

BROAD INVESTMENTS LIMITED
ACN 087 813 090

Australian Stock Exchange Limited (ASX) Announcement

Date: 25 April 2006

**Subject: (i) BroadIP on track with 50 New Resellers;
Expects to do 200 plus by July1.**

**(ii) Free VoIP hardware, Money back Guarantee and low
cost un-timed offer smashes Barrier to Entry**

The Board of Broad Investments Limited (ASX: BRO) is pleased to advise that its subsidiary BroadIP is on target to complete more than 50 reseller applications this week. These resellers have contacted BroadIP directly, attracted by BroadIP's competitive pricing and the high quality of its service.

BroadIP has also upped the stakes in its aggressive drive for market share, eliminating equipment cost as a barrier to entry by becoming the first provider to offer free hardware on its unlimited "All You Can Talk" \$49.99 monthly plan.

BroadIP's rapid growth has it on track to secure more than 200 resellers by 1 July, according to Vaz Hovanessian, Chairman of Broad Investments.

"The business is moving forward rapidly. There has been a huge surge in demand from voice and voice carriage resellers who have turned to BroadIP from other VoIP providers and who recognise the massive growth potential for their own business on BroadIP's high quality, low cost unlimited voice plan and commission structure," Mr Hovanessian said.

"Some of the resellers we have secured claim they are currently writing in excess of 100 new VoIP customers a week, which should further increase our current exponential growth. Just one customer a day from each reseller will add 1500 new customers per month and by July 1 this could be 200 customers per day. Over 12 months this will amount to a significant contribution to our sales and bottom line. Demand has also been very strong from direct small to medium businesses and residential customers since our launch earlier this month. It sends a clear signal to the market that customers will embrace VoIP when the price is right and the process of transition is simplified and seamless."

"Some resellers have claimed that they are attracted to the quality and consistency of the voice on the network which is virtually indistinguishable from fixed line calls. This is great for customer acquisition, satisfaction and retention. We do not have to give away free accounts like other VoIP providers to get customers. Our strategy is bottom line driven." Mr. Hovanessian said.

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Free hardware & Money Back Guarantee remove barriers to entry

The free VoIP hardware offer on the 12 and 24 month \$49.99 un-timed plan eliminates equipment cost as one of the remaining obstacles to residential take-up of VoIP services. The initial outlay for VoIP hardware can cost consumers up to \$250. Free rental of hardware is available on all plans including BroadIP's lowest cost plan of \$19.99/month, which is limited to 200 minutes of calls per month.

Further reinforcing the value and quality of its products, BroadIP is offering a seven-day money back guarantee if customers are not satisfied with their service. Customers can also cancel their contract and return their equipment if BroadIP has not saved them money after their first invoice.

"These are market-leading initiatives from BroadIP that break down barriers to entry and set new benchmarks in both value and service guarantees," Mr Hovanessian said.

"While Australia's major telco is reported to be offering \$89.90 un-timed local and national calls to selected customers, BroadIP is already in the market with an unlimited call offer at almost half the price for all residential consumers, backed by quality and cost-saving guarantees and with free equipment supply.

"The other offer is no match to BroadIP's unlimited "All You Can Talk" offer, even before we include free equipment. Our pricing and service policy challenges the logic of consumers continuing to pay unnecessary line fees and higher charges to their incumbent providers." Mr Hovanessian said.

By Order of the Board

Broad Investments Limited