



amaysim commences trading on the ASX
Ends June 30, 2015 with over 718,000 subscribers

15 July, 2015 - amaysim Australia Limited (amaysim), a leading Australian online-led mobile service provider, today commenced trading of its fully paid ordinary shares (shares) on the Australian Securities Exchange (ASX).

amaysim shares will trade on a deferred settlement basis today and commence trading on a normal settlement basis on Friday, 17 July 2015.

The listing follows the successful initial public offering of amaysim shares to institutional and retail investors, raising \$207 million at a price of \$1.80 per share.

Existing shareholders retain a 33.9 per cent shareholding of the total issued capital of the company.

The company also announced it ended the financial year to 30 June 2015 with over 718,000 subscribers, putting it ahead of the Prospectus forecast target of 716,000 subscribers, and with a greater number of subscribers to its high-value *Unlimited* suite of plans than forecast for the same period.

Andrew Reitzer, amaysim Chairman, said the Board was pleased with the enthusiastic participation of and interest from a range of high quality investors in the amaysim IPO.

"amaysim's new shareholders are now part of one of Australia's fastest growing mobile service providers (MSP)," Mr Reitzer said. "The company has enjoyed a 93.2% compound average subscriber growth rate between FY2011 and FY2014, with amaysim now the fourth largest independent MSP in Australia by number of subscribers."

amaysim provides in-house created mobile service plans under the amaysim brand name using the Optus 4G Plus network. amaysim's transparent and customer-focussed, no lock-in contract, value-leading "bring your own device" - or "BYO" - mobile and data plans attract a broad and diversified range of subscribers.

Julian Ogrin, Chief Executive Officer of amaysim, said, "amaysim's focus on creating an award-winning, disruptive, technology-driven online business model while developing a compelling challenger brand backed by superior customer experience has been recognised by the industry."

Mr Ogrin continued, "We're proud to have created a strong online-led business model in Australia's fast-evolving mobile services market and are pleased with our subscriber growth over the last financial year. Also, we're excited to welcome new shareholders to the enthusiastic and hard-working amaysim team and look forward to the additional financial dexterity and ability to execute strategic priorities which an IPO provides."

amaysim will trade under the ticker code 'AYS'.

Please see the below link for a video statement from amaysim CEO, Julian Ogrin

<http://brrmedia.com/event/139383>



For more information, please contact:

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About amaysim:

amaysim is a leading Australian mobile service provider. With a business model built on innovative technology, amaysim has garnered over 700,000 subscribers in less than five years. Powered by the Optus 4G Plus Network and supported by a 100 per cent Australian customer service centre, amaysim offers simplicity and choice courtesy of month-to-month, bring your own handset mobile plans. amaysim's DIY account management is backed by award-winning, online-driven customer support featuring Live Chat, email and social media customer service. amaysim's SIM packs are available online and from over 12,000 physical retail point of sales including 7-Eleven, Harvey Norman, Big W, Woolworths Petrol, Caltex, BP, Newslink, Dick Smith, Allphones, Coles, Coles Express, Australia Post and many more.