

In Business

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NEWS

Adam Internet logs on for future growth

From its humble beginnings as the Adelaide Amiga Club in the 1980s, South Australian-based Adam Internet has grown significantly to become one of Australia's leading Internet Service Providers.

Established by Greg Hicks as one of the State's first commercial ISPs, Adam Internet is a multi-million dollar company that today has achieved up to 40% market share in South Australia, employing over 95 staff.

Adam Internet's MD Scott Hicks says the company's reputation relies on a set of core values built around delivering high speed Internet services along with security, reliability, value for money and customer support.

"We're continually investing large amounts of capital back into South Australian-based infrastructure, which ensures we can deliver on our promises and has helped establish us as a leader," he says.

"While our growth has been considerable in recent years, we're anticipating further substantial growth as the economy strengthens in the areas of defence and mining, and broadband becomes more accessible in regional areas."

Just recently, Adam Internet submitted a \$118 million proposal to the Federal Broadband Connect Infrastructure Program to roll out high-speed broadband services at metropolitan comparable prices to the under-serviced regions of SA and NSW.

"The subsidy scheme is currently undergoing review but we're confident we'll be able to work with the Government to ensure faster access to the likes of the Fleurieu Peninsula, Adelaide Hills, Mid North Et Roxby Downs," Scott says.

"We're in a strong position to provide competitive Internet services to regional areas and the business sector in general, which will deliver benefits to the South Australian economy as we continue to invest 100% back into this State.

Since rolling out its ADSL2+ Next Generation broadband across South Australia in 2005, Adam has experienced an increase in revenues of approximately 100% in 12 months.

"With approximately 80 new customers a day signing up to Adam Internet from both South Australia and interstate, we're confident we will



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continue to grow as a business and expand our offerings," Scott says.