

2017 annual general meeting

27 October 2017

amaysim



Andrew Reitzer
Chairman

Board of directors



Julian Ogrin



Maria Martin

Board of directors



Jodie Sangster



Thorsten Kraemer

Board of directors



Rolf Hansen



Peter O'Connell

Executive management



Leanne Wolski
Chief Financial Officer



Alexander Feldman
General Counsel & Company Secretary

2017 annual general meeting

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amaysim



Julian Ogrin

CEO and Managing Director



amaysim

**We simplify services
for Aussie households
by creating amazing
experiences**

The amaysim group product offering



mobile



broadband

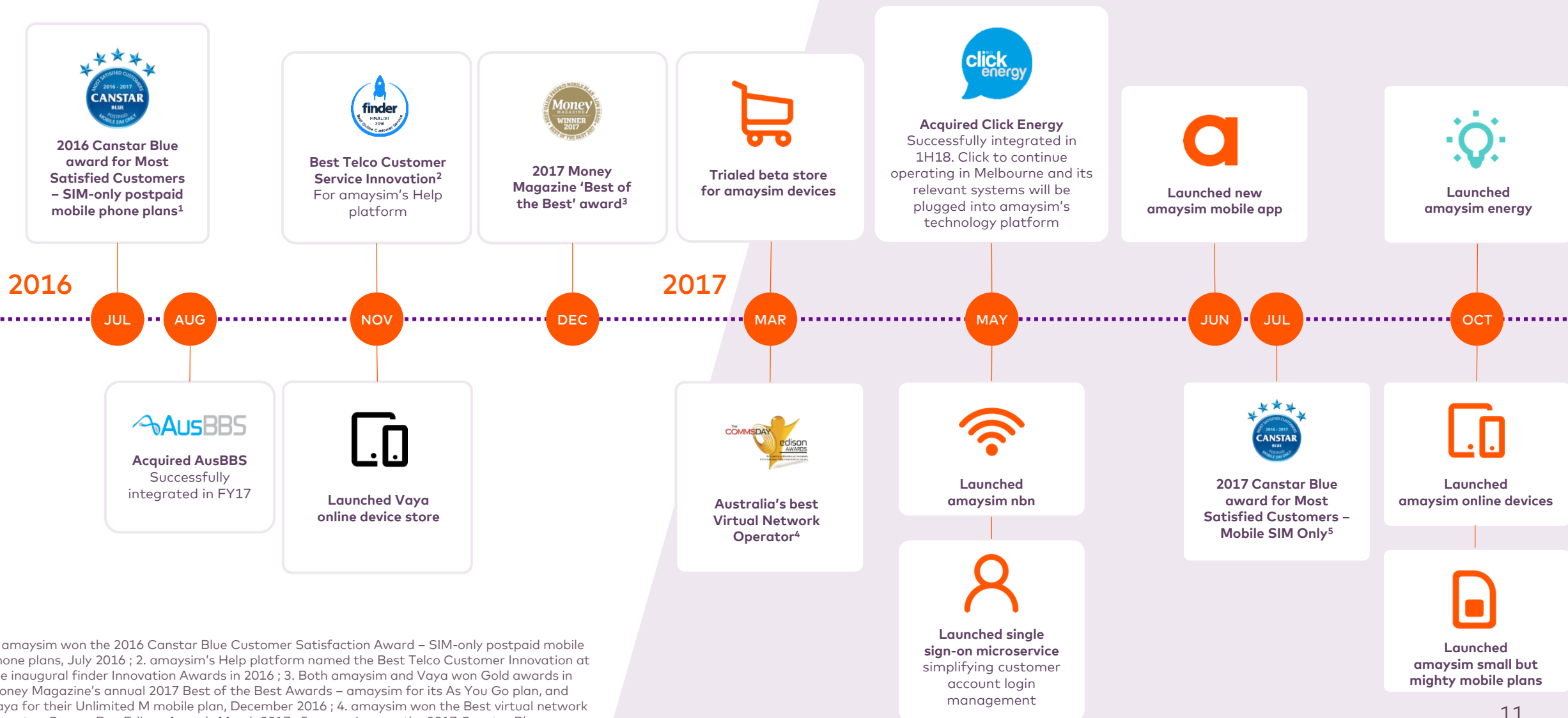


energy



devices

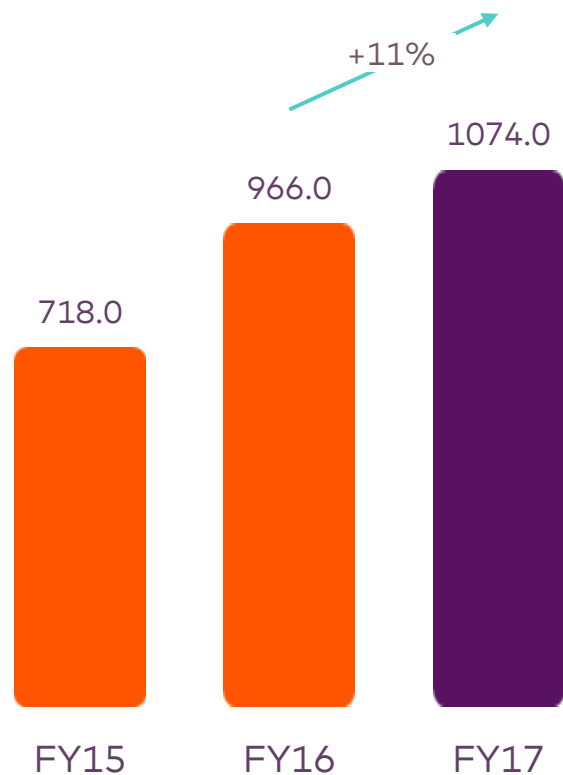
Recent achievements



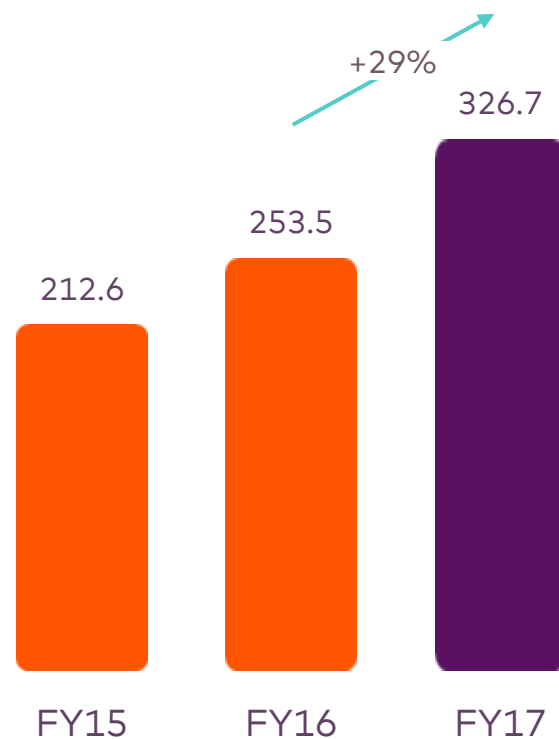
1. amaysim won the 2016 Canstar Blue Customer Satisfaction Award – SIM-only postpaid mobile phone plans, July 2016 ; 2. amaysim's Help platform named the Best Telco Customer Innovation at the inaugural finder Innovation Awards in 2016 ; 3. Both amaysim and Vaya won Gold awards in Money Magazine's annual 2017 Best of the Best Awards – amaysim for its As You Go plan, and Vaya for their Unlimited M mobile plan, December 2016 ; 4. amaysim won the Best virtual network operator, CommsDay Edison Awards March 2017 ; 5. amaysim won the 2017 Canstar Blue Customer Satisfaction Award – SIM-only postpaid mobile phone plans, July 2017

FY17 Group financial performance

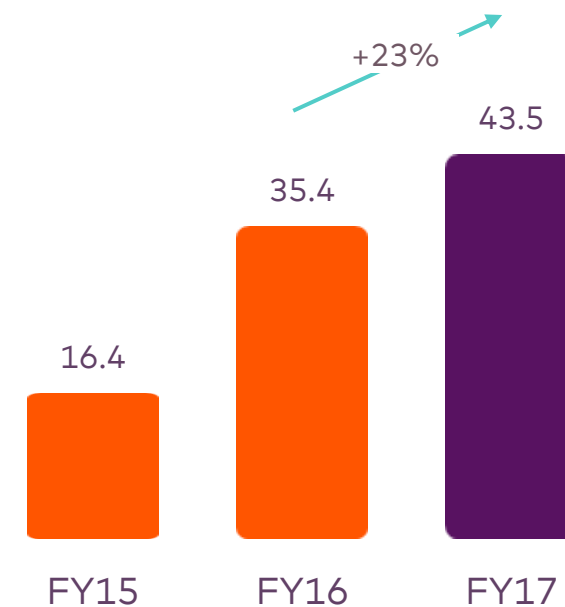
Closing Group mobile subscribers
('000)



Net revenue
(\$m) statutory



EBITDA
(\$m) underlying






Note: All figures reported are for the amaysim Group, which includes the mobile (including devices), broadband and energy businesses. FY16 includes 6-months contribution from Vaya (acquired 1 January 2016) and FY17 includes ~10-months contribution from AusBBS (acquired 23 August 2016), ~2-months contribution from amaysim nbn (launched 5 May 2017) and 2-months contribution from Click (acquired 1 May 2017)



Strategic priorities to drive shareholder value

FY18 strategic priorities


Continue to develop and leverage our technology platforms

-  Continue to develop and improve our microservices architecture with a focus on experience leadership
-  Extend single sign-on for energy and devices
-  Integrate Click's acquired systems into amaysim's technology platform

Increase subscriber growth

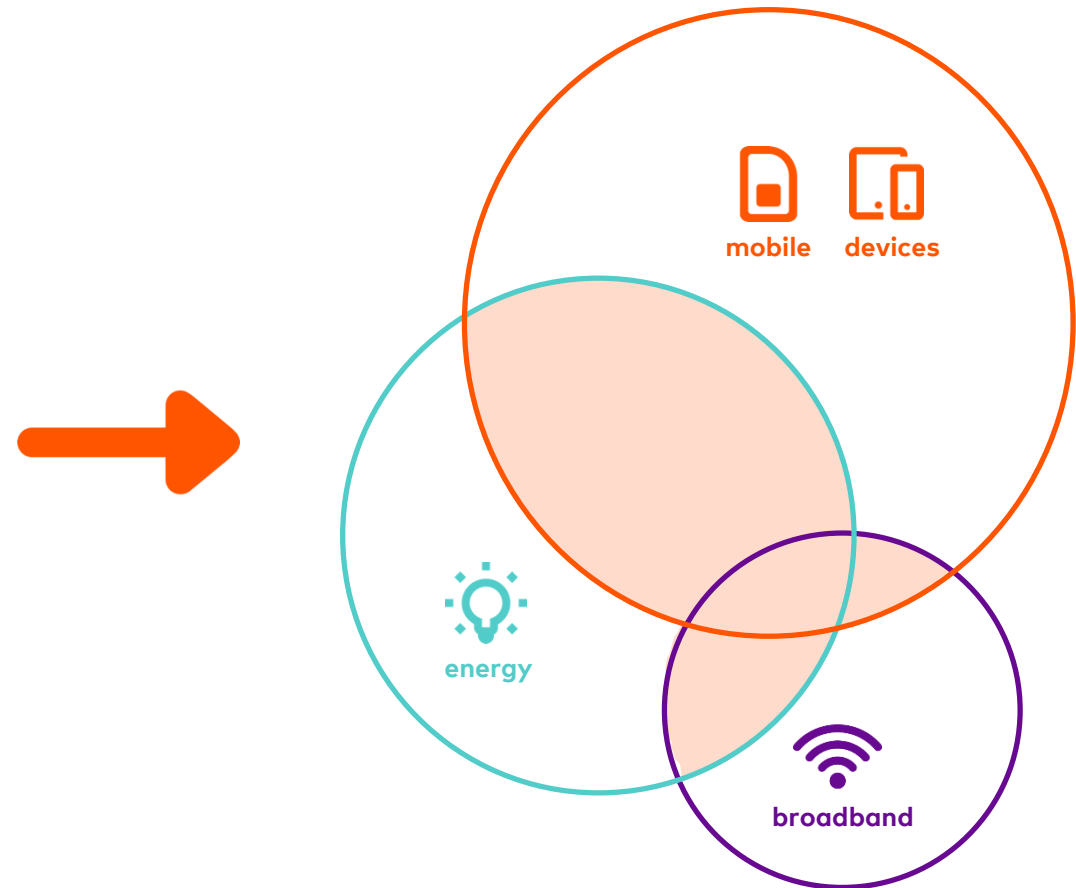
-  Launch new products in FY18 that are competitive, simple and transparent
-  Ensure customer satisfaction remains at industry highs and maintain low customer churn

Grow share of customer wallet

-  Increase share of customer wallet through efficient cross-sell of products across the Group's household customer base

 Complete  In progress

Cross-sell ambition for the amaysim group

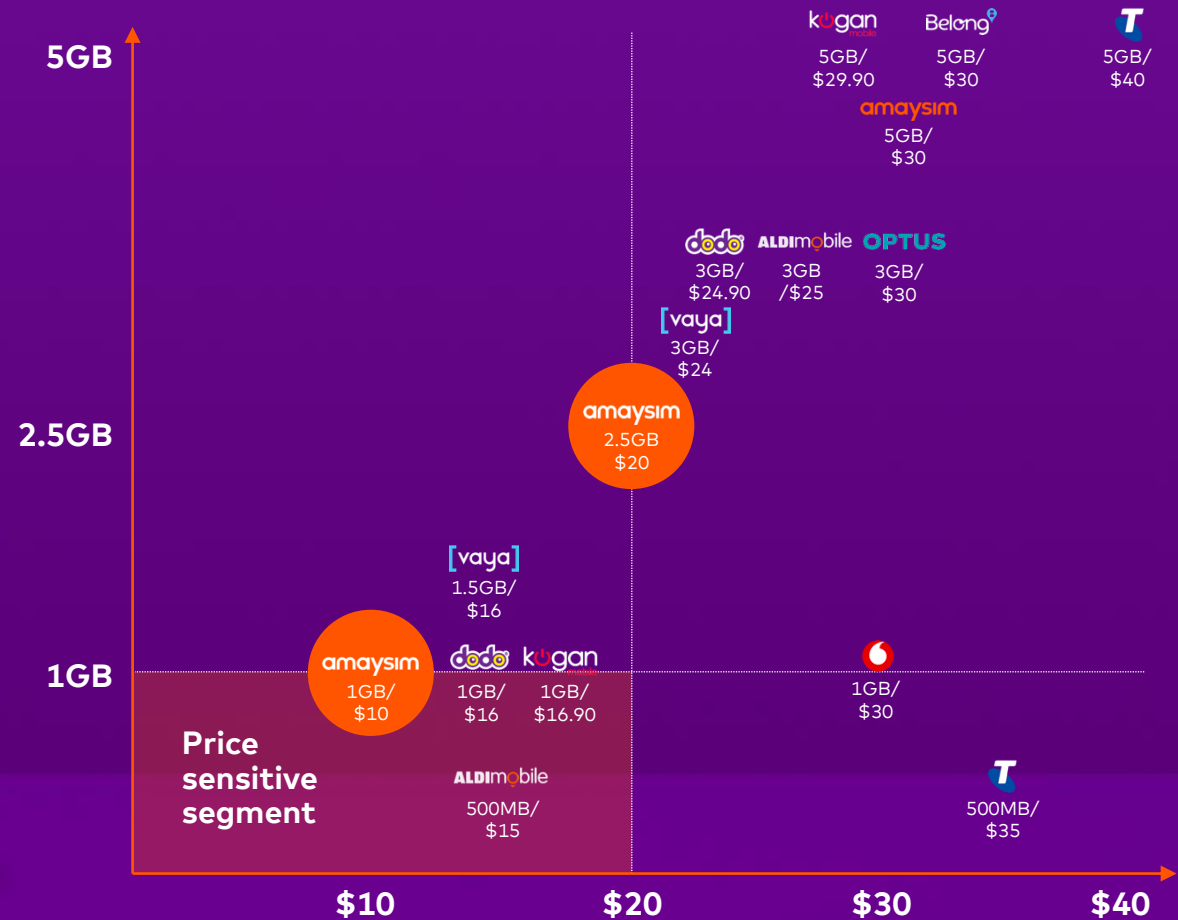


mobile

- Two new small but mighty mobile plans targeting Australians wanting unlimited talk and text with lower data inclusions
- The new SIM-only plans offer 1GB for just \$10 and 2.5GB for \$20, representing the best value in the market at those price points



Entering a new segment of the market¹

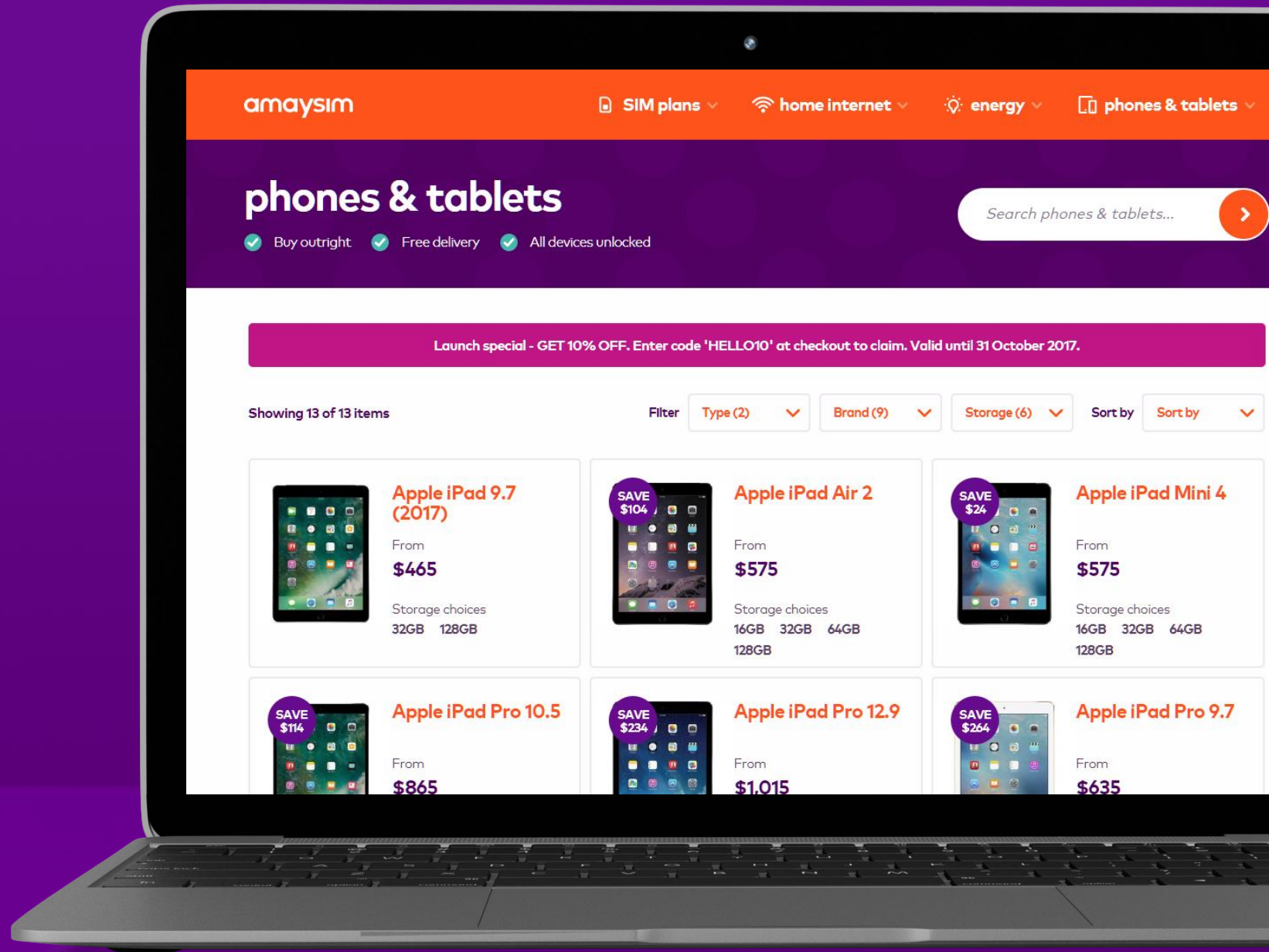


1. Unlimited talk & text, month to month, as of 20 October 2017
 2. Refer to Appendix for further information on the amaysim small but mighty mobile plans



devices

- Addressing growing customer demand for affordable technology
- Initially offering great value on mobiles and tablet from the most popular brands
- Over time, the product range will expand to a true online tech store focusing on connected devices at competitive prices
- Everything at the online store can be purchased outright and soon the store will offer financing options¹

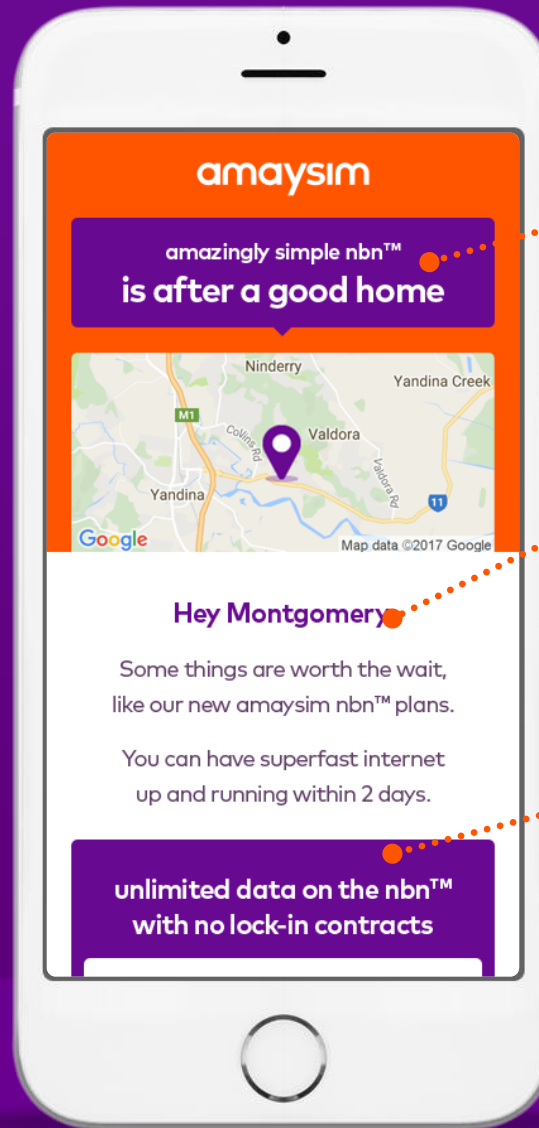


1. Finance is facilitated through RateSetter



broadband

- Certified with nbn co and looking to go direct to the POI in FY18
- Continuing with our hybrid network strategy to deliver a great customer experience
- Partnering with other fibre networks to expand reach
- ~50% of amaysim nbn subscribers have a relationship with amaysim¹



~10,000 broadband subscribers²
across the amaysim group

4 step sign up
from direct email

2x faster activation³
than industry average

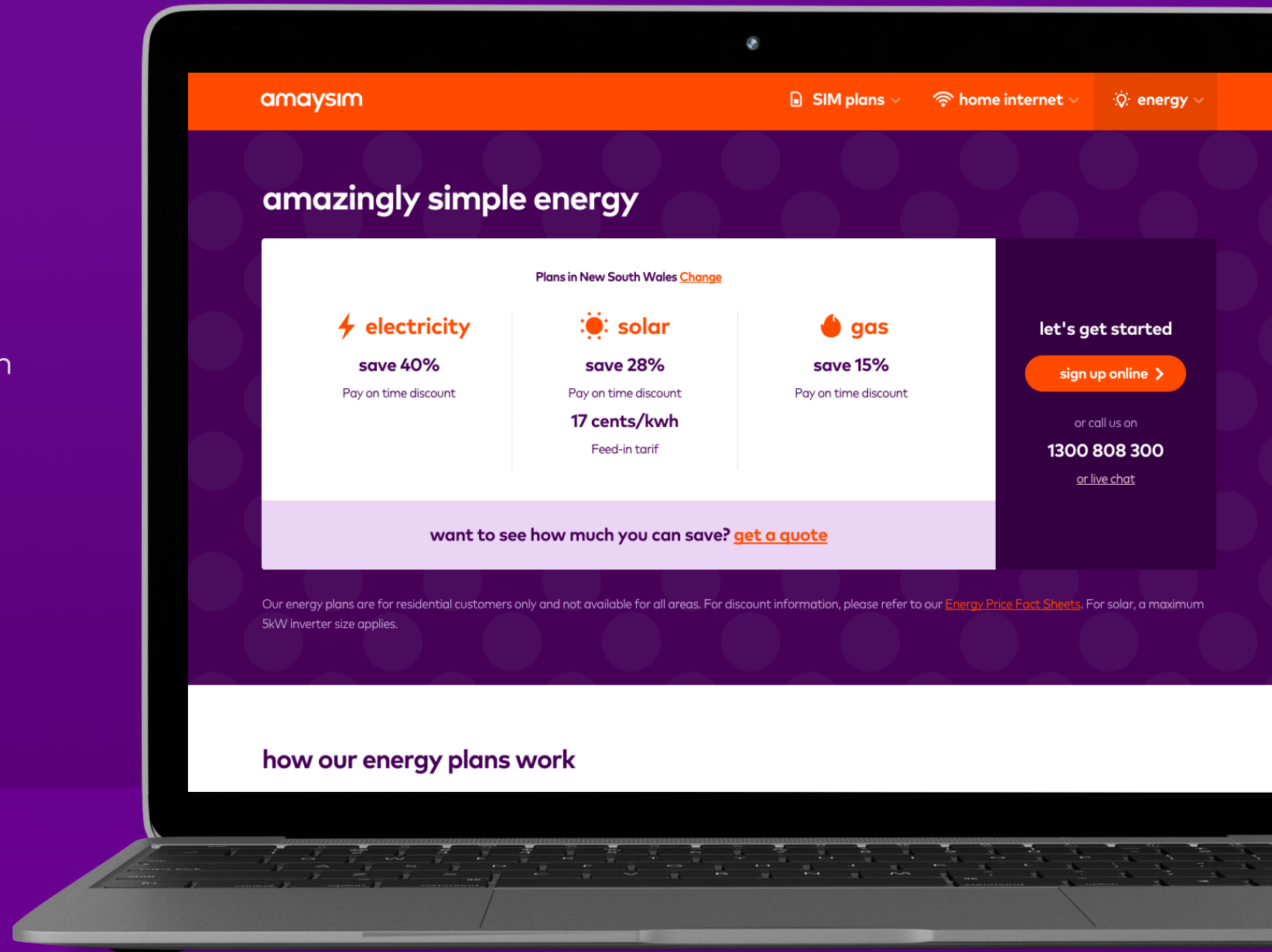
1. Includes existing and churned amaysim Group mobile customers

2. As of 27 October 2017

3. amaysim time taken to complete an order of 5.9 days versus industry average of 14.4 days on similar technologies (excluding satellite), amaysim Company data and NBN Co Company data, 21 July 2017



- Competitive pricing and substantial discounts on both usage and supply
- Discounts that don't expire
- Some of Australia's best solar feed-in tariffs
- Monthly billing for convenience and to minimise quarterly bill shock
- Four easy online steps to switch energy providers



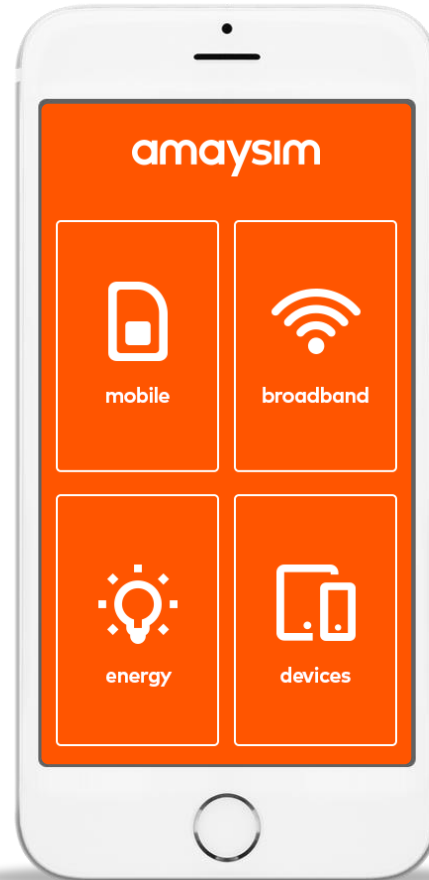
Competitive advantage driven by simplicity and experience

Our key assets allow us to create products and services customers want

Industry-leading technology platform based on microservices, focused on operating efficiency and customer experience

Services underpinned by strong wholesale agreements

We will deliver them simply without fuss



Empowering customers to better manage their household services

- > Our vision is to allow customers to order mobile plans, devices, nbn and energy with the touch of a button
- > Eliminate time consuming and repetitive tasks through automation, including managing account details and changing plans according to customers evolving needs
- > Enhance existing services and introduce new services with ease by leveraging our next generation microservices platform

Update on business

-  We have completed our diversification strategy with the launch of all scoped verticals under the amaysim brand – mobile, devices, broadband and energy
-  Integration of Click is complete marked by the launch of amaysim's simple energy plans
-  Focus for the management team in FY18 is executing on its cross sell strategy
-  Year to date performance of all verticals has been solid and in-line with management's expectations

Appendix

A1: Why launch amaysim's new small but mighty mobile plans?

> Rationale for mobile plans

- Price-sensitive sector of the mobile services market currently representing ~20% of Australian mobile SIOs¹ is unaddressed
- Significant opportunity to target this segment and grow subscribers under the amaysim brand that we can cross-sell amaysim products and services into over time
- Mobile dual brand strategy remains unchanged

> Mobile subscriber growth

- 'Small but mighty' mobile plans expected to add incremental subscriber growth in FY18
- New mobile plan subscriber growth expected to follow amaysim's current mobile market share and grow over time
- amaysim has historically demonstrated its ability to organically grow ~50k mobile subscribers per half (excluding 'Small but mighty mobile' plans)

> Mobile ARPU

- Immaterial impact to amaysim Group mobile ARPU expected in FY18 from these new plans
- 'Small but mighty' mobile plans are expected to represent a small proportion of mobile subscribers relative to the total amaysim Group mobile subscriber base

> Mobile gross margins

- 'Small but mighty' mobile plans launched with the support of Optus
- Long-term mobile margins of ~30% to be maintained

> Mobile churn

- New mobile plans are not expected to impact churn or impact the existing mobile subscriber base, as a 1GB plan will not appeal to the majority of the amaysim mobile subscriber base with average monthly volume of data downloaded significantly more than 1GB
- Improvement in quality of customer expected with As You Go customers potentially switching to 'small but mighty' mobile plans and subscription based payments

1. Representative research conducted by The Clever Stuff for amaysim; 18-69-year-old mobile phone users, Jul 2017

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- Net Revenue means total service revenue and other revenue
- ARPU means average revenue per subscriber, calculated as net revenue for the period divided by average subscribers for that period, and expressed on a monthly basis;
- EBITDA means earnings before income tax excluding interest, depreciation and amortisation expense;
- EBIT means earnings before interest and tax;
- NPAT means net profit after tax;
- NPATA means NPAT and after adding back the tax affected amortisation relating to acquired contracts and intangibles other than software; and
- Underlying figures have been calculated from statutory data and exclude the impact of IPO expenses, non-core income and expenses, any acquisition related expenses including consequential changes in the value of tax assets, integration and transaction costs with a related tax adjustment where applicable. Refer to appendix A3 and A4 for reconciliation between statutory and underlying results.

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