



NewSat: Australia's satellite company



Hottest bird in the sky

Jabiru Satellite Program launching 2013

Our vision is a reality

NewSat's long term vision to become a truly global satellite operator is being realised.

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Jabiru-1



Jabiru-2

Finalisation of our Vision

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Stage 1

Solutions Provider

Gained subject matter expertise in satellite communications

Built successful and highly-skilled sales and marketing teams

Developed best practices and go-to-market systems and processes

Attracted and retained world-class government and enterprise clients

Stage 2

Teleport Operator

Completed the debt-free acquisition of two teleports

Gained more control over the supply chain

Built a reputation for high quality service and "Six Sigma" uptime

Maintained a client retention rate of over 90%

Achieved "Global Access Point" certification for secure transmissions – one of only five in the world

Stage 3



Satellite Operator

Provide global coverage of a customer-focused offering

Gain complete control of the supply chain to deliver an end-to-end satellite solution

Secure complete control over pricing and quality

Allow significantly higher gross margin potential

Leverage skills accrued in sales, marketing, engineering and operations across the enterprise



A step-change in NewSat's profitability and cash flow.

- Jabiru Satellite Program will comprise Australia's first independently owned commercial satellites, which would make this fleet of next generation geostationary satellites Australia's inaugural space program
- Upon launch, Jabiru-1 and Jabiru-2 will enhance NewSat's leadership position, making it the first Australian company to provide a total satellite communications offering
- The Jabiru Satellite Program was conceived to unlock bandwidth capacity and offer customers in high demand, high growth markets superior satellite coverage and speeds
- The Jabiru Satellite Program is expected to deliver highly profitable revenues in excess of \$1.5 billion.

Jabiru?

The satellite program takes its name from the indigenous term for "stork" and is the only bird of its kind in Australia. Found in remote regions, the Jabiru is an iconic bird, a strong and unique symbol to fly Australia's space quest.

The Jabiru Satellite Program unlocks bandwidth capacity and coverage that is unavailable today



Jabiru-1

Over \$1.5 billion of highly profitable revenue over the 15 year life of Jabiru-1.



Jabiru-1: Significant Progress

1	Orbital slot	In the final stages of negotiations on a number of orbital slots with multiple parties which will meet the coverage requirements
2	Customer pre-commitments	Entered into agreements to sell significant capacity to high value customers. On target to sell 50% capacity before launch
3	Design and build	NewSat has received detailed submissions from the world's premium satellite manufacturers, in response to its RFI. The responses are within NewSat's budget and time frame projections
4	Financing	NewSat's credentials confirmed to meet the criteria for export credit financing. Significant interest received for participation in equity raising. Low interest rates for debt financing confirmed. The total financing package is expected to be finalised by the end of first quarter 2011



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Jabiru-2

Over \$125 million
of highly profitable
revenue over the 15
year life of Jabiru-2.

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Jabiru-2: Announced and Finalised

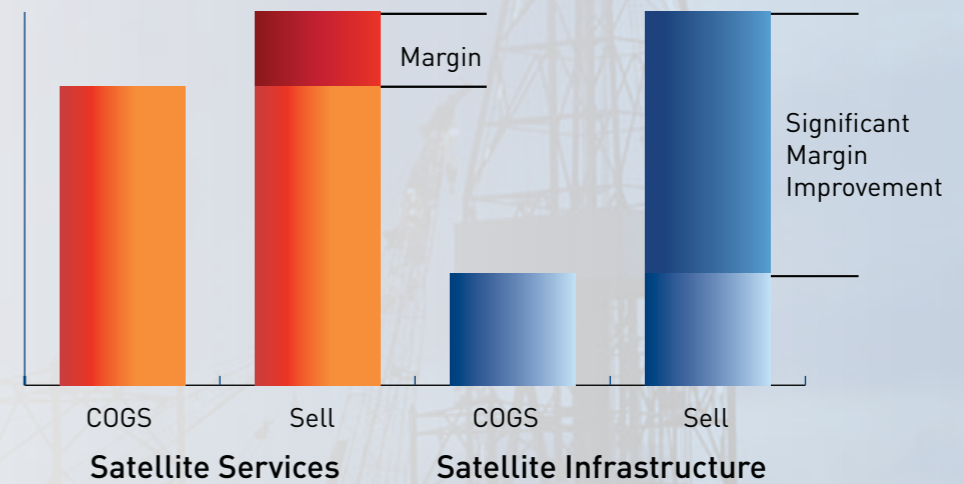
- Opportunistic acceleration of satellite aspirations
 - Capital-light structure in which NewSat pays on an annual basis rather than upfront
 - Partner will manage the procurement, construction and launch of Jabiru-2's payload to NewSat's specifications
- Jabiru-2 will be made up of:
 - Over 200 MHz of capacity
 - A dedicated portion of larger satellite that is being constructed to NewSat's specifications
 - To service high demand business customers in and around Australia
- Will generate over \$125 million of highly profitable revenue over the 15 year life of the satellite
- Jabiru-2 represents an immediate value increase in the NewSat business with little upfront investment



Significant EBITDA margin improvement opportunities for NewSat.

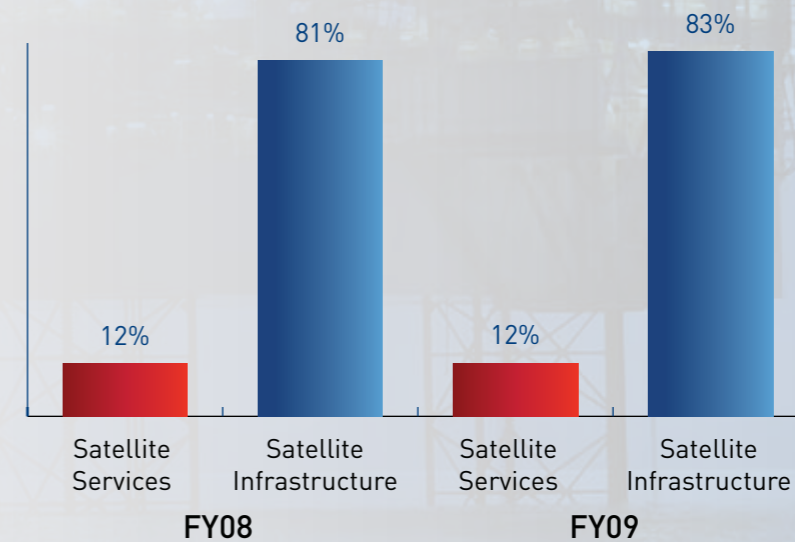
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NewSat Profit Improvement



Low operating costs mean once launched, satellites generate significant EBITDA

Example: SES Margin

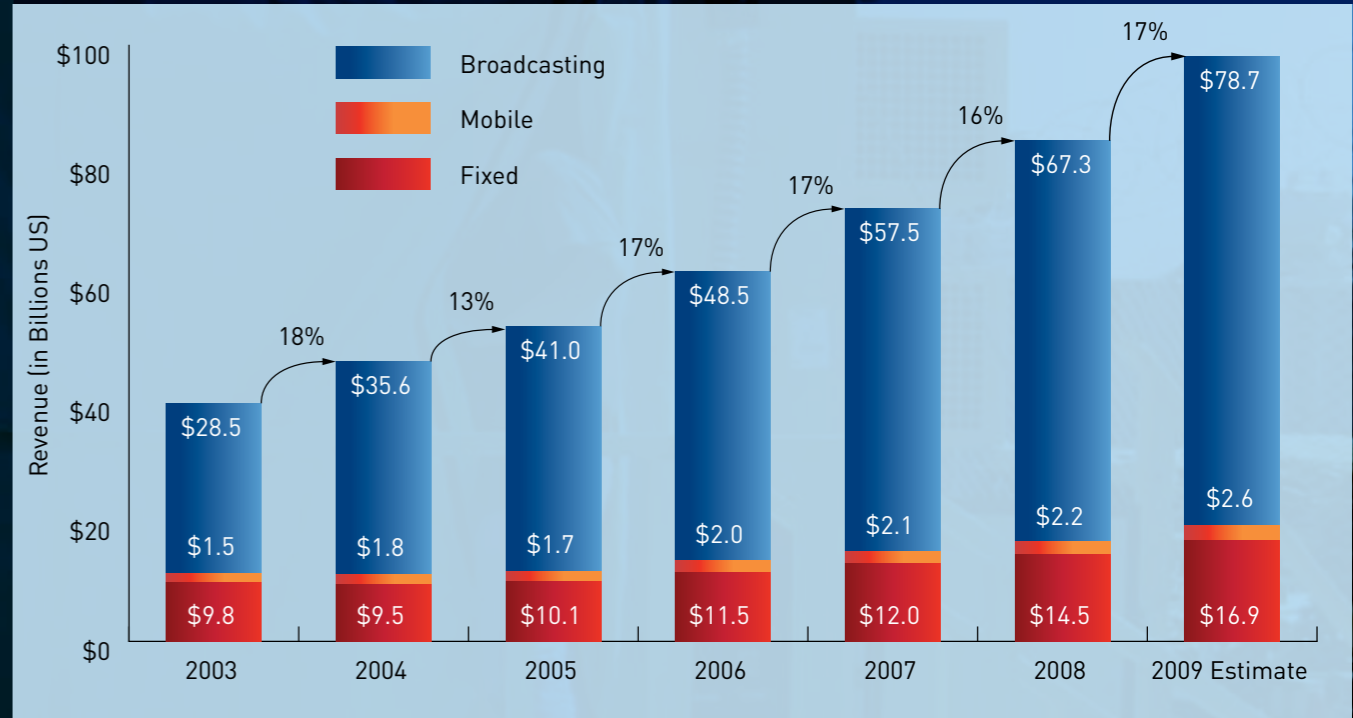


SES has a market capitalisation of nearly US\$8bn, achieving significantly higher margins from owned satellites

Significant increase of new projects in the oil and gas industry driven by continued demand for tailored and high bandwidth satellite communication solutions.

The global satellite market continues to achieve double digit growth and is worth over US \$150bn.

World Satellite Services Revenue



Industry Dynamics

- Resilient market during the GFC
- Fixed satellite services continue to drive demand
 - new direct-to-home platforms, high definition channel growth and 3D TV
- Broadcast becoming a commodity market as capacity is finite
- Value-added broadband applications in demand for government and corporate
- Fiscal disciplines increasing government demand for economic third party providers

Ongoing global defence, military and relief efforts continue to drive demand for high performance, secure and "access anywhere" communications

Profile of a Comparable Company

NewSat compares favourably with consumer focused Avanti.



Avanti

Listed in the UK in 2007

1st small satellite Hylas-1 due to launch in November 2010

Hylas-1 customer commitments for only 25% of capacity.

Hylas-2 and Hylas-3 in development. Both expected to launch in 2012.

Focused on consumer broadband market

Avanti 2010 forecasted results of A\$11.2m revenue, -\$1.8m EBITDA (loss) and A\$3.1m net loss

Latest broker valuation of Hylas-1 is c.A\$180m and for Hylas-2 and Hylas-3 combined c.A\$2bn

^based on Jefferies International research report dated 12 August 2010 and 85m shares outstanding

Current Market Cap \$905m



NewSat

Listed on the ASX in 1999

Jabiru-1 due to launch in early 2013.

Customer commitments for over 50% of Jabiru-1, a much larger satellite than Hylas-1.

Jabiru-2 announced and expected to launch in early 2013.

NewSat/Jabiru focused on global, enterprise class markets.

NewSat 2010 actual results of A\$25m revenue, A\$1.6m EBITDA and A\$.026m net profit

To be determined

Increased growth in the civil and construction sectors, for both government and private enterprise projects, continues to drive demand for on-site satellite communications



NewSat's Market Position

NewSat is focused on resilient high value markets.

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Increased demand for rapid response satellite communications from not-for-profit organisations, emergency services and disaster agencies

Oil and Gas

NewSat service both upstream and downstream oil and gas sites, providing communication not only for operation and production, but also to aid safety and security. Through a flexible, innovative and tailored satellite solution NewSat ensure all clients' sites, remote to head office, are directly connected. This provides head office greater access and management of their remote sites in real-time, enabling companies to leverage their skilled resources, boost productivity and increase return on investment.



Mining

NewSat provide high-speed voice, video and data for end-to-end communication in and around mine sites. In order to reduce operational costs and provide greater management oversight, NewSat delivers real-time communication solutions. NewSat ensures mine sites are equipped with the most intelligent, effective and innovative communications, providing streamlined solutions to improve employee productivity and increase efficiency.



Defence

NewSat is a member of the Defence Recognised Supplier Scheme (DRSS). As a holder of the DRSS logo NewSat is recognised as a trusted and reliable supplier of services to the Australian Defence Force. NewSat's secure and reliable satellite services meet the demanding requirements of the armed forces around the world. The Adelaide teleport is one of only a few US Military Accredited Global Access Points, which means NewSat is able to meet the stringent security criteria required for US military operations and high-pressured defence environments.



Construction

The remote or temporary locations of construction sites require satellite communications for operational and business functionality. NewSat design, engineer and tailor their satellite communication solutions to every construction site to ensure companies can work productively and efficiently no matter where their sites are located. NewSat not only provides innovative, fast and reliable communications solutions for construction sites but also ensures maintenance and support is available 24 hours a day, 7 days a week.



Government

Satellite communications enable Australians, both urban and rural, access to government policies and services in health, education, social services and emergency services. Some of NewSat's government customers include the Department of Broadband, Communications and the Digital Economy (DBCDE), the Department of Foreign Affairs (DFAT) and the NSW fire brigade. As a signatory to the Australian Government Telecommunications Agreement (AGTA), NewSat is able to participate in new programs and projects to help bridge the digital divide.



FY10 Achievements

NewSat's business model proved resilient through the difficult GFC and the company delivered its maiden EBITDA and NPAT.

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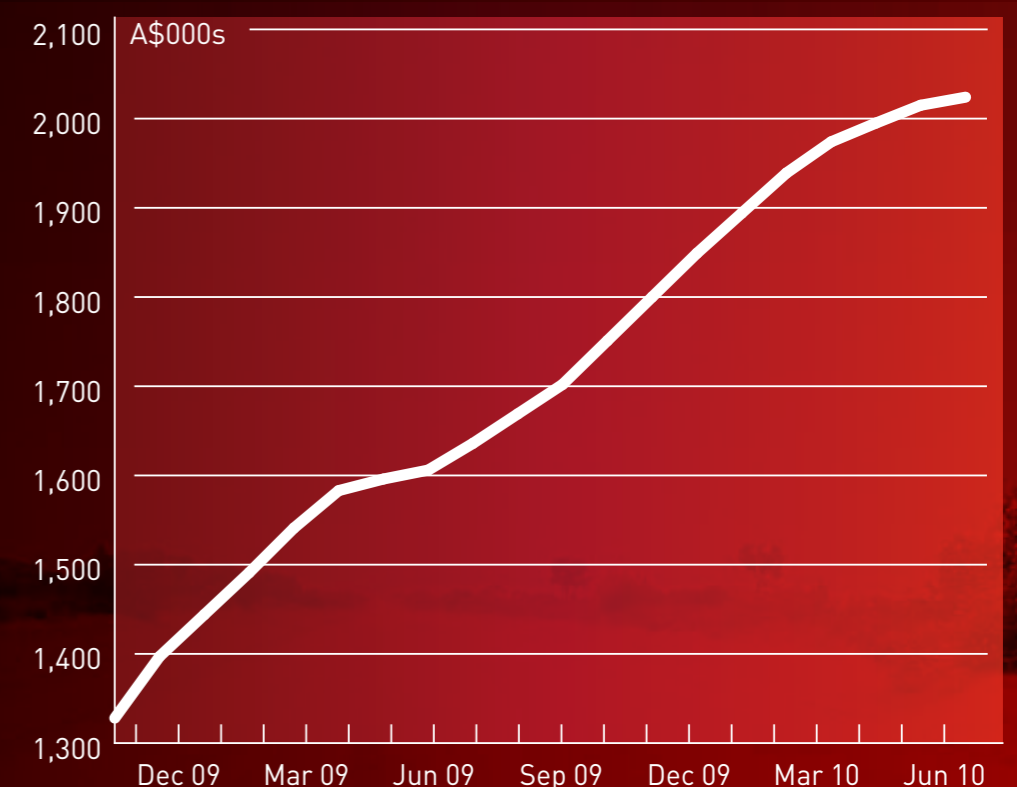
Governments are increasingly turning to satellite communication to facilitate policies in remote areas such as health, education, medicine and emergency services



Strong Financial Highlights

- 25% revenue growth year-on-year
- Maiden positive EBITDA of \$1.6 million
- Positive NPAT
- Monthly recurring revenue change of over \$2 million at year end
- 25% growth in contracted revenue

Monthly Recurring Revenue Growth*



*The chart above shows rolling six month average monthly recurring revenue charge (MRC)

Continued growth in high value markets of oil, gas, mining and defence.

Significant Operational Highlights

- Growth in target markets of oil, gas, mining and defence
 - Increased demand from major Australian and South East Asian oil, gas and mining groups reflecting increased activity
 - Governments increasingly requiring satellite communications for both civil and defence/military purposes
- Continued focus on high value customers in high growth markets
 - Continued low levels of contract churn
 - Reflects efficient and reliable services
- New contracts of significant volume and value won
- Finalist at World Teleport Awards for Excellence
 - Independent Teleport Operator of the Year category
- Strengthened and regenerated the Board
 - Richard Green appointed Non-Executive Chairman in August 2009
 - Andrew Plympton and Mark Fishwick appointed as Non-Executive Directors in February 2010



Richard Green



Andrew Plympton



Mark Fishwick

Increased demand from maritime industry for “access anywhere” communications

Recent Contract Wins

NewSat has established a reputation as a partner of choice for governments and private enterprises.

The ongoing global resources boom from mining, oil and gas continues to drive demand for on-site satellite communications to assist with operations, administration and welfare

Barrick Gold

May 2010
\$1.9m revenue

- Communication services for pipeline development in Papua New Guinea.



Nixon Communications

June 2010
\$1m revenue

- Communication services for two LNG pipelines in Queensland, providing on-site services to 3 major camps and construction sites along the pipeline.



Australian Defence Force

August 2010
\$1.7m revenue

- Australian defence communications enabling mobile broadband within Australia.



Amstar Communications

September 2010
\$1m revenue

- Satellite communications for operational and administrative aspects of the Gorgon project.



"What keeps me saying yes to NewSat is because in addition to the fact that they continue to provide me with sound value propositions, they meet my three critical requirements for a brilliant partnership: creative solutions, teamwork and price."

Marc LeGare, CEO – Proactive Communications, Inc.

Our Partners

NewSat is partner focused. Our core satellite assets are used as critical business components in wide ranging industries domestically and internationally.

"NewSat is one of our preferred partners because we know their service meets our stringent service provider requirements. They offer flexibility, great response time and proven customer service. NewSat responds with the sense of urgency we require and expect from our providers."

Dean Last, Director of Operations – CapRock Communications

"We use NewSat for broadband and Internet connectivity and have established a very effective business alliance to deliver these services. NewSat have delivered against all their commitments and promises and managed the delivery in a very complex environment."

Hugh Gregory, Director – Department of Defence Cadet Policy Branch

"Satellite is an important and high growth business and in recent years NewSat has demonstrated an ability to promote and nurture its business benefits."

Martin Jean-Baptiste, Thales Alenia Space



NewSat is a member of the Defence Recognised Supplier Scheme. As a holder of the DRSS logo, NewSat is recognised as a trusted and reliable supplier of services to defence.



"NewSat is to be congratulated for its initiative and dedication in proposing a satellite for the benefit of Australia and beyond. Satellite connectivity is providing the backbone for broadband communications in many different markets, supporting numerous applications that are furthering the expansion of business and social development."

John Arnold, Sales Director – iDirect Australasia

Board of Directors

**Proven track record
of highly acclaimed
local and international
experience.**

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The trend towards integration of communications systems and solutions that offer total coverage, have led to increased demand from the communications industry

Richard Green – Non-Executive Chairman

Richard Green was appointed Chairman of the Group on 27 August 2009. He has spent over 40 years in stock broking corporate finance, specialising in small to medium enterprises handling listings, mergers and acquisitions. During the past three years Mr Green has also served as Director of the following other listed companies: VentureAcess (Appointed 21 April 2008); Dromana Estates (Appointed 18 October 1999 - Resigned 1 September 2008); Authorised Investment Fund (Appointed 11 March 1998 - Resigned 2 September 2008); and Queensland Trustees & Investment Limited (Appointed 10 April 1996).



Chuck Ellison – Non-Executive Deputy Chairman

Chuck Ellison was appointed director on 14 June 2002 and brings over 30 years of experience in sales and marketing in high technology companies including Microsoft, Ashton-Tate, Gupta Technologies Inc. and Asymetrix. At Ashton-Tate, he was responsible for the sales strategies that resulted in revenue growing from less than US\$20m to over US\$300m in four years. At Microsoft he pioneered the Government business division and is highly regarded throughout the USA for his ability to drive start-ups to NASDAQ.



Andrew Plympton – Non-Executive Director

Andrew Plympton was appointed director on 18 February 2010. An active entrepreneur with extensive experience in the financial services sectors, sports administration and listed companies, including CEO of two global insurance broking firms and successful long term President of the St Kilda Football Club. Currently Andrew is an Executive Member and Director of the Australian Olympic Committee, President of Yachting Australia Inc., and is a non-executive Chairman of 4 other Boards (2 ASX listed companies). During the past three years Mr Plympton has also served as Director of the following other listed companies: Beyond Sportswear International Limited (Appointed March 2005); The Swiss Group (Appointed February 2010); and Intermoco Limited (Appointed April 2010).



Mark Fishwick – Non-Executive Director

Mark Fishwick was appointed director on 18 February 2010. An out-of-home (OOH) media veteran with 30 years global experience founding many well known brand names including: Nettlefold/NLD/Boyd (now Eye Corp), Cody (now APNO) and Claude Group. Currently Mark is the group managing director of Ambient Advertising, Chairman of Blue Media Group, Captive Vision Network and Plasma-OOH Indonesia.



Adrian Ballintine – Founder and Chief Executive Officer

Adrian Ballintine founded NewSat Limited in 1988, originally as Pan Pacific Solutions. He has over 30 years of global technology experience with extensive knowledge of the satellite industry. Mr Ballintine successfully managed a number of technology start-ups during this period.



Executive Management Team

Highly skilled and visionary team of professionals with unparalleled commitment to satellite technology and customer service.

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Increased demand from the US Military to provide high performance mission critical communications for troops in the Middle East and war zones

Adam Shapiro – Chief Financial Officer and Company Secretary

Adam Shapiro has a background in finance spanning over a decade that includes working for professional service firms PriceWaterhouseCoopers LLP in Boston, USA and Ernst & Young in Melbourne, Australia. Joining NewSat in May 2007, Adam has instilled new financial practices and disciplines into the business and worked closely with the CEO, Board and the executive management team in fine tuning the Company's business model, the key business performance metrics, forecasting and the long term business plan. Adam was appointed Company Secretary on 7 May 2007. He holds a Bachelor in Business Administration from the University of Miami (Florida) and has been a member of the American Institute of Certified Public Accountants for the past 12 years.



Andrew Matlock – Vice President Sales

Andrew Matlock has a 25 year work history which includes Regional Manager for Calcomp Inc, (a division of Lockheed Martin), VP Sales for Double Impact and co-founding successful start-up ventures in both the United States of America and in Australia. Andrew joined NewSat in 2007 and in June 2008 Andrew took over the position of Vice President Sales and Marketing. Since assuming the position, Andrew has utilised his diverse experiences and strong interpersonal skills to effectively manage the sales team whilst incorporating a new targeted and aggressive lead generation platform into the company. Andrew holds a Bachelor of Applied Science majoring in computer science and mathematics from Swinburne University.



Merv Kuek – Vice President Marketing

Merv Kuek has over a decade of marketing experience that includes working for telecommunications companies Telstra and more recently Crazy John's (a subsidiary of Vodafone Hutchison Australia). His extensive telecommunications experience also extends to sales, products, operations and P&L accountability, giving Merv a unique understanding of the industry. Merv has a proven track record across the entire marketing mix including strategy development and execution, product design, pricing, communications and end-to-end campaign management. Merv holds a Bachelor of Engineering Hons and Bachelor of Commerce from the University of Melbourne. He joined NewSat in July 2010 and with his results-driven marketing approach has quickly developed a dedicated marketing function to drive brand awareness, customer acquisition and future business growth.



Len McGoldrick – Vice President Engineering and Operations

Len McGoldrick has a 35 year work history in Scotland and Australia, specialising in satellite communications for 25 years of that period. During his career, Len has worked for British Telecom International (BTI), AAPT Sat-Tel and Newsies in various project management positions commissioning satellite networks and supporting multiple special earth station projects throughout Europe and the Middle East over two decades. Len was appointed as VP of Engineering and Operations in July 2008 and has been integral to the growth in business and high levels of customer satisfaction in both the Perth and Adelaide teleports.



Mike Kenneally – Chief Operating Officer – Jabiru

Mike Kenneally has over 30 years global ICT and satellite experience, including managing large national and international ICT and satellite projects in several countries. During his career, Mike has worked or acted as a consultant for the Department of Defence, IBM, the California Highway Patrol, Los Angeles County, General Electric, Fujitsu Europe, Telstar, Lockheed Martin, Telstra, Optus and Telecom NZ. Mike was technical auditor for the first spatial census of Australia in 1996 and solution architect for the winning bid for the Australian defence spatial system. Mike was also the founding Director of Australian Private Networks in 2001. Mike joined NewSat in 2006, fulfilling senior roles in sales, product development and business development and has been an instrumental member in helping NewSat build its business model the last few years.



Strong pipeline of organic growth and highly attractive Jabiru Satellite Program set to deliver spectacular future earnings.

NewSat is exceptionally well placed for the future

- Leading Australian satellite communications company. World-renowned reputation for providing a full range of managed satellite communication services including remote site video, voice and data applications
- Focused on high value and high growth markets such as resources, military and government
- Able to meet global trend towards faster speeds, larger content sizes, unified communication systems and solutions that offer total coverage, to drive business efficiencies and returns
- Strong pipeline of organic growth with low levels of customer churn, both domestically and internationally
- Jabiru Satellite Program offers a significant step-change in profitability and cash flow, as satellite infrastructure has considerably higher margin potential
- Jabiru-1 is progressing exceptionally well with project finalisation in 2011 and expected to deliver over \$1.5bn revenue
- Jabiru-2 announced to deliver over \$125m revenue
- Jabiru-1 and Jabiru-2 are expected to launch in early 2013



To further explore how NewSat can connect you to a world of satellite communication possibilities, contact us today.

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