

\$46bn Telecom Strategy & International Growth

Developing long-term strategy, new digital services and international growth opportunities

The Challenge

A major Australasian telecom group faced declining mobile margins in a saturated domestic market while responding to national broadband rollout and emerging digital and media opportunities.



AT A GLANCE

\$46bn

Australasian group

Australia & Asia

Telecommunications

Growth

Digital services, JVs & M&A

Our Approach

- **Strategic Planning**
Led development of five-year mobile and fixed-line strategies.
- **Scenario Planning**
Developed strategy for the National Broadband Network rollout.
- **Growth Planning**
Developed plans for digital media services and LTE rollout.
- **Partnerships & M&A**
Evaluated JV extensions and M&A opportunities across Asia and the Middle East.

Outcome

New competitive digital and mobile services were successfully marketed, with increases in market share and margins and continued dialogue with potential partners.

Experience Across the Journey

