



(Thank you Justin) Good morning and thank you all for coming.

## AGENDA

The wireless M2M market

Geographic regions we cover

Our strategy

Key achievements

Rural broadband

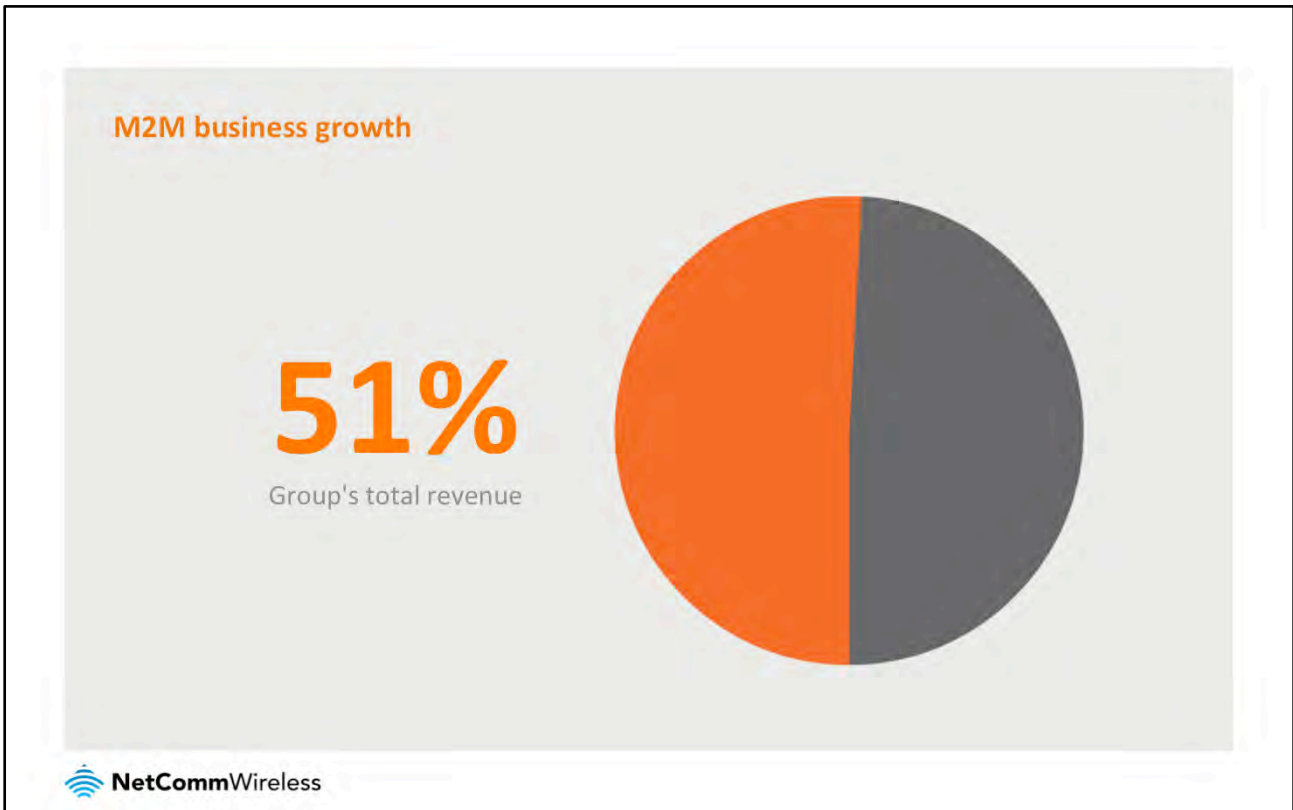
The year ahead

This morning I would like to talk to you about:

- The wireless M2M market
- The geographic regions we cover
- Our strategy
- Key achievements
- A key focus area - Rural broadband with our latest wireless solution
- The year ahead

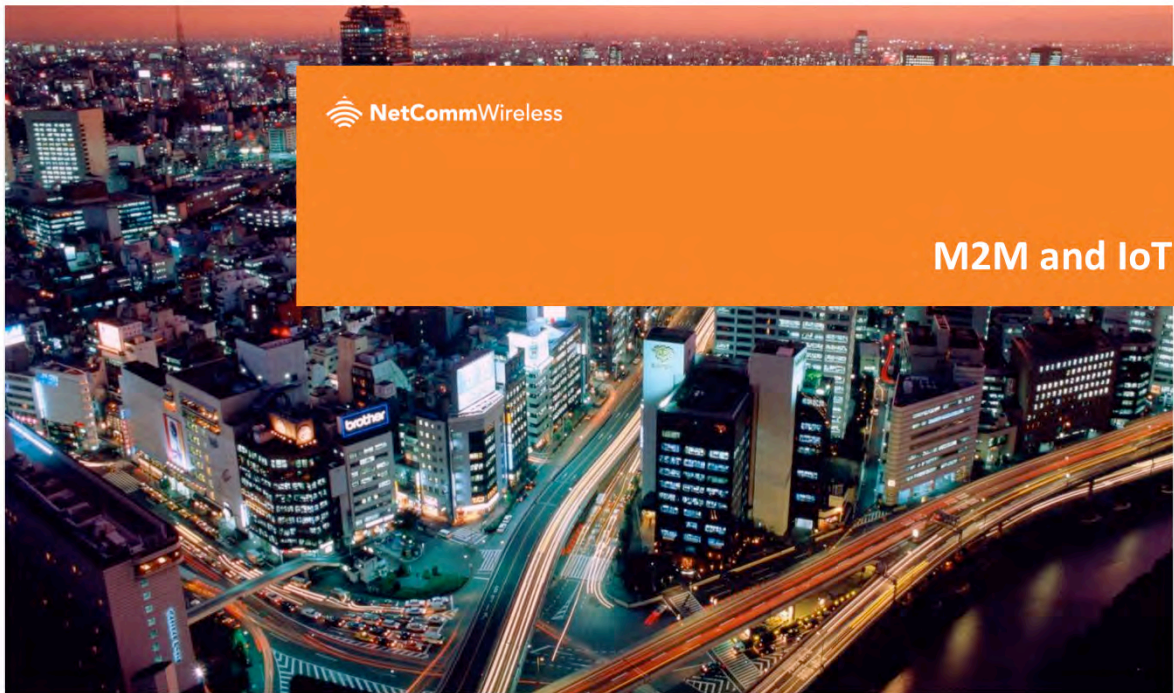


The wireless M2M market



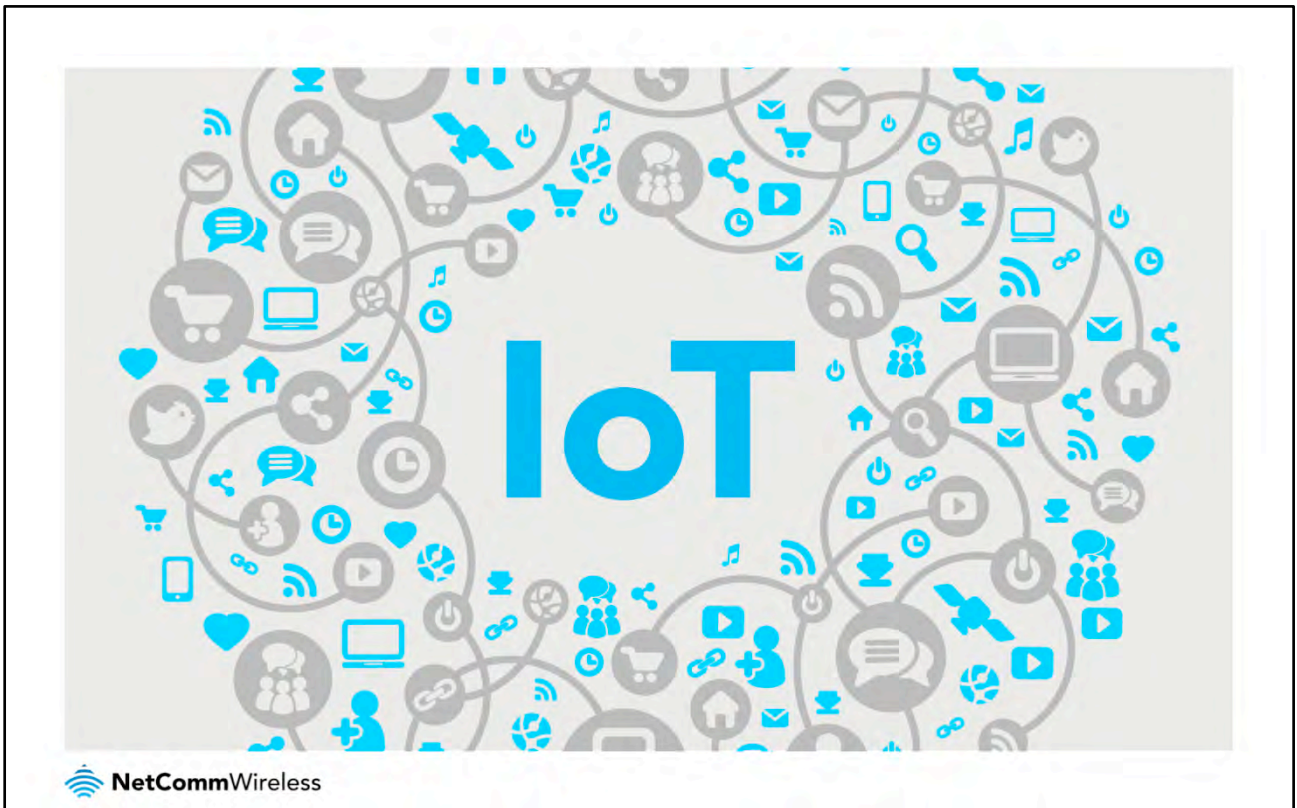
As Justin mentioned, over half of the Group's total revenue came from our M2M business in 2014. That's more than double the 20% generated the year before.

M2M (or Machine-to-Machine) is as much about efficiency gains as it is about cutting costs.



M2M is described by Bank of America, Merrill Lynch as: 'The third wave of mobile industry growth.' After voice and data.

But it's often confused with the Internet of Things (or IoT).



I'm regularly asked whether NetComm Wireless develops M2M or IoT products.

To properly answer that question it's important to understand the association between the two. In simple terms, IoT is mass-market.

It's largely a consumer market technology. Consumer IoT connects people and their appliances or gadgets to the Internet.

M2M is an integral part of Enterprise IoT — and is used to remotely monitor and manage commercial assets such as: smart meters, ATMs, vending machines and security cameras, without the need for human intervention.

This short video explains the difference.

**Click here to view  
M2M / IoT comparison video**



M2M market growth



### Cellular M2M as a Percentage of Total Mobile Connections

	Q2 2014	Q4 2020
North America	10.5%	27.0%
Europe	6.8%	20.4%
Asia Pacific	2.4%	8.8%
Latin America	2.1%	6.9%
CIS	2.0%	8.3%
MENA	1.2%	3.7%
Sub-Saharan Africa	1.2%	2.9%
World	3.0%	9.7%

Source: GSMA Intelligence

The GSMA expects cellular M2M to account for at least 10% (and very possibly 20%) of the global mobile market by 2020 — up from around 3% today.

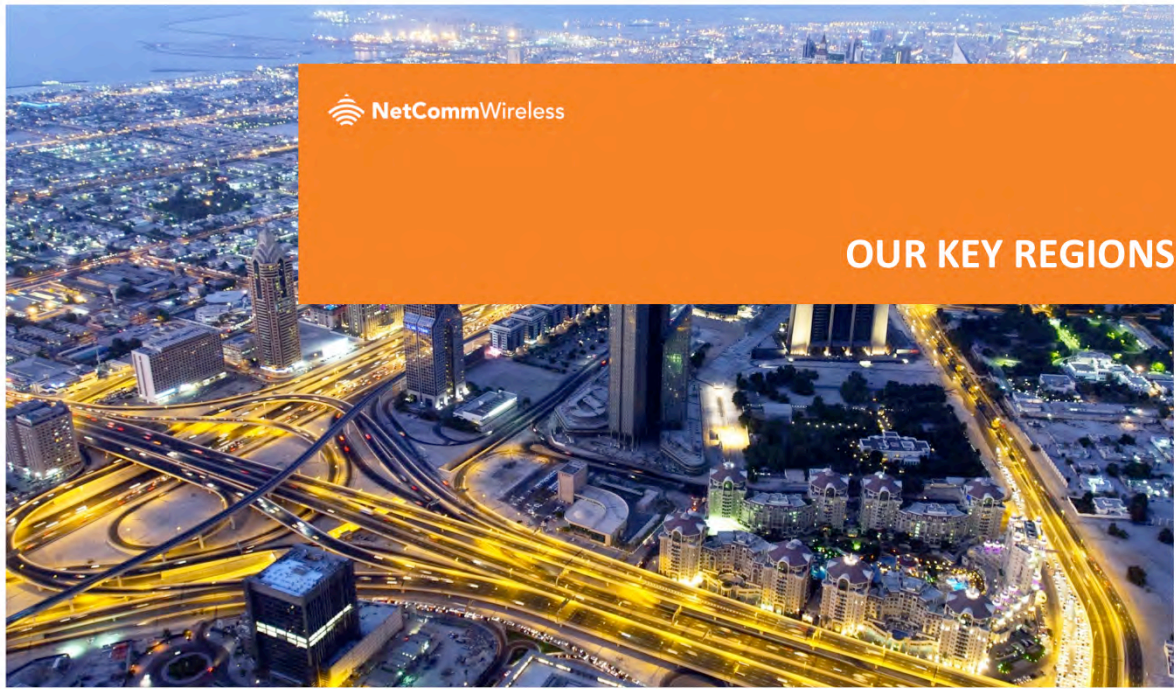
*GSMA Intelligence. "Cellular M2M forecasts and assumptions: 2010-2020". Published 22 September, 2014.*



**\$530 million**  
Australian M2M Market

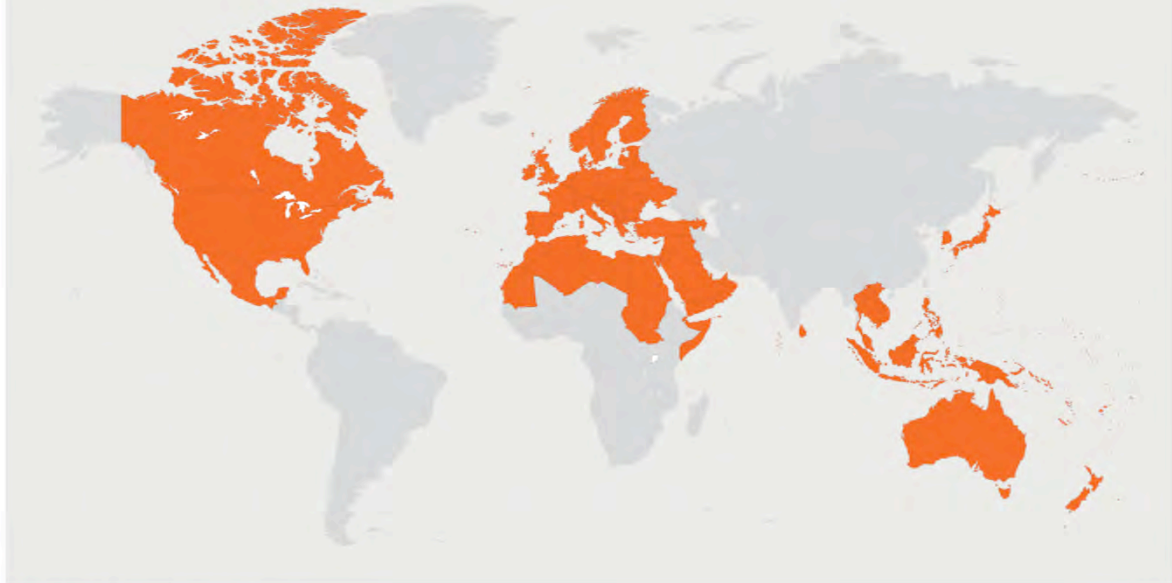
 NetCommWireless

The Australian M2M market is expected to reach \$530 million by 2019 across a broad range of verticals including Point of Sale, Security, Asset Management and Industrial Automation.



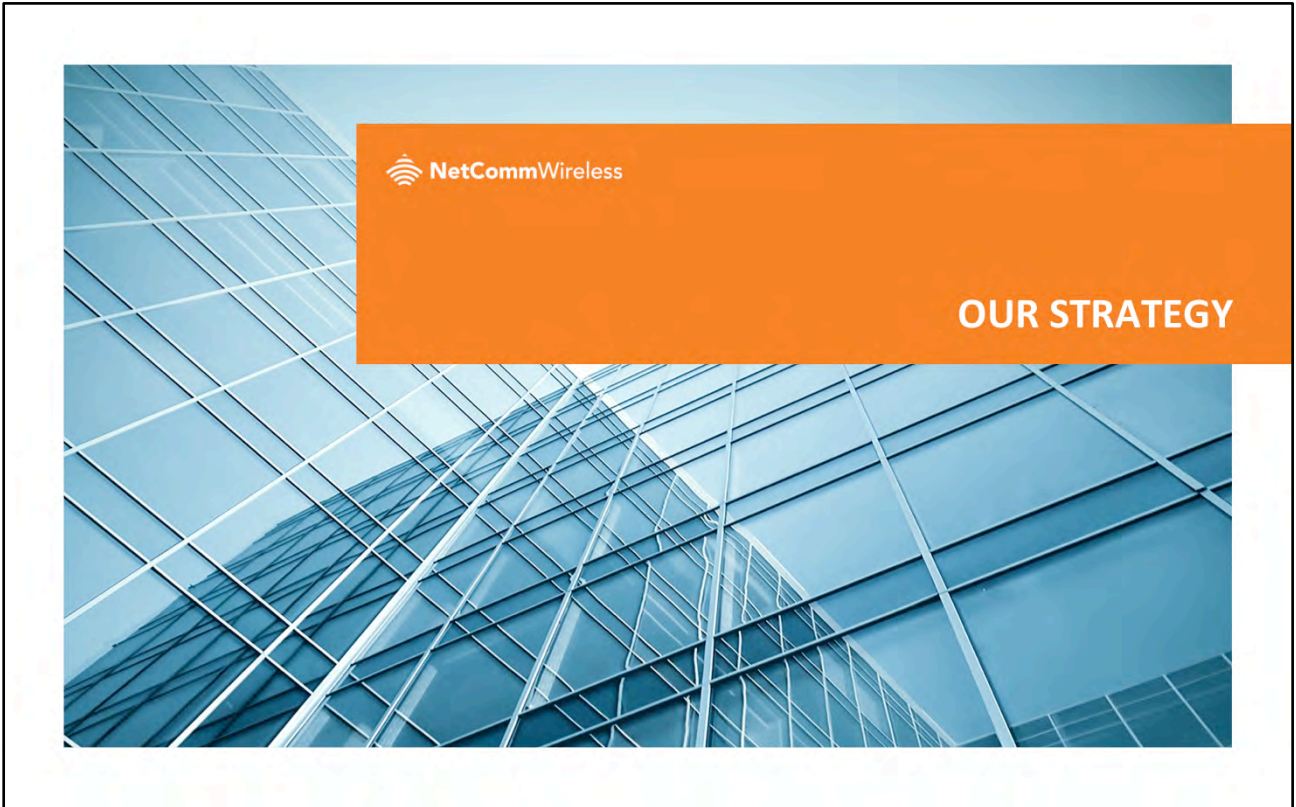
Our key regions

## KEY REGIONS



NetComm Wireless has achieved global recognition for its M2M wireless capabilities and we are working with leading network operators, system integrators and distributors in: Europe, North America, Japan, the Middle East, Australia and New Zealand.

Each market is unique. This gives us a clear advantage because of our flexibility, our customisation capabilities and our ability to scale production accordingly.



Our strategy  
Our strategy this year is straightforward.

## TELECOMMUNICATIONS CARRIER STRATEGY

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ROGERS™

vodafone

verizon wireless

TELUS®

موبايلي  
mobily

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TELE2

Spark

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### Telecommunications Carriers

- Our objective is to build on our existing partnerships to at least 6 of the top 20 M2M carriers globally;
- and
- To secure smaller country specific carrier agreements.

## SELECT M2M VERTICALS



We will continue to actively pursue selected M2M verticals in areas including: smart metering; e-health; asset management; digital signage and 'light Industrial' which covers M2M applications such as: vending machines and kiosks, POS terminals, ATMs.

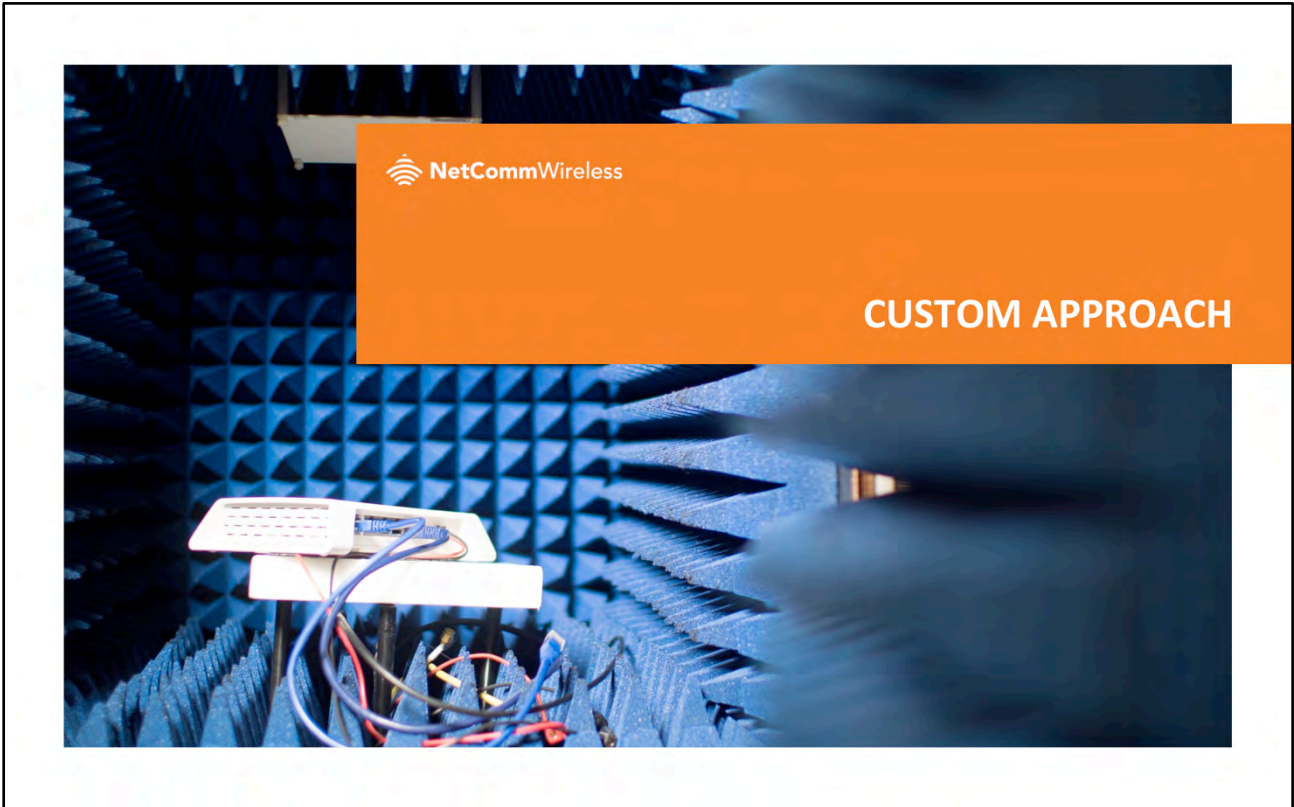
Our strategy is to target specific vertical sectors. We don't play in crowded markets such as fleet management and telematics.



We work with our coat-tail partners to capture global rural broadband opportunities, which I will discuss in more detail shortly.

Our 'coat-tails' strategy allows us to reduce risk and achieve our growth objectives as we expand globally.





Custom approach  
And we differentiate our offerings.

## CUSTOM APPROACH



Open Source  
Operating System



Software  
Development Kit

Our open platform capabilities set us apart in a highly fragmented market. This is a key strength of NetComm Wireless and allows the company to provide customised scalable solutions for specific customer needs.

We have adopted a portfolio management practise for diversifying our risk in relation to customers, geographies, and specialised verticals



In executing our strategy for the 2014 year we delivered the following key achievements:

- We entered the Japanese market in partnership with Kanematsu Communications, one of the country's largest distributors of telecommunication related services.
- We opened an office in Tokyo to ensure we have the local expertise needed to grow our position in Japan.
- Another key M2M partnership was secured with Tele2 from Sweden — one of Europe's fastest growing telecom operators.
- In the Middle East we extended our long-term partnership with leading telco, Etisalat. We are now delivering M2M technologies to a range of vertical industry sectors in the region.
- Our relationship with Vodafone Global Enterprise has led to a new partnership with Vodafone Qatar; and
- We recently launched a new Verizon Wireless M2M device in the US.



An awarding year  
Our hard work has not gone unnoticed.



#### LEADING INNOVATION FOR THE THIRD YEAR RUNNING

- 2014 ACOMMS Award for Innovation
- 2014 ACOMMS Award for Vendor Innovation (Emerging)
- 2014 Australian Business Award for Business Innovation
- 2014 Australian Business Award for Product Innovation
- 2014 Australian Business Award for Best Industrial Product



NetComm Wireless has been recognised as a leading innovator once again this year, taking out the ACOMMS award for Vendor Innovation and a string of other awards for business and product innovation.

## EXPANDING OUR CAPABILITIES



**14** new engineers



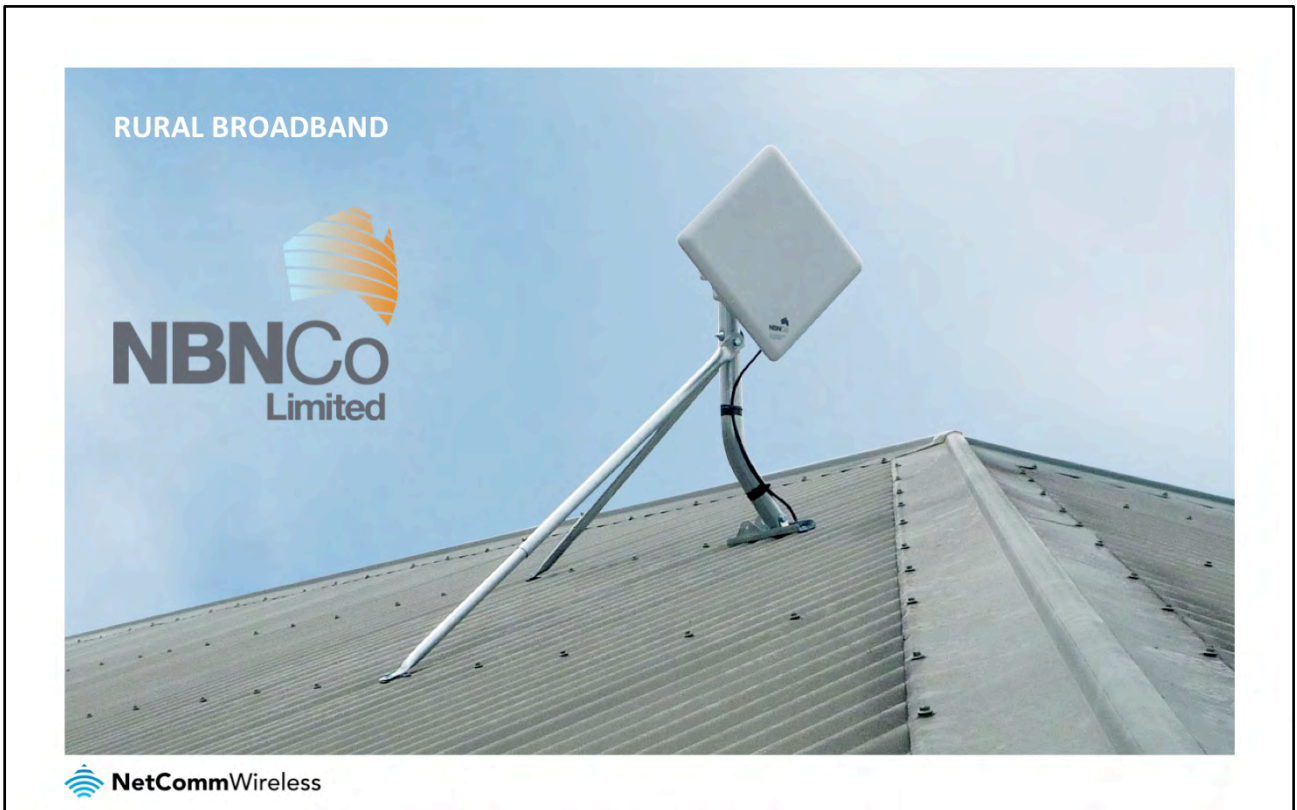
**9** new sales & marketing staff



To enable us to grow internationally and expand our product development capabilities we've recently added 14 new engineers to our Sydney based R&D team; appointed 9 new sales and marketing staff focused on the international markets, while reducing overhead staff by 4.



Key focus area – Rural broadband



Getting fast broadband to rural areas across Australia's vast geography is a major challenge, but the NBN has shown the world how it can be done.

After the May strategic review, NBN has determined that the fixed-wireless component of the national broadband network (NBN) should be expanded.

This demonstrates NetComm's rural broadband capabilities at a time when extending cost-effective connectivity to rural areas has become a key focus area for carriers and governments globally.





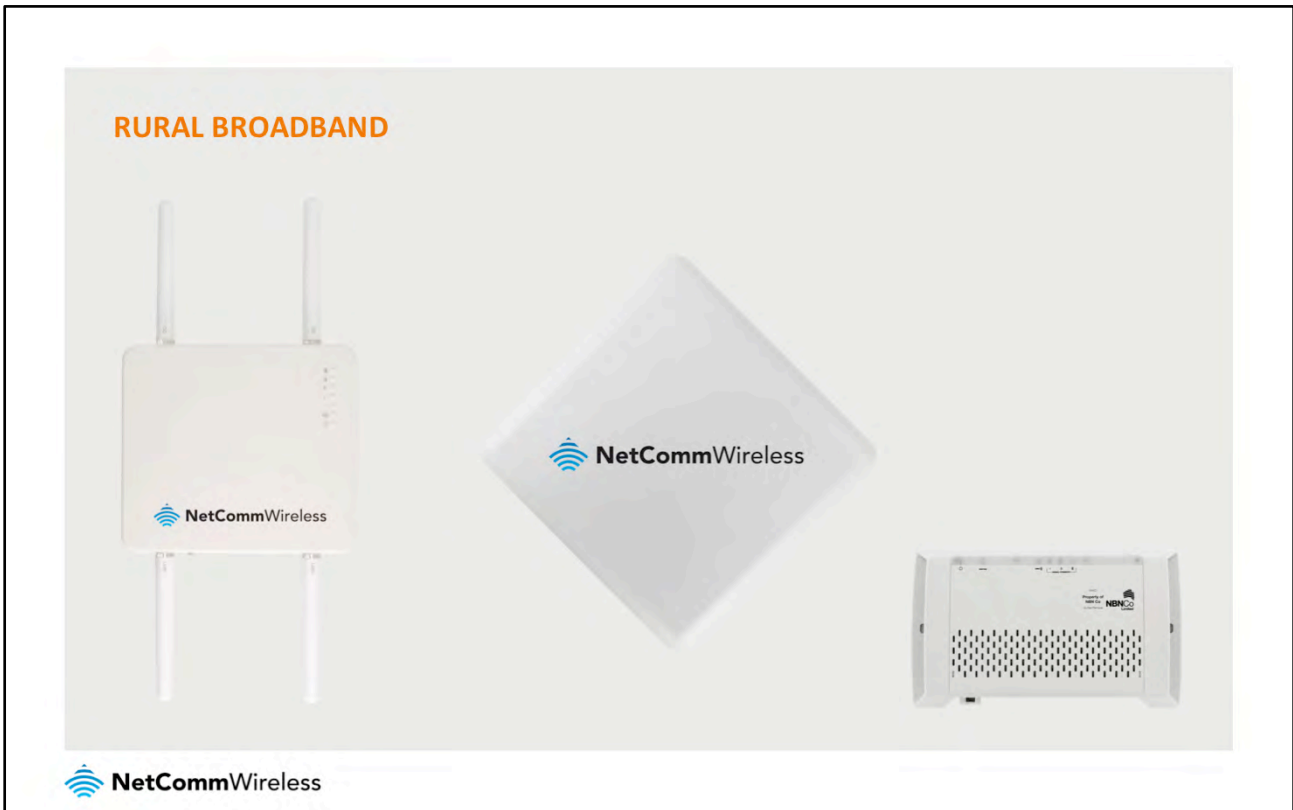
According to a new Boston Consulting Group report, the addressable broadband market for rural areas is around \$80 billion worldwide.

Rural areas that fall into a telecommunications 'gray zone' pose a major challenge for carriers because they're often too dispersed for typical urban COPPER, FIBRE, CABLE and MOBILE SOLUTIONS.

Huge opportunities are available to carriers that can successfully navigate the 'gray zone'. According to Boston Consulting Group, there is a definitive sweet spot for fixed-wireless.

As well as being the most cost-effective technology for rural areas, fixed-wireless also enhances service, performance and customer experience.

Fixed-wireless is the best fit-for-purpose technology.



NetComm Wireless is well positioned for the future. We have a clear strategy; and our partnerships and projects have begun to bear fruit.

We expect extra volume and returns coming from the expansion of the NBN fixed-wireless rollout; and will pursue global rural broadband opportunities.



We are seeing a number of new opportunities arising from 2 compelling events being the shutdown of 2G networks and the removal of copper PSTN networks.

We also expect further earnings growth in 2015 as revenues from M2M contracts come through.

## THE YEAR AHEAD



Growing our strategic  
partnerships



Maintaining our culture  
of innovation



Delivering custom  
solutions



We are working on all fronts to increase our share of the M2M and wireless broadband markets by:

- Growing our strategic partnerships
- Delivering custom solutions to selected M2M verticals; and
- Maintaining our culture of innovation, to differentiate our products in the global marketplace.

NetComm Wireless has a clear direction and, most importantly, we have the staff, management and board with the talent and expertise needed to deliver on our strategy.



**Thank you**

Thank you.