



**ASX Announcement**  
**engin Limited (ENG)**

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Company Announcements Centre  
Australian Stock Exchange

**Media Release: engin Customer Survey**

Media release attached.



## AUSTRALIAN CONSUMERS AND BUSINESSES SPEAK OUT ON BROADBAND TELEPHONY

*The results are in as engin releases VoIP survey findings measuring national opinion and usage trends*

**Sydney, 23 February 2006:** engin, Australia's leading broadband phone company, today released the results of its national customer survey on broadband telephony, also known as Voice over Internet Protocol (VoIP). The survey's findings measured customer opinions and usage patterns of the company's broadband telephony service across Australia.

engin's survey received over 1,100 responses from a cross-section of customers ranging from business to home users. The results were overwhelmingly positive, with much of the feedback demonstrating that significant cost savings continue to be a key driver in broadband telephony adoption and with many users expressing that the overall engin service experience is better than or the same as their traditional telephone service. The survey spotlights engin's commitment to delivering a truly affordable alternative to fixed line carriers and notes that a significant section of customers have migrated towards giving up a fixed line telephony and just using VoIP.

Key findings from survey respondents include:

### **engin home users:**

- Home users indicated they are saving 55 per cent on their phone bills by using engin
- 96 per cent of respondents rated 'cost savings' as the main reason for use at home and 54 per cent stated this reason as VoIP's main advantage
- 47 per cent of respondents cited that the engin overall service was better than their traditional telephone service provider and 34 per cent rated it as the same
- 17 per cent of those questioned have already given up their traditional fixed line phone service and just use a VoIP service and 12 per cent already use engin and a mobile phone
- 83 per cent of respondents rated their level of satisfaction with engin's products and services from 'satisfied' to 'very satisfied'
- 20 per cent of respondents rated engin's product and services as 'outstanding' in terms of both quality and price with 88 per cent rating it between 'good and outstanding'
- 75 per cent of respondents use their engin service at home with a normal phone

**engin business users:**

- Survey results show businesses using engin are saving 75 per cent on their phone bills
- 90 per cent of respondents rated 'cost savings' as the main reason for use at work; 53 per cent stated this reason as VoIP's main advantage and a further 17 per cent stated that free calls as another key advantage
- 41 per cent of respondents cited that the engin overall service was better than their traditional telephone service provider and 36 per cent rated it as the same
- 8.5 per cent of those questioned have already given up their traditional fixed line phone service and just use a VoIP service and 11 per cent already use engin and a mobile phone
- 82 per cent of respondents rated their level of satisfaction with engin's products and services within a range from 'satisfied' to 'very satisfied'
- 17 per cent of respondents rated engin's product and services as 'outstanding' in terms of both quality and price and 87 per cent rated it between 'good and outstanding'
- 69 per cent of respondents use their engin service in business with a normal phone

Commenting on engin's customer survey findings, Ilkka Tales, Chief Executive Officer, *engin* said, "*engin is committed to giving the whole of Australia the chance to enjoy massive savings on phone bills with an alternative to traditional phone services. This survey shows that we're on the right track in providing Aussies with the service they need. By adopting broadband telephony, with its low cost yet high quality calls and all the benefits that the Internet brings, consumers and businesses are challenging the concept of fixed line services.*"

The engin web-based customer survey, using a sample of 2,500 engin customers, was carried out by 1,100 respondents comprising both home and business subscribers.

engin offers a wide range of products from VoIP communication devices to engin enabled products. The communication devices include the engin Voice Box Series 1 and engin Voice Box Series 2, which enable consumers and businesses to make low cost calls to, and receive calls from, any landline or mobile phone over their existing broadband Internet connection. engin Softphones are easy to use and offer outstanding call quality, utilising VoIP technology to convert a PC or laptop into a fully functioning telephone. The engin enabled product line features devices such as the NETGEAR routers, Linksys Broadband Router and Linksys Wireless-G Broadband Router, which come enabled with all of engin's key features built in.

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**About engin**

engin, Australia's leading broadband phone company, was granted its telecommunications carrier license in March 2004 to deliver a digital voice service across all existing Australian broadband connections, and was the first broadband telephony service to be broadly available to Australian consumers and businesses on the shelves of major retailers. Headquartered in Sydney, Australia, engin provides affordable telecommunication alternatives for all Australian consumers and businesses, and were recent winners of the 2005 iAwards AIIA communications category. engin is a publicly listed company on the Australian Stock Exchange (ENG). For more information, please visit [www.engin.com.au](http://www.engin.com.au).

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