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**From:** Greg Steer [REDACTED]  
**Sent:** Tuesday, 14 June 2022 10:20 AM  
**To:** Merger Authorisations  
**Subject:** IMZI Pty Ltd: MA1000021 – Telstra TPG Spectrum Transaction – submission  
**Attachments:** imzi\_small.pdf

To whom it may concern.

Our business is Mobile Virtual Network Operator aggregation and we are totally reliant on Vodafone network coverage to support our customer's subscriber base. Our customers are usually well known retailers with a significant geographic or online presence who wish to increase brand recognition and loyalty.

The proposed network sharing agreement between Vodafone and Telstra will result in significant benefits for our customers in terms of improved quality of services, greater coverage and quicker access to 5G services. This agreement will also level the playing field, for the first time ever allowing some real competition in rural areas that have been non-existent in the past.

In a recent meeting with a major 2 billion dollar+ retailer whose business is based throughout South Australia and Victoria, my proposal was virtually knocked out because 80 of their 400 retail stores have Telstra and / or Optus only coverage, so they will not sell any Vodafone products. This amounts to a virtual monopoly / duopoly of rural mobile services. The network sharing agreement will allow my customers and other Vodafone MVNO's to compete head to head with Telstra and Optus which is a great outcome for the end customers and will allow another group of MVNO's to offer competitive products in a currently virtually monopolised market.

Many thanks for considering my input.

Regards,  
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