



## ASX ANNOUNCEMENT

2 March 2016

### amaysim adds even more value to its core UNLIMITED mobile plans

amaysim Australia Limited (ASX:AYS), Australia's fourth largest independent mobile services provider, is pleased to announce significant improvements to its core UNLIMITED mobile plans.

amaysim's ability to strengthen its UNLIMITED plans is a result of the price review mechanism under its wholesale agreement with Optus (**NSA**). The NSA supports amaysim in continuing to improve its portfolio of simple, compelling and commercially sustainable mobile plans in a competitive and dynamic market.

These improved plans maintain amaysim's position as a value leader, with strong margins and low data utilisation risk.

The key changes are:

1. **More data** for amaysim's UNLIMITED plans – between 500MB and 2GB will be added to each UNLIMITED plan. For example, amaysim's UNLIMITED \$29.90 plan will have a standard inclusion of 3GB which puts it ahead of, or on par with, the strongest equivalent promotional plans currently offered by Australian Mobile Network Operators (**MNOs**).
2. **Unlimited standard international calls** to 10 popular destinations will be added to all UNLIMITED plans (in addition to all existing international inclusions). amaysim's customer champion positioning is reinforced through the decision to add these unlimited inclusions on top of all other existing international inclusions in its UNLIMITED portfolio. Including unlimited standard international calls across all plans will also allow amaysim to pursue additional segments and will increase amaysim's addressable market. This change makes amaysim the clear leader on international inclusions at the \$24.90 and \$29.90 price points compared to equivalent products currently in market.<sup>1</sup>
3. **28-day billing** cycles will be implemented across amaysim's UNLIMITED plans instead of the current 30-day billing cycle. This aligns amaysim with the market and will make it easier for our subscribers to make a like-for-like comparison with amaysim's major competitors.

These changes will be available to new subscribers from 31 March 2016 while all existing subscribers will be automatically moved onto the new plans when their plans renew on or after 31 March 2016.

amaysim's Chief Executive Officer, Julian Ogrin said: "The UNLIMITED products continue to simplify the purchasing decision and position amaysim as the provider of choice in an increasingly BYO, data-driven market."

Mr Ogrin continued, "Recognising the international connections of many of our subscribers, we are including unlimited standard international calls to 10 popular destinations across every UNLIMITED plan in our amazingly simple portfolio. This will broaden the appeal of our products and cement

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<sup>1</sup> Compared to Telstra, Optus, Virgin, Vodafone, TPG, Kogan Mobile, Boost, Dodo, Lycamobile, Lebara and Coles

amaysim's position as an unlimited portfolio category leader. I expect these improved plans to be a standout in the current promotion driven mobile services market."

"We're focussed on leading the market with a simple offer that attracts customers who are looking for a value laden, online-driven, DIY customer experience. This approach supports amaysim as a sustainable and differentiated business that continues to challenge the MNOs for the benefit of all its subscribers," Mr Ogrin concluded.

amaysim's strengthened plans are summarised below.

UNLIMITED 1.5GB	UNLIMITED 3GB	UNLIMITED 7GB	UNLIMITED 7GB PLUS	UNLIMITED 9GB
<b>\$24.90</b> / 28 days	<b>\$29.90</b> / 28 days	<b>\$39.90</b> / 28 days	<b>\$44.90</b> / 28 days	<b>\$49.90</b> / 28 days
<b>1.5GB data</b> KB rounding 7.2c/MB excess data	<b>3GB data</b> KB rounding 7.2c/MB excess data	<b>7GB data</b> KB rounding 7.2c/MB excess data	<b>7GB data</b> KB rounding 7.2c/MB excess data	<b>9GB data</b> KB rounding 7.2c/MB excess data
<b>unlimited talk &amp; text in oz</b> to standard numbers	<b>unlimited talk &amp; text in oz</b> to standard numbers	<b>unlimited talk &amp; text in oz</b> to standard numbers	<b>unlimited talk &amp; text in oz</b> to standard numbers	<b>unlimited talk &amp; text in oz</b> to standard numbers
<b>unlimited international text</b> to standard numbers in 32 countries	<b>unlimited international text</b> to standard numbers in 32 countries	<b>unlimited international text</b> to standard numbers in 32 countries	<b>unlimited international text</b> to standard numbers in 32 countries	<b>unlimited international text</b> to standard numbers in 32 countries
<b>unlimited international talk</b> to standard numbers in 10 countries*	<b>unlimited international talk</b> to standard numbers in 10 countries*	<b>unlimited international talk</b> to standard numbers in 10 countries*	<b>unlimited international talk</b> to standard numbers in 10 countries*	<b>unlimited international talk</b> to standard numbers in 10 countries*
International calling rates (from 6c/min)	International calling rates (from 6c/min)	International calling rates (from 6c/min)	<b>300 mins international</b> to standard numbers in selected countries	<b>300 mins international</b> to standard numbers in selected countries
<b>4G/3G enabled</b>	<b>4G/3G enabled</b>	<b>4G/3G enabled</b>	<b>4G/3G enabled</b>	<b>4G/3G enabled</b>
<b>All for use in Oz</b>	<b>All for use in Oz</b>	<b>All for use in Oz</b>	<b>All for use in Oz</b>	<b>All for use in Oz</b>

For more information on the plans and inclusions visit: [www.amaysim.com.au](http://www.amaysim.com.au).

**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 764,000 subscribers in less than six years. Powered by the Optus 4G Plus Network, 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 Woolworths, Coles, 7 Eleven, Australia Post, Harvey Norman, Big W, Kmart, Target, Woolworths Petrol, Caltex, BP, Coles Express and many more.