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**From:** Troy Ashton [REDACTED]  
**Sent:** Tuesday, 14 June 2022 10:05 AM  
**To:** Merger Authorisations  
**Subject:** Mobile Icon: MA1000021 – Telstra TPG Spectrum Transaction – submission

To Whom it May Concern,

I am responding on behalf of Mobile Icon - an interest party in the potential long-term network sharing agreement between TPG and Telstra.

Mobile Icon is a Vodafone dealer, that utilises the TPG network. We currently have 8 stores, located in CBD-Melbourne and Western Suburban. Our stores are owned and operated by local members of the community that they are in.

Whilst the sharing agreement may not see a lot of direct change for us in CBD-Melbourne, it would be a substantial change for us in our suburban stores. Currently, from a network perspective, there are areas in the suburb that we can facilitate, but it is at lower speeds and black zones compared to our competitors. This makes it harder on our store owners to expand their businesses within the community.

What I envision as the Operations Manager - post the network sharing agreement, is the ability to have healthier competition within the suburbs and regional areas. An increase of network will see an increase of traffic into the stores. This will allow for more employment opportunities to these areas, as well as more choice for consumers. Our stores currently have a commitment to support the local area, which is hindered by the amount of connections that they are able to make within these stores. With a sharing agreement and improved coverage, this will allow our stores to support the local communities they are in even more.

The other benefit for our business - is expansion into regional areas. With the sharing agreement and a better network, local people will be able to become a Vodafone dealer in their local area, which will support regional communities with business investment, employment opportunities and consumer choice.

As a dealer - we welcome the sharing network agreement submission. We believe that a stronger network supports everyone - business owners, communities and the end-user: the consumers. It means people in regional and suburban areas are not forced to pay more than their CDB and metro counterparts.

If you have any question, please feel free to contact me on the below information.

Regards,

Troy

**Troy Ashton**

Sales and Operations Manager - Mobile Icon

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Mobile Icon Pty Ltd is an exclusive Vodafone Partner