



MEDIA STATEMENT

29 April 14

Inabox Group signs an ex-ispONE customer

Inabox Group's brand Telcoinabox has signed an ex-ispONE customer and is also attracting the attention of ex-carrier telco dealers.

According to Telcoinabox CEO and managing director, Damian Kay, the interest to sign with Inabox is largely due to the current market environment.

"ispONE customers are simply examining their options and reviewing what the market can offer, while dealers, on the other hand, are searching for business security and customer ownership."

The major reason for this upswing in dealer interest is due to large carriers changing their sales strategies and refocusing on direct selling to customers.

Over the past six months 30 per cent of Telcoinabox's new customers have been ex-dealers. Notwithstanding this increase in customers, Telcoinabox's parent entity, Inabox Group, views its new enablement service as the number one growth area for the business due to an emerging trend among big retail brands broadening into telecommunications.

Consumer brands in retail, energy or financial service can now plug in to Telcoinabox's back end infrastructure and turn on telecommunications. This includes service provisioning, management and billing. "Competitors have attempted this with pre-paid options in the past, however this is the first post paid option the market has seen. It's also based on a fully flexible and credit risk controlled model. We supply the back end support and the network deal is handled directly with the carrier," said Mr Kay.

Inabox has recently announced that it has signed its first large household brand and is in negotiations with several others.

"Sales cycles and lead times to launch are typically long in this industry, but we hope to have some interesting announcements in the near future," he said.

Due to contractual obligations the ex-ispONE customer cannot be named.

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andreina@inaboxgroup.com.au to organise an interview or visit www.inaboxgroup.com