

## From Startup to MNC – MyRepublic Launches in New Zealand, Set to Build on Singapore’s Game-changing Success

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Singapore startup MyRepublic is excited to announce its official launch in New Zealand this Sunday, 12 October 2014, with a game-changing free 3 month trial offer of 100Mbps ultra-fast fibre broadband for NZ homes nationwide.

Just as how MyRepublic pushed for the mainstream adoption of Singapore’s Next Generation National Broadband Network (NBN) 3 years ago, MyRepublic New Zealand will promote and deliver the benefits of NZ’s all-fibre Ultra-Fast Broadband (UFB) infrastructure.

### **The Fibre Broadband Evangelists**

While New Zealand’s UFB has steadily rolled out across the country, NZ’s incumbent telcos have continued to promote old ADSL broadband plans — a scenario that should be familiar to Singaporean consumers a few years ago.

Today, many NZ home and business broadband plans still feature data limits. MyRepublic is hopeful that its one-of-a-kind free 3 month trial offer will encourage New Zealanders nationwide to make the permanent switch to fibre broadband and embrace the benefits of the UFB.

“We want to make a difference wherever we go,” says Malcolm Rodrigues, CEO of MyRepublic. “In Singapore, we broke the tedium and lack of competition in the fibre broadband market. In New Zealand, we’re pushing a new standard of ultra-fast fibre broadband. In a region where Internet packages with data caps are still the norm, we believe that our entry will drive a new era of Internet connectivity in New Zealand.”

## **This Ain't My First Rodeo**

The New Zealand launch is a key milestone for MyRepublic's ambitious regional expansion — only the second Singapore internet service provider to do so, after multi-billion dollar telco giant SingTel.

MyRepublic credits its thin operator model, which abandons old legacy systems and leverages on cloud-based innovations, for its ability to launch groundbreaking offers such as Singapore's first 1Gbps broadband plan under \$50.

"Incumbent telcos have little incentive to look beyond Singapore shores," explains MyRepublic VP Greg Mittman, "They have to contend with their cost structures, which have included a lot of legacy technology that relies on expensive infrastructure."

"Being purpose-built for NBNs allows us to leverage on what governments are doing in the region. More and more countries are embracing fibre as the way forward and are publically funding fibre infrastructure. They want to encourage competition and see the value that high-speed Internet connectivity has for schools, hospitals, businesses and the rest of the country."

The service provider's progress in New Zealand will further validate how sustainable and versatile MyRepublic's business model truly is — a crucial step as the lean and hungry company eyes further regional expansion as well as mobile offerings.

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The logo for MyRepublic, featuring the word "MyRepublic" in a white, stylized, cursive font against a dark purple background.

**PRESS RELEASE**

## **About MyRepublic**

Purpose-built for the fastest Next Generation National Broadband Network (NBN), Internet service provider MyRepublic has redefined the standard of fibre broadband services in Singapore and the region. Leveraging a thin operator model and innovative go-to-market approaches, MyRepublic continues to disrupt the telco industry with its bold vision and user-focused product innovation. The company's latest ground-breaking 1Gbps offering promises a new era of accessible, ultra-fast connectivity and cloud-powered customised networking solutions to the benefit of consumers and businesses alike.