

WHAT IS IT? WHAT DOES IT DO?..

By simply using SMS, texxi creates a safe, practical and friendly way to share taxis at peak times.



WHY NOW?

- Rising oil/fuel prices
- Huge expense of creating new public infrastructure
- Need for population to look at viable alternatives
- Likely to be Government boosted



WHAT'S IN IT FOR TELSTRA?

- The texxi button a great new reason for people to upgrade or buy a new mobile phone
- More people using SMS and 3G services on **Telstra** network
- Increased market share
- Independent income stream trip revenue and not just from AirTime minutes
- Opportunity to get more people 'texting'
- Strengthening the Telstra brand



WHY NOW?

- Rising oil/fuel prices
- Huge expense of creating new public infrastructure
- Need for population to look at viable alternatives
- Likely to be Government boosted







MORE SMS-MORE REVENUE

Low call rates, fixed schemes etc. means Telephone Companies always looking for alternative revenue streams.

texxi will increase Telstra's revenue without you lifting a finger.

Telstra customers will increase their texting via texxi promotions, giving you a competitive edge.

And we'll market the whole new texxi concept nationwide for you!



NIGHTS OUT -SAFER ROADS, EXTRA REVENUE

On a night out, some people will take their cars because of the difficulty finding taxis.

Result? Driving under the influence of alcohol.

texxi finds the taxi for them.

Result? More people get taxis and roads become safer.

Plus additional revenue for Telstra Network.





SCHOOL RUN CLEANER ENVIRONMENT EXTRA REVENUE

School buses create more carbon emissions than a few taxis.

Mum taking kids to school creates traffic jams.

With a shared **texxi** taxi, more children get to school, faster and for less cost. Reduced traffic jams and reduced CO2 emissions.

Plus extra revenue for Telstra.





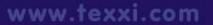
SUPERMARKET SHOPPING -HAPPIER HOUSEWIVES, EXTRA REVENUE

Hypermarket (Aspley) offers **FREE texxi trips**.

Five Housewives/Senior Citizens in Bridgeman Downs need shopping and take up the offer.

Free trip for five to Hypermarket means more shoppers and increase in store revenue.

Plus extra revenue for Telstra from SMS and texxi.





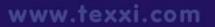
MORE SMS, MORE PREMIUM SERVICE USE

People will want to use **texxi** because:

- Saves money
- Easy to use
- Faster
- More convenient

As more people discover the **texxi** service, **Telstra** gains more revenue from increased SMS use and more revenue from the **texxi** concept.

That's two new additional revenue streams not previously available.





MAKING LIFE EASIER

Summoning a taxi via one-touch SMS will be the best way for people to take advantage of the **texxi** service.

With the **texxi** button, SMS is not just for the young anymore.

And think of future **m-commerce**possibilities - buying flowers, booking
parking spaces etc.



A UNIQUE All developed phone networks face the triple challenge of VoIP mobiles, flat tariff call plans and low take-up of 3G services.

texxi is a unique opportunity to change this in Telstra's favour to your competitors' cost.

With an investment on AUD10m, Telstra could now secure the rights to what could be a total revolution in combined transport and information broking. OPPORTUNITY





