



Optus says “Yes” m8

Independent dealer champion, m8 telecom today announced a new long term agreement with Optus Mobile P/L that will see Optus branded products sold through selected m8 dealers nationally.

This is an important milestone that will see a comprehensive suite of Optus labelled consumer and SMB products sold through m8 approved dealers.

“Optus products will be a big winner in our channel. With all networks focusing on post-paid and 3G, adding Optus branded products will enable our dealer partners to remain at the forefront of technology, ensure competitiveness, and benefit from the power of the Optus brand,” said Nick Brown, National Sales Manager for m8 Telecom.

This ground breaking agreement means that Optus labelled products will compliment existing m8 branded and Virgin Mobile offerings. The Optus rollout will begin immediately through strategic dealers nationally.

According to Brown, adding products with the high profile Optus brand “will help spearhead the most important period of activity since the initial launch of m8 telecom back in 2001”.



Warren Hardy, Managing Director Optus Consumer with Warwick Mirzikinian, from m8 Telecom

About m8 Telecom:

m8 Telecom is a specialist wholesale provider supporting independent mobile dealers in both the consumer and business space. Launched in 2001, the company prides itself on maintaining easy to use systems for online activation, weekly commission payments and tracking, plus a dealer support structure leveraging a wealth of experience. m8 Telecom is a Virtual Mobile Service Provider (VMSP) connecting to the Optus Mobile network, dealing with approximately 150 outlets nationally. Retail offerings originally started as m8 branded products and services. More recently m8 Telecom has also rolled out Virgin Mobile lines, and now Optus branded products, meaning that dealer partners have a broad suite of options in order to best meet customer needs.

Media Enquiries

Phone: 02 9229 0300
Contact: Nick Brown
Email: nick@m8.com.au

Dealer Enquiries

Phone: 1300 88 28 38
Email: dealers@m8telecom.com.au

