

BROAD INVESTMENTS LIMITED
ACN 087 813 090

To: Australian Stock Exchange Limited

From: Broad Investments Limited

Date: 26 July 2006

Subject: Investor presentation release

The Board of Broad Investments is pleased to release herewith an investor and broker presentation to be presented to investors over the coming weeks.

For further information or questions please contact:

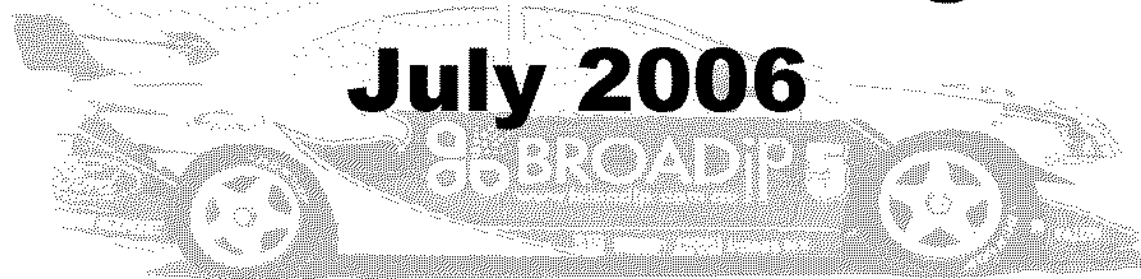
Vaz Hovanesian
Brookes McTavish
Tel: (02) 9425-0000

By Order of the Board
Broad Investments Limited

BROAD INVESTMENTS LIMITED

ASX Code: BRO

Investor Briefing July 2006



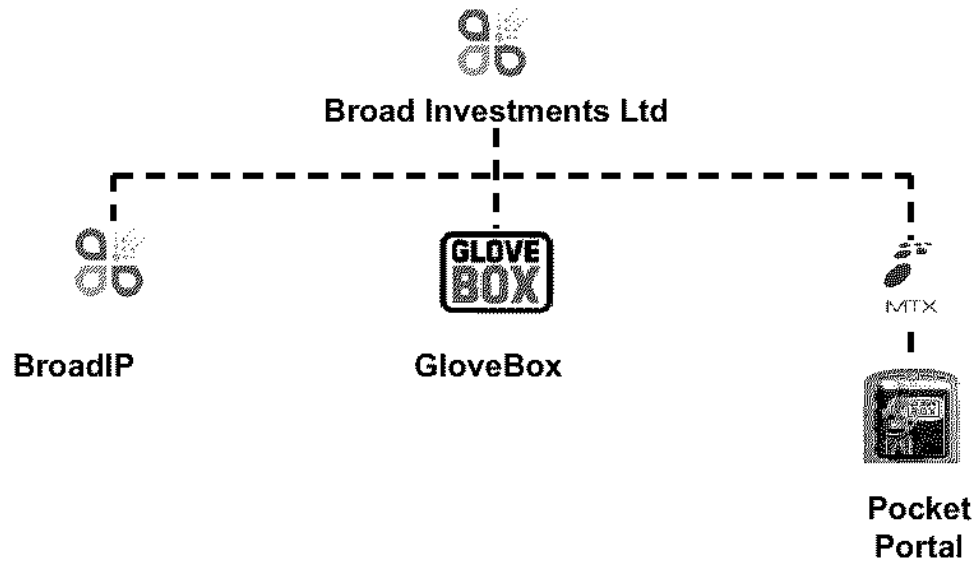
Important Notice

This presentation contains forward-looking statements that involve risks and uncertainties. These forward-looking statements are not guarantees of Broad Investments' future performance and involve a number of risks and uncertainties that may cause actual results to differ materially from the results discussed in these statements. Factors that might cause the Company's results to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to, estimated sales of products; expected development and commercialization of the Company's Product Portfolio; development or acquisition of additional products; raising of sufficient capital to pursue the Company's business and marketing strategy and other risks and uncertainties. Broad Investments undertakes no duty to update any of these forward-looking statements to confirm them to actual results.



Corporate Structure

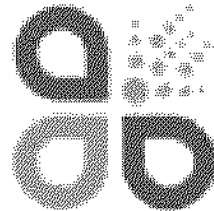
All subsidiaries are 100% owned by Broad Investments Ltd



**BROAD INVESTMENTS
LIMITED**

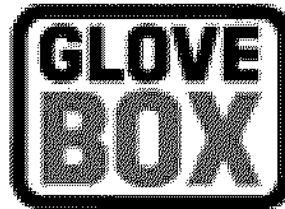
Primary Brands

BroadIP



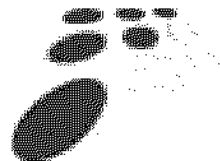
<http://www.broadIP.com.au>

GloveBox



<http://www.glovebox.com.au>

MTX Holdings



<http://www.mobiltx.com.au>

MTX

**BROAD INVESTMENTS
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Market Segments

Current Offerings

- VoIP
- Mobile Applications
- Broadband Services



Proposed Offerings

- Internet Gaming
- IPTV/VOD



Competition & Our Differentiators

1. All Major VoIP competitors rely on 100% VoIP sales to the client, where Broad Investments has a suite of IP based and mobile applications.
2. Due to the multiple products on offer it increases the average ARPU
3. All application services and products are integrated to be delivered over ubiquitous platform to all market segments – creates “sticky” business model reducing churn
4. BroadIP offers fixed contracts at higher contracted prices, in exchange for providing free rental of hardware bundled with applications and services
5. For every BroadIP account provisioned, our major competitors have to provision up to 5 accounts. Hence making the cost of acquisition far lower for BroadIP – (Based upon on our average spend)



VoIP – BroadIP

- 4.5 million broadband users in Australia estimated by early 2007
- BroadIP aim to be the leading VoIP provider by 2009
- BroadIP aim to convert 2.5% of the total broadband market by 2009 = in excess of 112,500 active clients
- Average client spend \$60 per user per month
- \$84,500,000 potential annual turnover from Residential VoIP



Mobile Content & Applications

- There are currently 19 million mobile phones within Australia today
- The mobile content market in 2005 was estimated at \$300 million per annum
- Currently experiencing 50% growth per annum
- Premium text market currently \$70 million per annum forecasted to grow to \$250 million by 2007
- Adult chat and dating currently \$171 million per annum forecasted to grow to \$240 million per annum by 2007
- IPX (Australia) Ericsson, 2005 Report.



Mobile Content & Applications

- **Broad Investments aims to obtain**
- 8% - 10% of the mobile content market by 2009
\$30 million per annum
- 2% -3% of the premium text market by 2009
\$7.5 million per annum
- 8% - 10% of the adult chat and dating market by 2009
\$24 million per annum
- Total potential mobile and content applications share of market if aims achieved
\$52.4 million by 2009



Broadband Services

- Broad Investments are in negotiation and development of broadband based solutions for its existing clients including products such as:-
 - IPTV/VOD
 - IPT
 - Internet Games
 - Wireless based solutions



Customer Service

Call centre

- Level 1, 2 and 3 support
- Qualified engineers manning help desk
- Customer service and sales staff
- SLA's for SME & Corporate Clients
- Completely integrated ticket system software



Infrastructure

- Secure Operating & Data Centre
- Excess Network capacity
- Interconnects into major backbones
- Redundancy



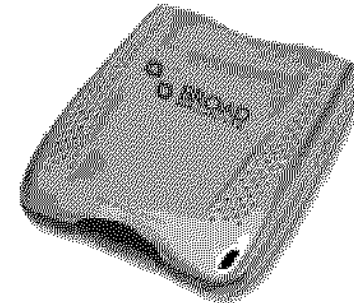
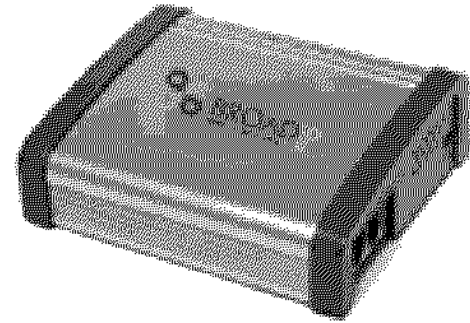
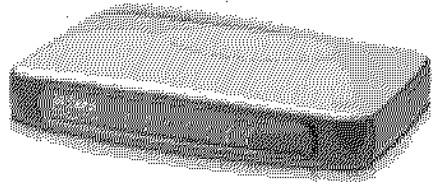
How We Meet Our Targets - VoIP

- Retail strategy
- SME through existing relationships such as NTG
- Corporate Sales – major partner to be announced shortly
- Resellers – consolidate in excess of 200 resellers
- Online – through search engines such as Google



BroadIP

An example of the BroadIP Hardware Offering



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BroadIP Plans

- **Plan 1**

\$19.99 per Month for 200 minutes of outbound calls and then 10 cents per untimed calls thereafter. Calls to mobile are billed at 27 cent per minute with excellent International rates.



- **Plan 2**

\$49.99 per month for unlimited local and national calls. Calls to mobile are billed at 27 cent per minute with excellent International rates.



- **Plan 3 – Corporate & SME**

Customized solution/customized plan – standard plan \$19.99 per Month for 200 minutes of outbound calls and then 10 cents per untimed calls thereafter. Calls to mobile are billed at 25 cent per minute with excellent International rates. IPT hardware solutions provided with internal technical support and training.



- All plans can be bundled with either DSL or Wireless solutions plus all MTX and Glovebox applications.

GBOX for BroadIP

All Broad IP Customers receive:

- Access to your account via your Mobile
- Download ringtones to your BroadIP account
- Receive access to Sensis & other leading content sites developed by MTX
- Content Streaming to your Mobile Phone



How We Meet Sales Targets

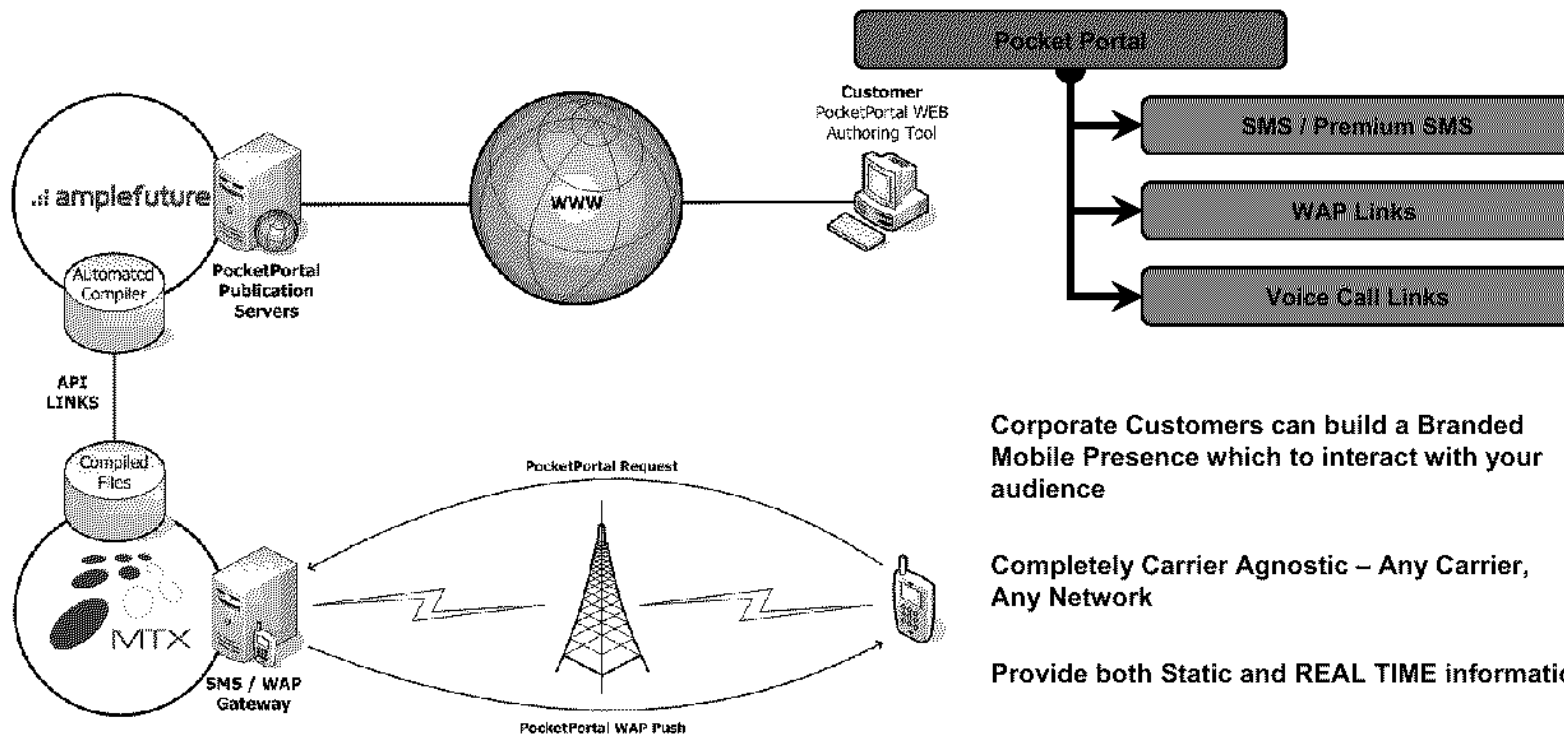
Mobile Applications

- Pre-paid vouchers through over 13,000 retail outlets including Coles, BiLo, Kmart and Crazy Johns through the bill express network
- Direct sales to large corporations and major networks examples of our major clients include: Sensis, MTV and VIPTel
- Online sales via search engines such as Google
- Second Tier carriers
- Asian Expansion



GLOVEBOX / MTX PRODUCTS

Pocket Portal – Corporate and Business Offering



Corporate Customers can build a Branded Mobile Presence which to interact with your audience

Completely Carrier Agnostic – Any Carrier, Any Network

Provide both Static and REAL TIME information

Collect information and interact in a rich and vibrant environment

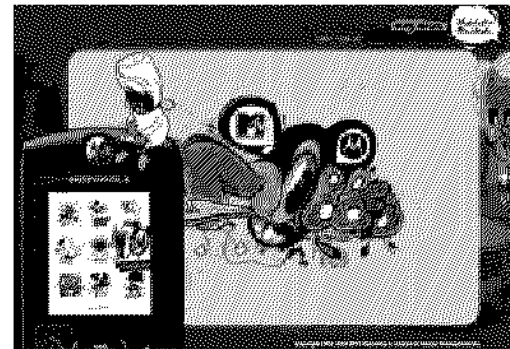
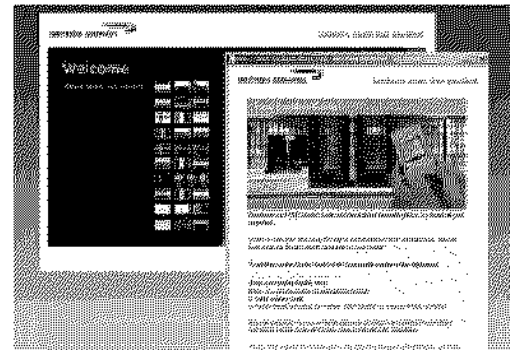
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GLOVEBOX / MTX PRODUCTS

Pocket Portal – Case Study

- **British Airways used Pocket Portal to provide a free London Pocket Guide for your mobile phone.**
 - www.londoniscloser.com

- **MTV and Motorola used Pocket Portal to market their “mobbed” brand and access mobile content.**
 - www.mtvmobbed.com/



How We Meet Sales Targets – Broadband Services

- Hospitality solutions
- Cross Sell to existing BroadIP clients
- High density residential buildings



Recent Market Headlines

1. Sensis signs up to MTX
2. Pocket Portal – MTX wins MTV Award
3. BroadIP acquires 2,500 clients through two strategic acquisitions
4. Partners with Ford Performance Racing
5. Partners with NTG gains access to 16,000 clients



Estimate per market segment

Product	2007	2008	2009	Total	% of market
VoIP	\$10,365	\$22,275	\$51,960	\$84,500	2-3%
*Mobile Applications *Adult Chat *Premium Text	\$5,500	\$14,875	\$32,100	\$52,475	7-9%



- Total market share estimates in 3rd year \$136,975,000. *All numbers based on successful rollout plan and subject to successful capital raising during 2006/7.
- IPX (Australia) Ericsson, 2005 Report. VoIP market segment based upon 4,500,000 broadband users. Mobile applications based on 19,000,000 in the Australian market

**BROAD INVESTMENTS
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Board of Directors & Key Executives

- Vaz Hovanesian – Chairman
- Brookes McTavish – Non Executive Director
- Johan Scholtz – Non Executive Director
- Ted Egan – Non Executive Director

- Michael Anderson – CTO
- Guy Glover – Sales
- Simon Rodgers - Operations



Contacts

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