
From: Greg Steer [REDACTED]
Sent: Friday, 14 October 2022 7:45 PM
To: Merger Authorisations
Subject: IMZI Pty Ltd: MA1000021 – Telstra TPG Spectrum Transaction – submission
Attachments: ATT00001.htm; imzi_small.pdf

To whom it may concern.

Our business is Mobile Virtual Network Operator aggregation and we are an exclusive Vodafone partner. Our business is totally reliant on Vodafone network coverage to support our customer's subscriber base. Our customers are usually well known retailers, motoring organisations with a significant geographic or online presence who wish to increase brand recognition and loyalty.

The proposed network sharing agreement between Vodafone and Telstra will result in significant benefits for our customers in terms of improved quality of services, greater coverage and quicker access to 5G services. This agreement will also level the playing field, for the first time ever allowing some real competition in rural areas that have been non-existent in the past. I live only 80km from Adelaide, and obviously a loyal Vodafone subscriber, but I'm forced to use Telstra mobile services.

We are currently pitching to a number of major billion dollar+ retailers whose business is based throughout South Australia, Queensland and Victoria. Currently all three proposals are on hold pending the result of the MOCN agreement. If the MOCN agreement does go forward we will again lose out to the Optus / Telstra rural duopoly.

The network sharing agreement will allow my customers and other Vodafone MVNO's to compete head to head with Telstra and Optus which is a great outcome for the end customers and will allow another group of MVNO's to offer competitive products in a currently virtually monopolised market. There will finally be true 3 player competition in rural areas, not the current duopoly.

Many thanks for considering my input.

Regards,
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