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## **Massive Regional Opportunity with Digital Mobile Direct**

The opportunity in the New Zealand Telecommunications market for Vodafone and Digital Mobile Direct is exciting. You may not be aware that Vodafone now provides Total Telecommunications services. This increases our product set beyond our core strength of mobile, to also include fixed line, tolls, Broadband services, as well as a range of exciting innovative solutions that mix the best of fixed and mobile solutions.

### **What does this really mean?**

From a customers perspective it means Vodafone can provide a larger range of products and services so we can fulfil what many of our customers want. They can buy all of their Telecommunications from Vodafone rather than selected services.

For our channels it means there is a national market exceeding \$2.8 billion p.a. of services that Vodafone could offer an alternative option for customers today. This is a massive opportunity!

Digital Mobile is a premium channel partner for Vodafone, and is capitalising on this market opportunity by introducing an innovative Franchise model into regional areas where Vodafone does not currently have a strong presence.

### **The introduction of Digital Mobile Direct**

The Digital Mobile Direct Business Franchise opportunities have been designed to enable individuals in key territories the chance to establish their own business and build local networks within those communities to sell Vodafone's increased product offering.

For the selected Franchise individuals there is fantastic earning potential given the market opportunity. With the collective resources of Vodafone and Digital Mobile supporting them, these Franchises are a real winner!



Alan Leigh  
General Manager Business Marketing  
Vodafone New Zealand