



It's better with Spark

SPK-30 Strategy

Chair's address



Today's agenda



Presentations from:

Jolie Hodson

Strategy overview



Renee Mateparae

Better network



Greg Clark

Lead in core connectivity



Matt Bain

Better customer experiences



Mark Beder

Business connectivity
Simplify and optimise beyond the core



Stewart Taylor

Enablers
SPK-30 strategy ambitions

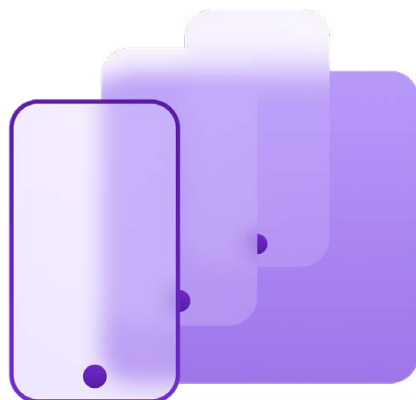


SPK-26: where we aspired to be by FY26



SPK-26 was focused on growth in core markets, data centres, and high-tech solutions

FY26 Ambition

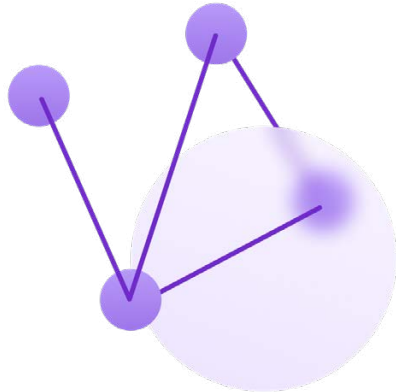


Digital and data-driven, everywhere

Customer iNPS of +41, outperforming FY26 target of +33

Maintained mobile and broadband market leadership

Digitisation and AI investment supported ~20% reduction in call centre volumes



Digital infrastructure fuelling growth

Realised \$356m in value from non-core assets¹

TowerCo proceeds partly invested in data centres and 5G Standalone

Up to \$583m in DC Co proceeds and a 25% stake retained for long-term value creation

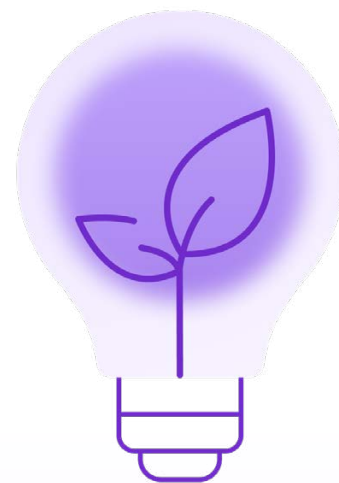


Home of high-tech solutions

Lower business spending impacted market for new tech investment

Seeking investment partner for MATTR

First 5G Standalone network in New Zealand in productisation, IoT delivered ~26% revenue CAGR



Innovative, diverse, sustainable

Spark included in Dow Jones Best-In-Class Index (Australasia)

Median gender pay gap reduced 5pp from FY21 to 23% (vs. target of 10pp by FY26)

Overall engagement impacted by transformation, positive progress on broader culture measures

FY25 Results

While progress was made against strategic priorities, changes in the economic environment impacted earnings performance and shareholder returns. ROIC reduced to 8.7%, which continues to outperform the majority of global peers.

What has changed since we set our last strategy

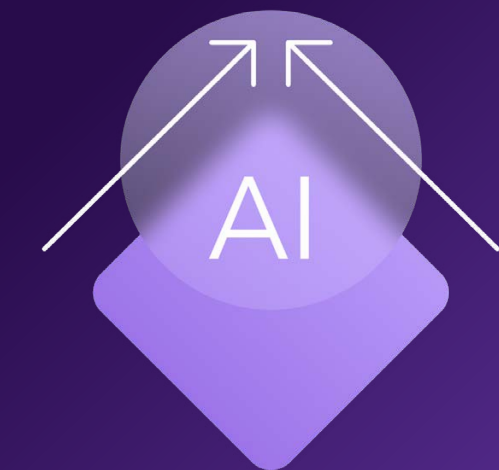


Changed economic environment



Inflationary environment with lower customer spending and population growth, driving greater levels of price competition in key markets.

Accelerated and democratised AI



Generative AI enabling widespread adoption and new opportunities for productivity, customer experiences, and data centre capacity growth, while agentic AI rapidly maturing.

What we have done to respond



Refocused on core connectivity for our customers

Customer satisfaction at an all time high

Refreshed mobile product and pricing

Increasing brand investment

5G rollout at >50% population coverage

US-based satellite provider in the second half of FY26

Transformed operating model and scalable cost base

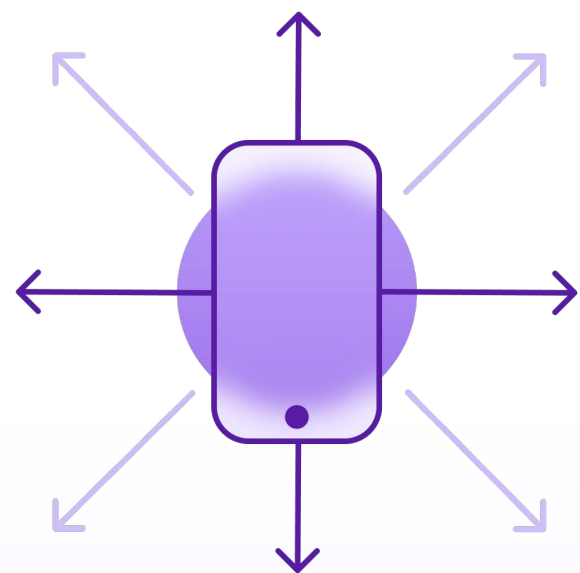
Introduced a simpler, leaner operating model

Simplified non-core asset portfolio

Established four global partnerships to accelerate AI,
improve efficiency, and access global best-practice

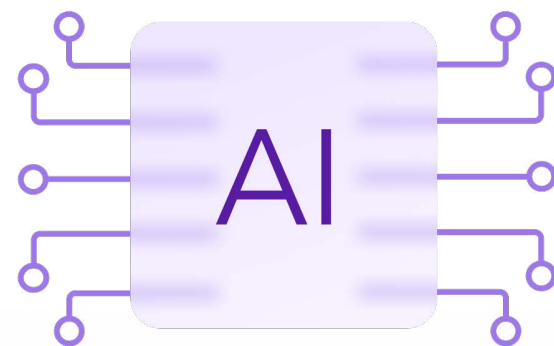
Delivered significant labour and opex reductions

Our strategic context ahead



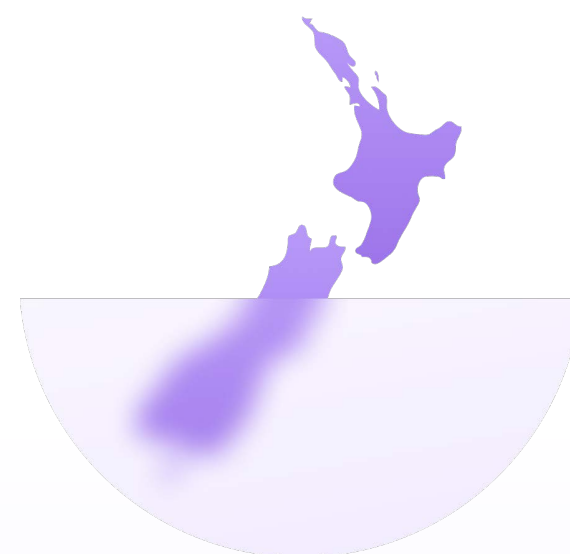
Demand will continue to increase

Connectivity is becoming more central to customers' lives - driving ongoing demand for data



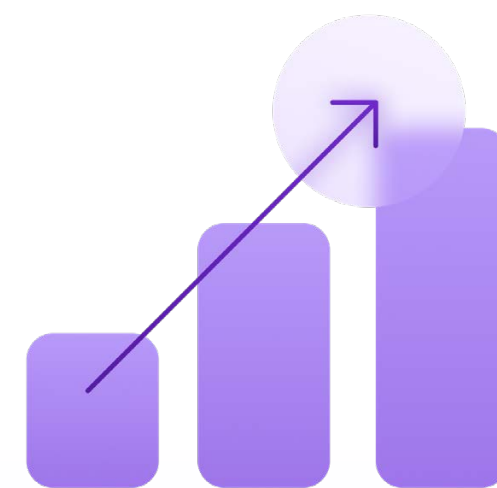
New tech brings new opportunities

Rapid AI advancements and new global partnerships provide an opportunity to do things differently



NZ economy remains subdued

Economic conditions predicted to remain subdued in the near term, while cyclical pressures expected to ease in time



Competitive environment will continue to change

Ability to adapt organisation and cost base at pace critical to success

SPK-30 builds on our competitive advantages



Leaders in the market	No.1 market share¹ in mobile and broadband	Most reliable mobile network with the widest coverage experience²	Most trusted brand in our sector³		
Satisfied, loyal customers	High customer loyalty in mobile base		Five year growth in customer satisfaction 		
	2.6m+ Mobile connections	660k+ Broadband connections	110k+ SME customers	+40 iNPS⁴	1,100+ Enterprise and government customers
Significant and valuable asset base	99% of NZers reached by 4G network	2.3m+ Connections to IoT network	2.2k+ Mobile sites⁵	350MHz Highest value spectrum holdings	Digital Infrastructure data centre and subsea cable shareholdings
	8.7% ROIC in FY25, outperforming most global peers ⁶				

1. Mobile service revenue market share and broadband connection market share sourced from IDC as at 30 June 2025

2. Opensignal Awards - "New Zealand: Mobile Network Experience Report, September 2024, based on independent analysis of mobile measurements recorded during the period June 1 - August 29, 2024" © 2024 Opensignal Limited

3. TRA brand reputation monitor April-June 2025.

4. Interaction net promoter score

5. Includes Spark active equipment on 1,600 third party towers, 572 Rural Connectivity Group (RCG) towers and 90 small cells active at 30 June 2025

6. ROIC is calculated as net operating profit (EBITDAI less depreciation and amortisation) after tax (at 28%) as a percentage of Invested Capital (total debt including leases plus equity). Peers are comparable telecommunications companies

SPK-30 Strategy

Our Purpose

To help all of
New Zealand
win big in a
digital world



Our Ambition

It's better
with Spark

Better network
Better customer
experiences



Our Strategic Choices

- 1 Lead in core connectivity
- 2 Simplify and optimise beyond the core



Our Enablers



People and culture



Technology and AI



Financial discipline



Sustainable Spark



Our ambition

It's better with Spark

Grounded in what matters to our customers



Better network

Network quality attributes account for 4 of the top 5 most important considerations when a customer is choosing a provider

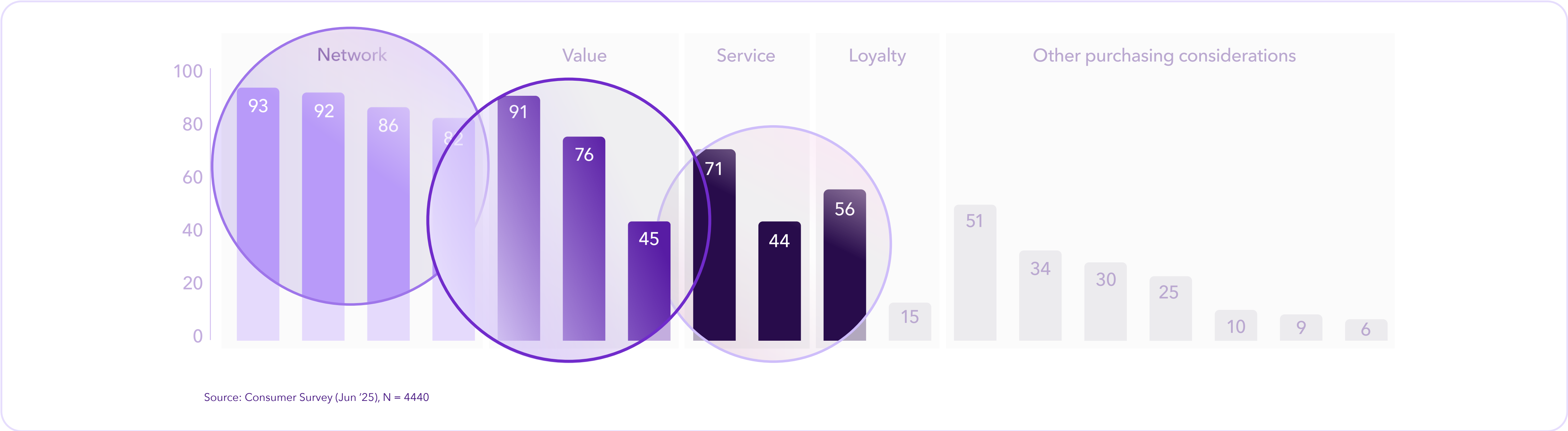


Better customer experiences

Following network and value, customer experience is the next most important factor to customers when choosing a provider

Value for money





Where we will invest for growth



Data centre partnership creating shareholder value in short and long-term

High quality data centre partner secured

Pacific Equity Partners (PEP) partnership secures a funding pathway to build out the planned 130MW+ development pipeline

Realising value in the short and long term

Realises value in the short term, while enabling Spark to continue participating in the growing market through a 25% retained stake

Strong multiple compared to similar transactions

Transaction values 'DC Co' at \$705m¹, and represents an EV/EBITDA multiple of 30.8x² based on FY25 pro-forma EBITDA

Spark expects to receive initial cash proceeds of ~\$486m³ at completion, with additional deferred cash proceeds of up to ~\$98 million contingent on the achievement of performance-based objectives by the end of the CY27 (totaling ~\$583m if the full earn-out is achieved)

Enables capital investment focus on core business

Proceeds will be used to reduce group net debt

Once the transaction is complete and DC Co's standalone funding facilities are in place, Spark's annual capital contribution to fund the development pipeline is expected to be modest

1. Headline enterprise value comprising base enterprise value of \$575 million and up to a further \$130 million of earn-out enterprise value
2. Assumes FY25 pro forma EBITDA of \$22.9m for Spark data centre business within the transaction perimeter

DC Co - transaction features

'DC Co' created to hold all data centre assets and operations (including resource consents), funded through a mix of equity and debt at completion

DC Co will have its own Board, management team, and debt financing facilities (non-recourse to Spark)

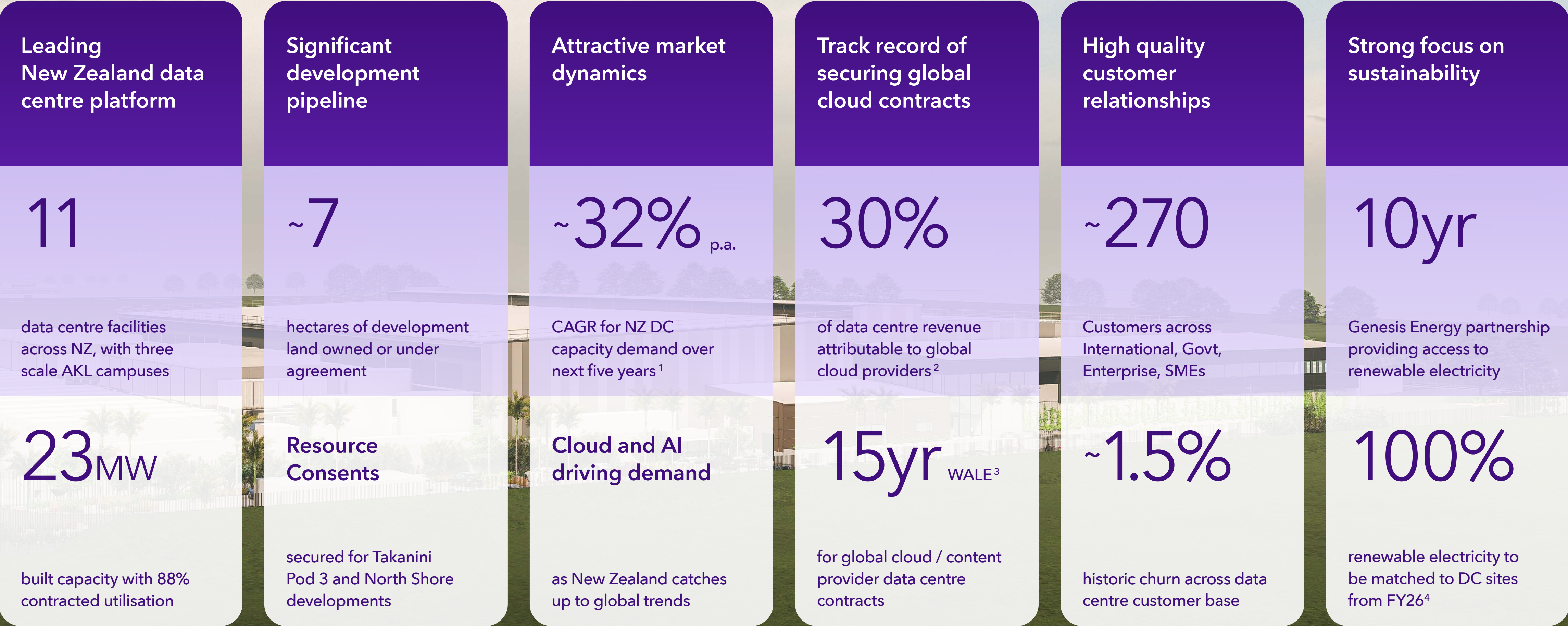
Spark expects to spend \$50m-\$70m capex in H1 26 prior to assumed transaction completion date⁴

DC Co will be equity accounted from completion - estimated to be 1 January 2026⁴

Earnings and cashflow generated by DC Co will be reinvested in the growth of the business

3. Final net proceeds subject to completion adjustments
4. Timing is an estimate only. The transaction is subject to regulatory and customary consents including Overseas Investment Office approval, with a targeted completion date of 31 December 2025

DC Co is well positioned to capture its share of this growth



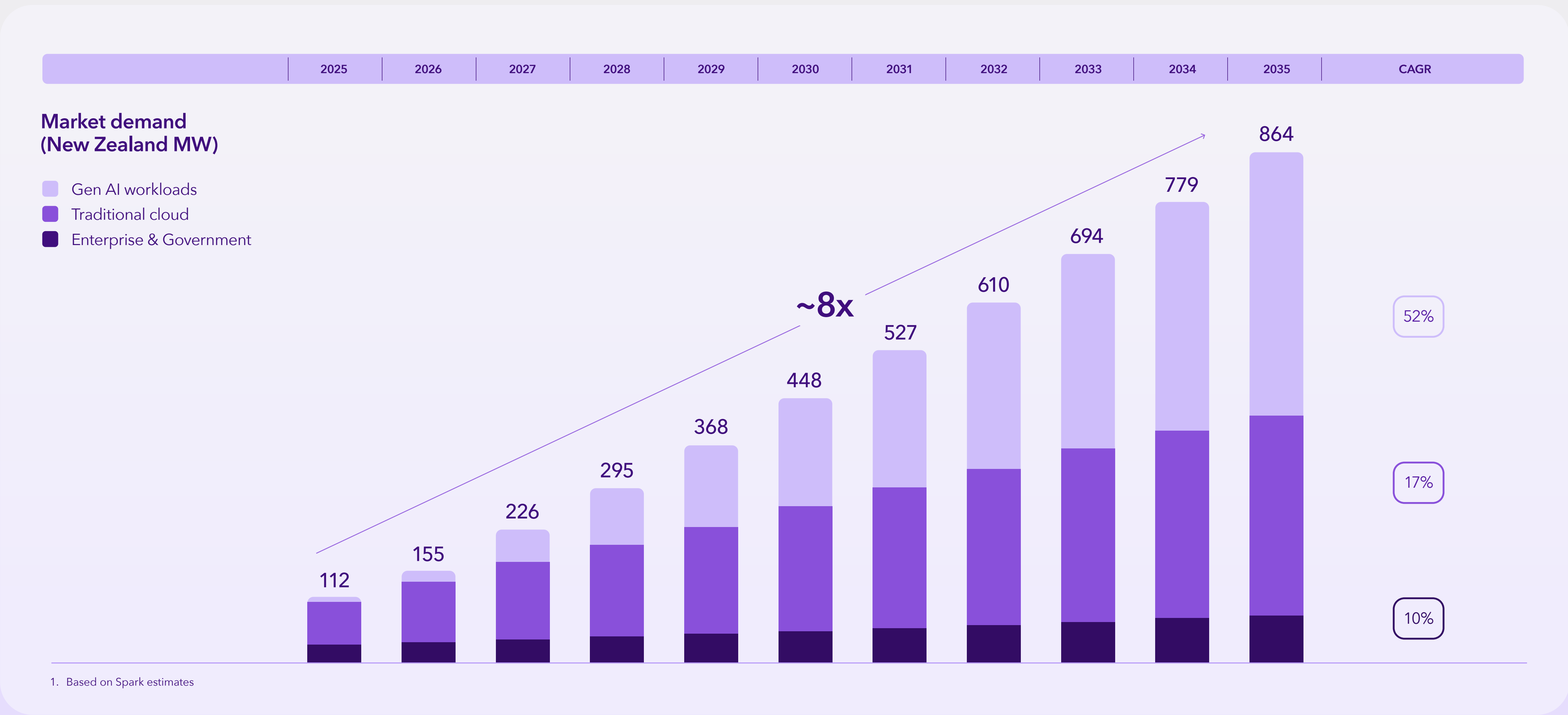
1. Spark estimate

2. Recurring revenue as at H1 25

3. Based on a total contract value weighted average of remaining lease years for global cloud/content provider contracts as at 30 June 2025

4. The Genesis renewable energy partnership, and REC matching, is expected to cover all current sites with the exception of Takanini Pod 2 and the University of Waikato which are recent additions to the portfolio

Forecast demand is expected to grow ~8x over the next 10 years¹



A woman with dark hair tied back, wearing a red headband and a white sweater with a floral pattern, is holding a purple smartphone. She is looking up and to the right with a smile. The background is a clear blue sky. The phone has a triple-camera system on the back.

Our strategic choices

Lead in core connectivity

Lead in core connectivity



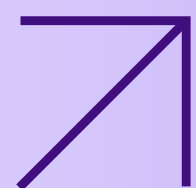
Mobile today



Spark is the #1 mobile provider in New Zealand¹

#1

#1 mobile provider
– 41.4% market share¹



High levels of
customer loyalty in
premium segments

2.6m⁺

Mobile customers

#1

by connections in Enterprise
and Government²

> 85%

Consumer and SME
accounts for >85% of
mobile service revenue



Unique two brand structure provides choice for customers



Spark^{nz}

Value



Price

Mobile contributes:

~40%

Revenue

~52%

Gross margin

MVNO³

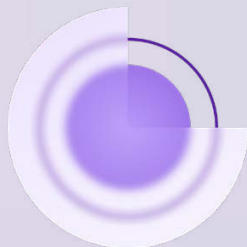
New MVNO platform
launching early 2026

1. Based on Spark's leading mobile service revenue market share, as measured by IDC as at 30 June 2025

2. As measured by IDC as at 30th June 2025

3. Mobile Virtual Network Operators offer mobile services by leasing network access from traditional mobile network operators rather than owning their own infrastructure

Mobile tomorrow



Strategic context

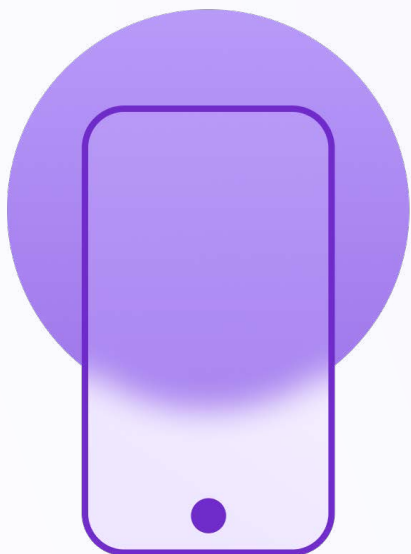
Growing customer demand for data

High levels of Spark customer loyalty in premium segments

Consumer market growth linked to population growth

Business mobile fleets reduced in line with workforces – connections stabilising and growth to return in line with improved economic conditions

Ongoing business ARPU pressure in near term from intensified competitive pricing



More customer choice

Continued investment in value brand Skinny and business mobile to compete across all market segments

Rewarding and recognising customers

Rewarding and recognising high-value, loyal customers to support retention and trade-up into higher value segments

FY30 focus

Meeting changing customer needs

Product innovation delivering new functionality, digital experiences, and new technologies (inc. satellite)

Better network experiences where it matters most

Directing our network investment to meet customers where they are

Broadband today

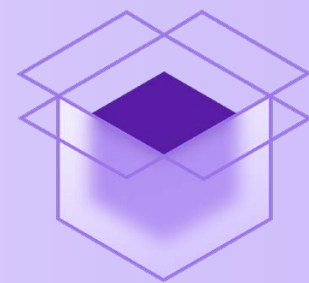


Spark is the #1
Broadband provider
in New Zealand¹

#1

#1 in market –
~32% market share¹

Easy



Wireless Broadband (WBB) a convenient
and mobile option for customers

32%

WBB 32% of
broadband base

660k⁺

Broadband customers



5G WBB delivers superior speeds to 4G WBB²

336 vs 63Mbps

59%

WBB market share³

Unique two brand structure provides choice for customers



Value



Price

1. Based on Spark's leading broadband connection market share, as measured by IDC as at 30 June 2025
2. June 2025 MBNZ report
3. As measured by IDC as at 31 March 2025

Broadband tomorrow



Strategic context

Mature and commoditised market – growth expected to follow migration and housing development

WBB delivers material margin benefits

Tailwinds supporting WBB growth – with ongoing 5G rollout and spectrum re-farming post 3G exit boosting capacity

Around 50% of Spark households bundle mobile and broadband – a growth and retention opportunity

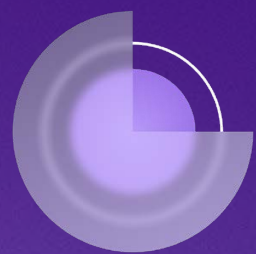


Better value for customers and retention for Spark through broadband and mobile bundling

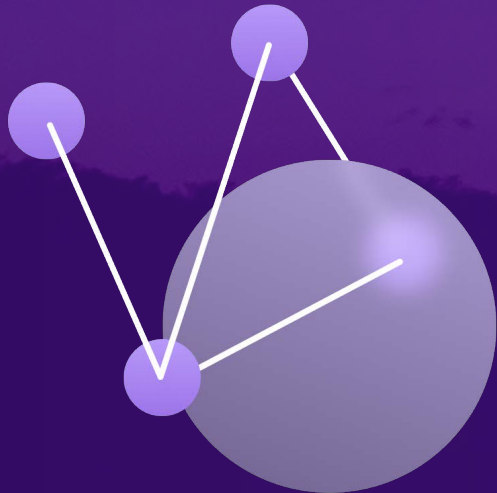
FY30 focus

Better experiences for customers and margins for Spark as 5G rollout matures

Business connectivity today



Spark is a leading connectivity provider for businesses in New Zealand



~80%

of our business customer base purchase connectivity products and services

1st

Spark has built New Zealand's first 5G Standalone network

2.37m⁺

Devices connected to our Internet of Things (IoT) networks

71⁺

SME business hubs deliver high customer satisfaction scores¹

1,100⁺

Enterprise and government customers

110k⁺

Small-medium business customers

99%

of NZers reached by 4G network, and >50% of the population reached by 5G network²

99%

of New Zealanders reached by our IoT networks

1. SME business hub interaction net promoter score increased 5 points in FY25
2. Towns with a population over 1,500

Business connectivity tomorrow

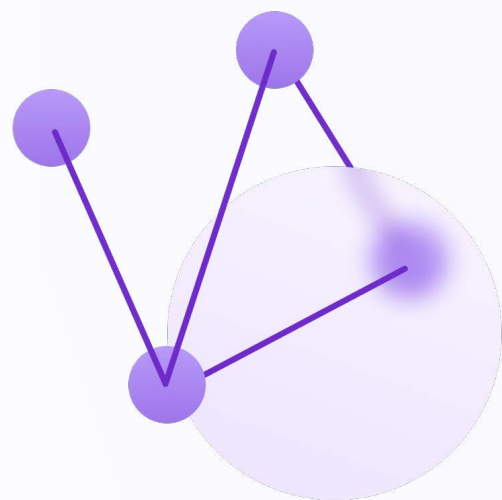


Strategic context

Business connectivity continues to be a core foundational layer

Customers are modernising their connectivity solutions

Strong customer preference to purchase multiple connectivity products from one provider



Modernised customer solutions

Transition customers from legacy to modernised solutions

FY30 focus

Advanced connectivity customer solutions

New advanced connectivity solutions that solve complex business problems

AI-enabled customer experiences

Leveraging AI and automation to create easier digital self-service for customers

Our strategic choices

Simplify and optimise beyond the core



Beyond the core - our business solutions today



Strategic context

Leading market positions in cloud, IT Services, Data and AI

Scale business compared to many global peers, with higher profitability

More fragmented competitive environment than connectivity

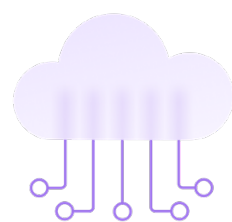
Changing mix and demand impacting profitability



Procurement

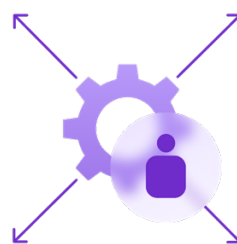
Resale of hardware and software licenses

Considered adjacent to core



Cloud

Public, private, and hybrid cloud solutions



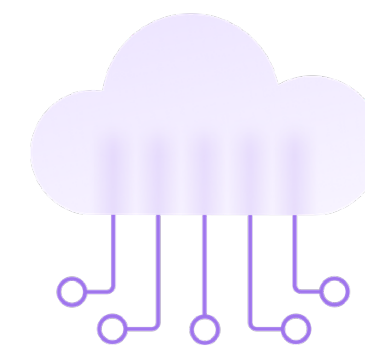
IT Services

Service management and data and AI consulting

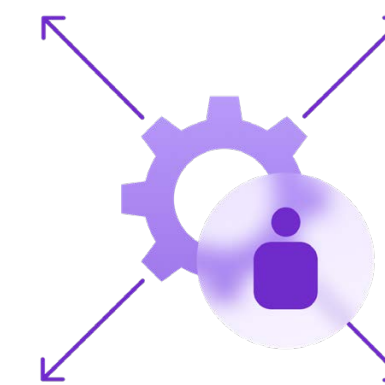
Beyond the core – our business solutions tomorrow



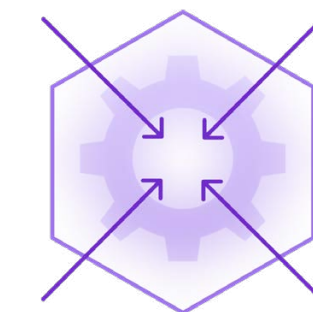
Cloud



IT Services



Procurement



Leverage global partnerships to enhance service offerings and returns

Simplify portfolios by sunseting and exiting legacy offerings

A focus on digital first, automated, and AI-enabled journeys and solutions

Highly utilised and targeted professional services

Extensive portfolio of valuable assets



Domestic connectivity assets

-  **Spectrum:** 350MHz highest value spectrum holdings
-  **Active mobile assets:** on 2,250+ mobile sites, providing 4G to 99% and 5G to >50% of the population
-  **IoT networks:** largest dedicated IoT network, providing coverage to 99% of the population
-  **Data centre asset:** 25% shareholding in DC Co, a leading data centre provider with a 130MW+ development pipeline¹
-  **National fibre routes:** spanning ~9400km and connecting mobile network across 35 exchanges
-  **Entelar:** field services for civil works, fibre and mobile networks; supply chain; and IT field services

Core assets provide competitive advantage in connectivity and network resilience

International connectivity assets

-  **Subsea cables:** connecting New Zealand to the world through our investment in Southern Cross which owns and operates high speed undersea cables between New Zealand, Australia, United States and the Pacific Islands, and the Tasman Global Access fibre-optic submarine cable between Australia and New Zealand
-  **Satellite:** purpose-built Satellite Earth Station in Warkworth that supports Pacific and maritime connectivity

Valuable extensions to our networks that provide Spark with owner's economics on high-growth routes

Digital connectivity assets

-  **MATTR:** solutions to securely prove identity and share trusted information, giving users control over their personal data with digital credentials. Spark has commenced a process to introduce new investors
-  **Cloud infrastructure:** one of the largest private cloud operators in New Zealand, trusted to host and store workloads for SMEs, enterprise, and government customers

Businesses that operate in adjacent categories to core connectivity

Our approach

Core assets. Retain and invest.

Non-core assets. We will continue to consider ownership options over time.

1. Subject to completion of transaction

A woman with brown hair tied up, wearing glasses and a black jacket with a purple hood, is smiling and taking a selfie with a silver smartphone. She is standing on a blue metal railing. In the background, there is a lush green mountain with a white waterfall cascading down. The sky is blue with some clouds.

Our ambition

Better Network

Better network

Reliable and trusted network



Grow our leadership in reliability and coverage:

Investing where it matters for our customers: network upgrades and expansion based on our customers' real-world experiences using our network

Proactively resolving network issues: leveraging our global partners to accelerate our use of AI, advanced analytics, and automation, to detect and resolve network issues proactively for our customers

Uplifting regional resilience: improve redundancy through investment in regional coverage, self-healing networks, disaster recovery solutions and satellite connectivity

New value from advanced technologies



Create new commercialisation opportunities:

New customer solutions: leverage leading 5G Standalone network investment to bring new capabilities to our business customers - such as network slicing and private networks

New commercial models: participate in the global shift to create new commercial models for 'Network as a service' that are API-based and globally standardised

Customer focused connectivity

Reliable and trusted network



Reliable connectivity

Delivering customers the performance they need, whenever and wherever they need it



Proactive resolution

Leveraging AI and automation to detect and resolve issues proactively, before our customers even know there's a problem



Resilient infrastructure

Investing in regional digital infrastructure to improve redundancy and resilience



Safe and secure

Protecting our customers through proactive threat detection and network security monitoring tools

Leveraging our position as the only telco with a 5G Standalone network in New Zealand

New value from advanced technologies



Personalised and prioritised customer experiences

Dedicated network slices for prioritised services

Ultra reliable, low-latency connectivity

Broad range of use cases across sectors and businesses

5G private network underway with cargo and port customers

Commercialisation opportunities

New commercial models from Network-as-a-service and Network APIs

Access new customers through global API aggregators

Enables Spark to capture early demand from high value enterprise clients

Ability to explore consumer use cases in future years

New commercialisation opportunities from global API aggregators

**Spark is the first
New Zealand company
to join global API
aggregator Aduna**



Initial focus on SIM swap detection
and number verification APIs – supporting
businesses to reduce fraud



A low-angle shot of a young woman with dark, curly hair, smiling broadly. She is wearing a bright pink, textured sweater. Her hand is near her face. The background is a clear blue sky with some blurred foliage on the left. A semi-transparent pink rectangular box is overlaid on the lower left, containing white text.

Our ambition

Better customer experiences

Better customer experiences



There when it matters



Deliver a consistent, reliable network usage experience for our customers – moving from reactive to proactive assistance



Simple and easy to deal with



Upweight our focus on digital channel, automation, and AI investment to reduce friction and time to serve for our customers, and improve self-service capability and sales conversion



I am valued



Customers are recognised and rewarded through our products and services, communications, and experiences that differentiate us from the pack

Our path to better customer experiences



Human assisted channels



Evolving retail experiences
Empowering frontline teams through AI

Digital channels



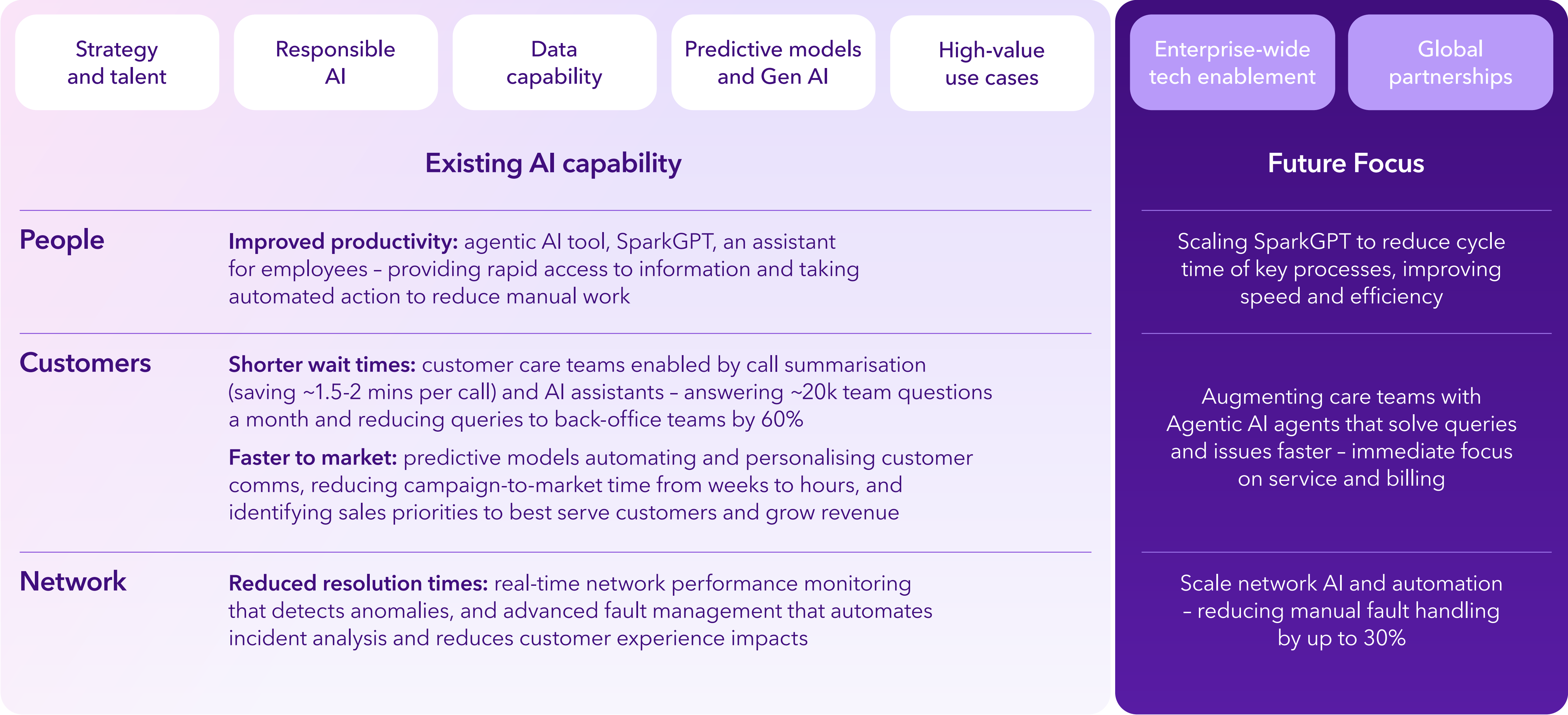
Improve acquisition through spark.co.nz
MySpark app - recognition and personalised offers

Powered by AI



Serving up the right offer to the right customer at the right time
Automating customer self service and issue resolution

Spark a leader in AI and automation capability in New Zealand



Our enablers



People and culture

Building a culture focused on customers and performance by growing engagement, investing in targeted capabilities, and empowering Spark through AI.



Financial discipline

Disciplined capital and cost management, supporting improved shareholder returns.



Technology and AI

Continuing to invest in the AI and technology that underpins our marketplace success and empowers our people.



Sustainable Spark

Delivering business value by supporting a better digital world that is low impact with high connectivity, and equitable and trusted.

Our plan for long-term value creation

Revenue growth

Customer demand for data and pricing driving mobile service revenue growth

Focus on customer lifetime value across connectivity

5G Standalone investment supporting new monetisation opportunities

Efficiency

Simplifying and optimising non-core

New global partnerships bring scale advantages

Lean operating model, AI investment, and cost management

Disciplined capital management

Predictable free cash flow

Capital investment prioritised to network and customer experiences

Growing dividends over time for our shareholders

Capital Management Framework

1	Maintaining financial strength	Focused on a strong balance sheet, targeting metrics consistent with current credit rating			
2	Investment and portfolio management	BAU Capex - used to sustain and grow the core business organically (excluding spectrum)	Strategic Capex - capital investment outside the core business that meet Spark's hurdle rates	Investment and M&A for growth must meet hurdle rates	Hurdle rates: NPV positive and ROIC greater than cost of capital Long-run Capex to revenue ratio of 10-12%
3	Sustainable shareholder returns	Dividend payout ratio of 70-100% of Free Cash Flow (FCF)	Dividend Reinvestment Plan utilised when appropriate, currently suspended	Growth in return on invested capital	

Definitions:

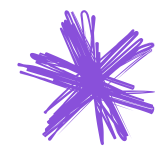
Free Cash Flow: Reported EBITDAI, less adjusting items and non-cash gains or losses; BAU Capex; interest costs; tax; lease costs; impact of changes in working capital, and excluding strategic and spectrum Capex	Strategic Capex: Capex that is allocated to key strategic projects outside the core business that is expected to meet specific return thresholds (for example, data centres)
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SPK-30

Our SPK-30 strategy ambitions

Our SPK-30 strategy ambitions



FY30 Financial Ambition¹

Productivity	Annualised savings of \$150m-\$180m by FY30 (from FY24 baseline)
EBITDAI	Low single digit CAGR from FY25-FY30
Capex	Capex to revenue ratio 10-12%
Free cash flow	Mid single digit CAGR from FY25-FY30
ROIC³	11-13% by FY30

FY30 Non-Financial Ambition

Customer	>45+ iNPS (industry best practice)
Network	Maintain: Most reliable network, with widest coverage experience ²
Employee	Top quartile employee engagement
Sustainability	Reduce absolute scope 1 and 2 GHG emissions 56% by 2030 from a FY20 baseline year

1. Note: Financial and non-financial ambitions should not be relied upon by investors as guidance. Annual guidance will be provided for each year at the FY results briefing
2. As awarded by Opensignal annually
3. ROIC is calculated as net operating profit (EBITDAI less depreciation and amortisation) after tax (at 28%) as a percentage of Invested Capital (total debt including leases plus equity)

Recap: SPK-30 strategy



To grow competitive advantage and shareholder returns

Our new strategy:

- 1 Refocuses Spark on our core business of connectivity - and in particular mobile - from a broader digital services ambition
- 2 Prioritises capital allocation to our core business, as new data centre partnership provides clarity on development pipeline funding
- 3 Is grounded in what matters most to our customers - our mobile network and customer experiences
- 4 Future proofs a scalable cost base through partnerships and AI

This creates

More reasons for customers to join and stay loyal to Spark
A performance driven culture, delivering great customer and people experiences

This will deliver

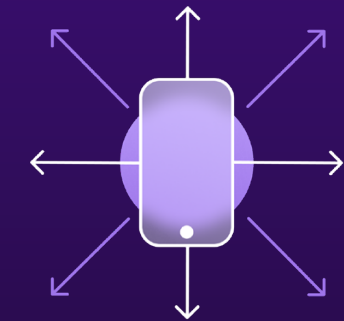
Stable annuity-like returns, with predictable free cash flow and growing dividends over time for our shareholders

Why Spark?

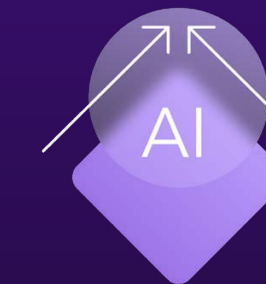
Positive tailwinds driving connectivity growth



Leading market positions across all connectivity segments



Leading AI capability and global partnerships



Proven track record of cost discipline and adaptation



Portfolio management supporting shareholder returns



Stable, annuity-like returns and growing dividends over time

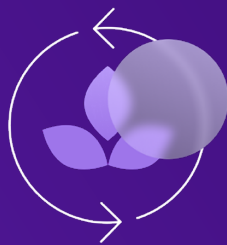


Appendix





A better digital world



Low-impact, high connectivity

We will reduce our environmental impact and enable Aotearoa to do the same through technology



Equitable and trusted

We will champion digital equity and build trust in our digital products and services

In our business

Reduce our environmental impact, with a focus on efficiency and emissions reduction

KPI: Reduce Scope 1 and 2 emissions 56% and achieve 100% renewable electricity by FY30

Deliver trusted digital products with a focus on privacy, data ethics, and responsible AI

KPI: Maintain top quartile performance in the WBA Digital Equity Benchmark

Suppliers and partners

Engage our suppliers to address our upstream environmental impacts

KPI: 70% of suppliers by spend with science-based targets by 2026 (absolute scope 3 ambition to be established for FY30)

Engage our suppliers to identify and address social risks in their businesses

KPI: Five annual JAC¹ audits driving issue identification and remediation

Customers and communities

Support Aotearoa's transition to a resilient, low-emissions future

KPI: maintain leading performance for reliability and coverage (as measured by Opensignal annually)

Champion digital equity with a focus on access, skills, and wellbeing

KPI: Extend the reach of our not-for-profit broadband service Skinny Jump

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