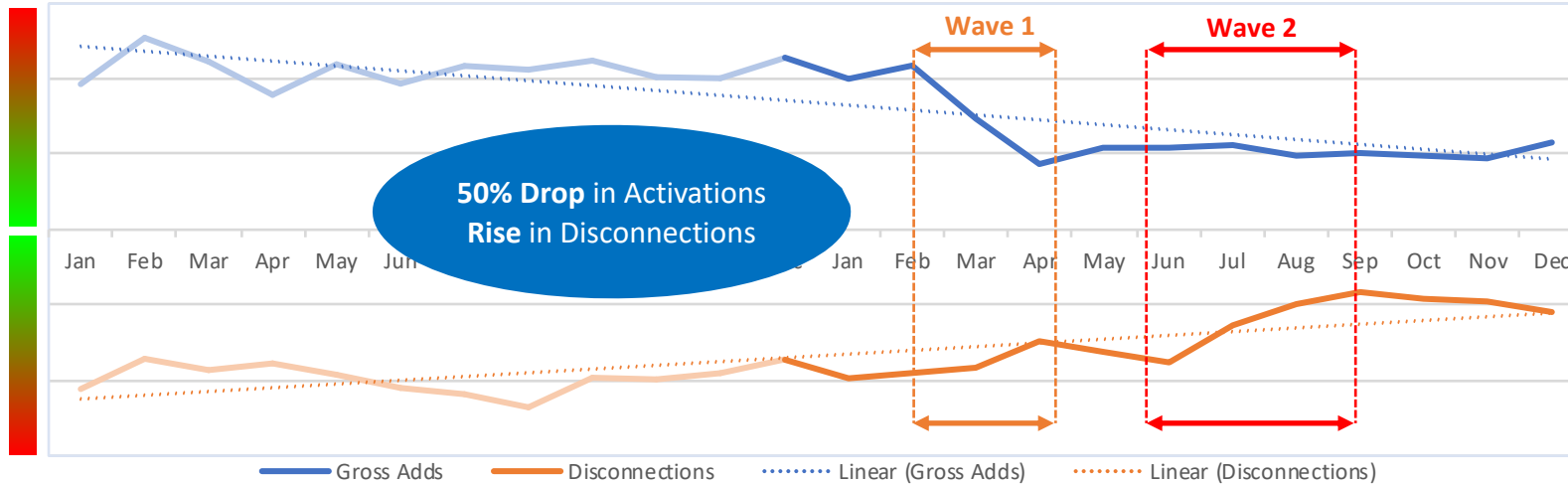
- 2 x Sydney International Airport stores closed
- 1 x Melbourne International Airport store closed
- No new international migrants, students, temporary workers or holidaymakers from 24 March
- Existing international residents/visa holders left Australia to return home
- State enforced COVID-Safe measures, lock-downs & border restrictions dramatically reduced foot-traffic and consumer confidence to visit retail/supermarkets
- Melbourne experienced a 3-week lockdown where all retail stores were required to close by law



Initiatives Enabled by Comviva MobiLytx Supported Customers and Mitigated Business Impacts



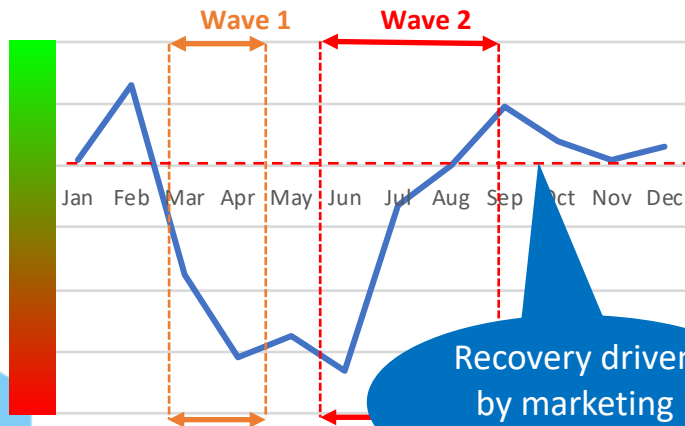
Lebara Activations & Disconnections - 2019 vs. 2020



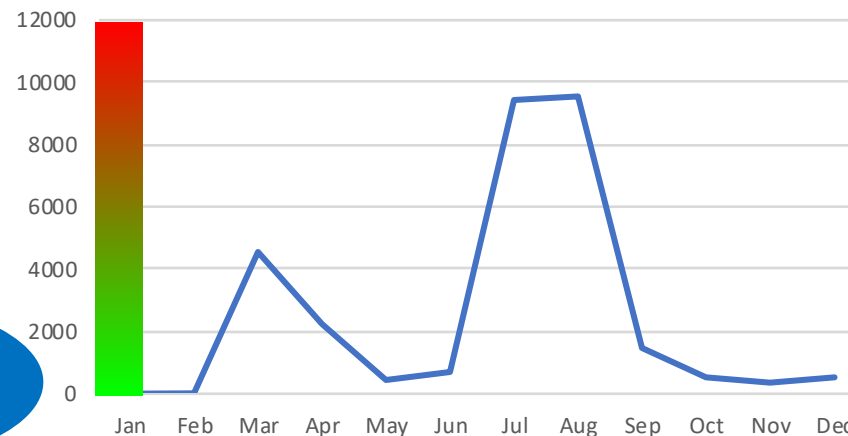
Key Initiatives

- Mobile App Launch & Recharge push
- Key COVID emergency communications & safety advice
- PAYG Free Oz Calls
- Lockdown relief bonuses (extra data)
- End of Month Recharge bonuses
- IPL Cricket Promo Offers
- Multi-Recharge Offers
- Black Friday LTPs

Net Adds



New COVID Cases



Key Outcomes

- Avg. Active Base increased +3.3k YoY
- Churn reduced -2.4% YoY
- Net Customer Rev. increased +2.7% YoY
- ARPU increased 14c