

# From Zero to Hero

## NZ's 3<sup>rd</sup> Mobile Network

### Maori Spectrum Trust

Big Dreams  
Small Beginnings  
Passion, Pride, Persistence



# The Agenda

zero

- The Beginning
  - Who are we
  - Who is 2degrees
  - NZ mobile market overview before 2degrees

to

- Creating a winning plan
  - Building a winning team
  - Building a winning brand
  - Building winning products and services

Hero

- Achieving winning results
  - Successes to date
  - Lessons learned

# Who are We?



- Maori Spectrum Charitable – Te Huarahi Tika
- Indigenous peoples of Aotearoa NZ
- 15% of the population
- Asset base in farms, fish & forestry

# Who is 2degrees?



- Commercial arm is Hautaki Trust
- Manages Maori spectrum
- Goal to drive Maori participation in knowledge economy

Trilogy International Partners

- Invests in wireless telecom sector
- Previously Western Wireless USA, Meteor Ireland, Telering Austria to name but a few
- Currently invests in mobile operators in NZ, Bolivia, Haiti and Dominican Republic

**Communication Venture Partners**

- Invests in wireless telecom markets
- Wide range of experience investing in telecoms across Asia, Europe and the US

# NZ Mobile Overview – Before 2degrees



# Building a Winning Team



Communication Venture Partners

Trilogy International Partners



# Building a Winning Brand

**Every person in the world is connected by 6 touches**

- It's called 6 degrees of separation

**In New Zealand we have one of the shortest social distances in the world**

- But nobody talks for long on mobiles, it simply cost too much

**It's just 2 degrees of separation**

- We are the brand that helps make that close connection for New Zealanders

It's about removing the barriers for NZ to have mobile the way they always wanted it. **Simple**



In 2006 Microsoft conducted the first planetary scale experiment to test the theory

They studied 180 million people and 30 billion instant messages and found that on average people were separated by 6.6 steps



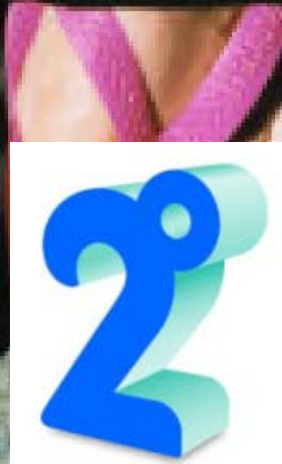


In May 2005 Professor Robert Allen of the AUT, a respected expert in social networks, put forward his belief that New Zealanders enjoyed one of the shortest social distances in the world, in fact

# two degrees of separation



**We are the company that will facilitate  
the special closeness of connection  
that exists in New Zealand**



# LAUNCHED

August 2009



# TVNZ Supreme Advertising Award Winners 2010

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Achieved 90 unprompted brand awareness, and 96% prompted brand awareness after 6 weeks

Used a well known NZ personality who appeals to most New Zealanders

93% advertising recall vs. less than 70% for Vodafone and Telecom

# Building Winning Products & Services

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## Own Network gives control

- Built our own network covering 47% of population
- Enables high degree of pricing control
- Roaming agreement with Vodafone provides full national service

## Focus on simplicity

- Halved price of incumbent calling and texting at launch on prepay
- Provide rewards for topping up
- Local customer care that's FREE to call
- Buy 2degrees in over 2000 outlets across NZ

## Lead the innovation curve

- Continue to deliver new and innovative services
- Prepay Talking and Texting Value Packs
- Prepay Broadband, costs less, lasts longer
- Postpay, sign up online, minutes last for 1 year

Simple Smart Ideas



# From Zero to Hero; Our Successes

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**>200,000 customers in first 6 months**

**>100,000 number ports**

***Moved NZ to bottom half of  
OECD for mobile pricing***

**"2degrees has had a very successful  
launch--one of the most successful of  
any Telco anywhere in the world.,"  
*source VFNZ, Wall Street Journal***



# Lessons

- Robust research ✓
- Believe & commit to the project ✓
- Know the project is bigger than you! ✓
- Consider your brand “Self” ✓
- Small is okay ✓
- Don't give up ✓
- Make friends and work to keep them ✓
- Be honest and sincere ✓

# Lessons

- Know where the end is with measurable milestones ✓
- Learn from the hiccups ✓
- Enjoy the challenges ✓
- Celebrate the successes ✓
  
- Accept the good, the bad and the ugly: and know that the sun will shine again tomorrow! ✓✓✓



*From Zero to Hero*

*Mavis Mullins*

*Maori Spectrum – Te Huarahi Tika*

*APEC Women's Leaders Network, Tokyo*

