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24 February 2020

The Manager
Market Announcements Office
Australian Securities Exchange
4th Floor, 20 Bridge Street
Sydney NSW 2000

Interim Results Presentation

Dear Sir or Madam,

Please find enclosed the investor presentation of amaysim Australia Limited's (ASX: AYS) interim financial results for the financial year 2020.

Yours sincerely

Alexander Feldman

amaysim | Chief Strategy Officer, General Counsel & Company Secretary

2020 half year results

investor presentation

24 February 2020

amaysim

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Currency

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Operating segments

All comparisons, unless otherwise noted, are half year ended 31 December 2019 compared to half year ended 31 December 2018 and refer to the continuing operations of the Company with all comparisons relating to prior periods adjusted to reflect only continuing operations. The Company discontinued selling devices on 27 August 2018 and divested its fixed line broadband customer base on 26 October 2018 (completed 30 October 2018). As a result, the results of these businesses are reflected as discontinued operations for all periods presented.

Statutory, proforma and underlying information

Statutory information is based on audited financial statements. "Proforma" and "underlying" financial information has not been audited or reviewed. amaysim uses certain measures to manage and report on business performance that are not recognised under Australian Accounting Standards ("non-IFRS financial measures"). These non-IFRS financial measures that are referred to in this presentation include without limitation the following:

- 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, amortisation and impairment 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
- ARR means annualised recurring revenue - calculated as the recurring ARPU at a point in time, multiplied by the recurring subscriber base at that point in time and annualised.

Underlying figures have been calculated from statutory data and exclude the impact of 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 and impairment costs. Refer to appendix for reconciliation between statutory and underlying results.

Although the directors of amaysim believe that these measures provide useful information about the financial performance of amaysim, they should be considered as indications or supplements to those measures that have been presented in accordance with the Australian Accounting Standards and not as a replacement for them. Because these non-IFRS financial measures are not based on Australian Accounting Standards, they do not have standard definitions, and the way amaysim has calculated these measures may differ from similarly titled measures used by other companies. Readers should therefore not place undue reliance on these non-IFRS financial measures.

2020 half year results

CEO presentation

Peter O'Connell, Chief Executive Officer and Managing Director

2020 interim results

reported financial metrics under the new accounting standards

$244.4m
-7.1% ▼
Net revenue

$76.7m
-2.9% ▼
Gross profit

$23.5m
-13.8% ▼
EBITDA

$24.0m
-17.9% ▼
Underlying EBITDA

$3.7m
178% ▲
NPAT

1.3 cps
155% ▲
EPS

An additional $4.3m was invested in marketing spend during 1H20 to grow the mobile subscriber base (as flagged at the FY19 results)
Excluding this investment, underlying EBITDA would have been **$28.3m** versus 1H19 EBITDA of $29.2m

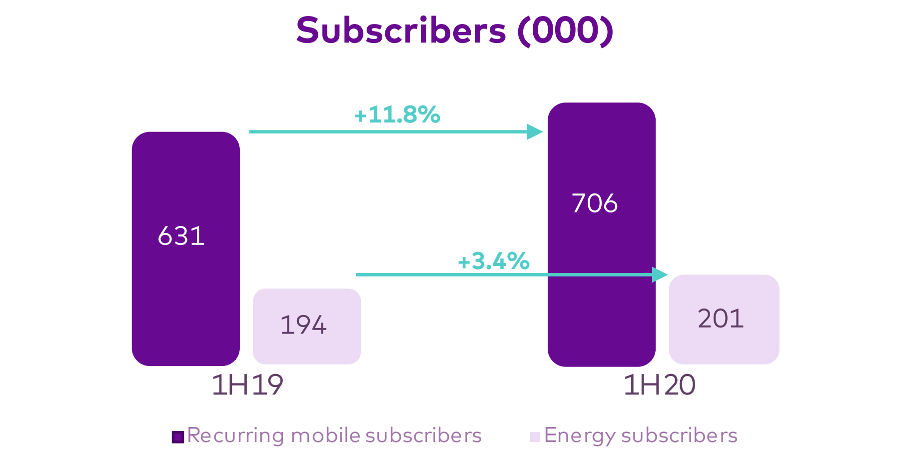
All comparisons above are half year ended 31 December 2019 compared to half year ended 31 December 2018 on continuing operations and include the one-month impact of the acquisition of the Jeenee Mobile business that was completed on 30 November 2019. The changes to accounting standards and policies (AASB 9 and AASB 15) that came into effect on 1 July 2018 are now reflected in 1H19 and 1H20. As of 1 January 2019 AASB 16 Leases came into effect and as such care must be taken when analysing and comparing reported results after the effect of AASB 16. Subsequent analysis in this presentation focuses on the comparable accounting standards before the impact of AASB 16. Please refer to amaysim's interim report for the half year ended 31 December 2019 for full details of the changes to the accounting policies and adoption of new Accounting Standards and for a reconciliation of the effects of the new accounting standards and policies applied from 1 July 2019.

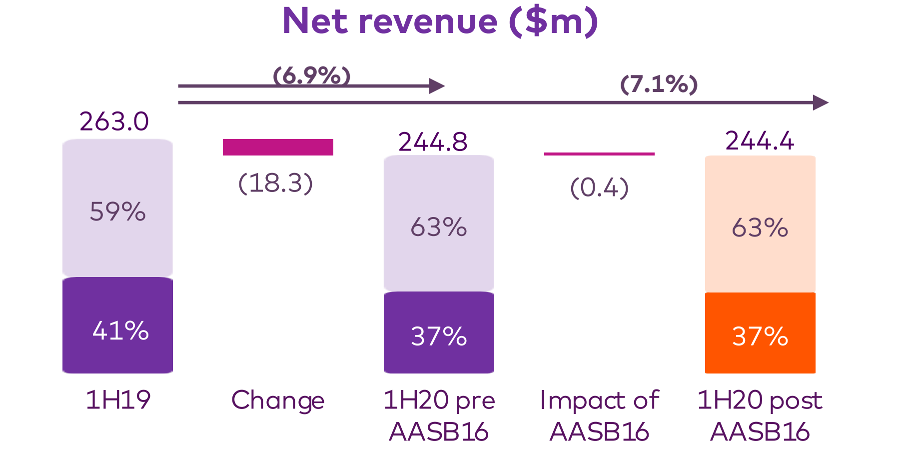
706k
recurring mobile subscribers
11.8% ▲

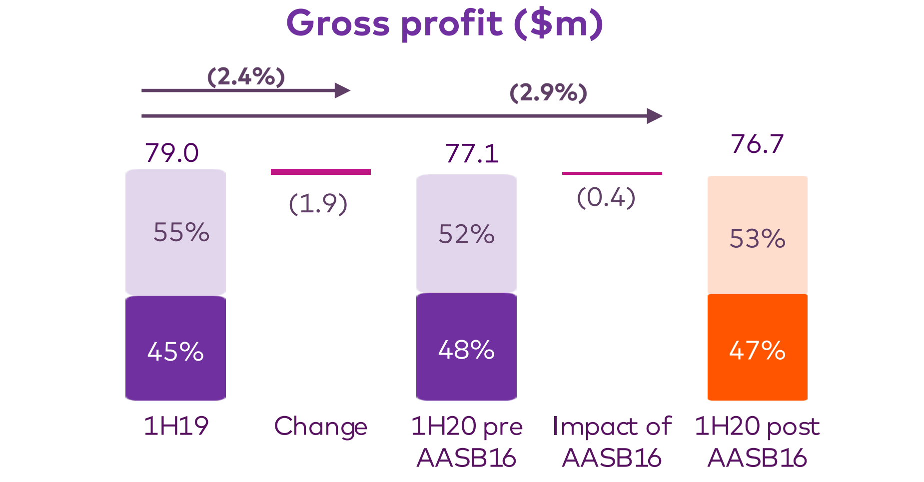
1.05m
Total subscriber base including AYG customers

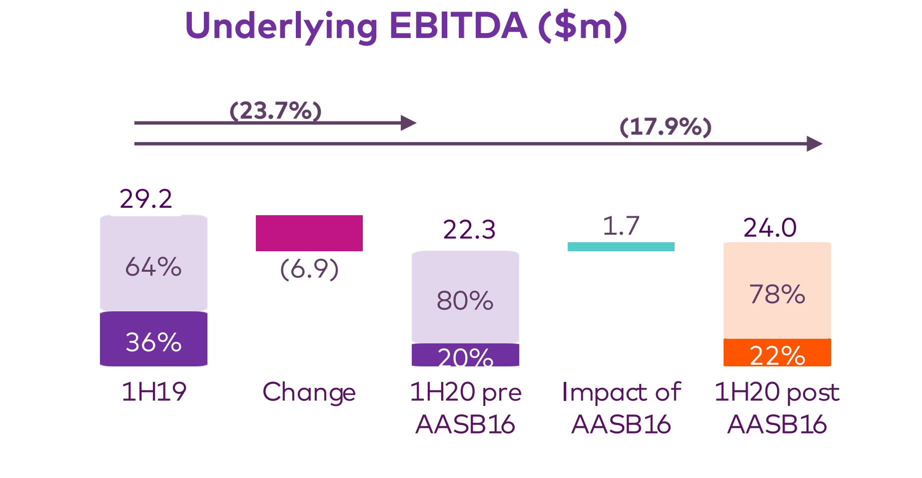
201k
energy subscribers
3.4% ▲

2020 half year performance









Mobile Energy

Due to rounding, numbers presented in the table above may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

Key achievements

Jun 2019

Launched new refreshed plans following signing of revitalised NSA with Optus

Began **increased marketing activity** to drive growth in mobile

Kicked off customer retention and upselling campaigns, leveraging ability to quickly develop and offer new mobile plans

Aug 2019

Awarded Canstar Blue's customer satisfaction award for prepaid mobile providers

Finder awarded us the **best post-paid month-to-month SIM under $40**

Sep 2019

Least complained about telco

Communications Alliance Complaints in Context Report shows only 0.2 Telecommunications Industry Ombudsman complaints per 10k customers for the September quarter

Oct 2019

Added solar capabilities to subscription energy plans, expanding the potential customer acquisition funnel

Nov 2019

Acquired Jeenee Mobile accelerating mobile subscriber growth and expanding market share

Launched live bill upload to allow potential customers to upload existing bills and compare their plans to amaysim

Dec 2019

Endless summer campaign for unlimited mobile data on $40 plan and above went live on 1 December

Achieved an **NPS score of 46 for the amaysim brand**

Improved the subscription energy mobile app with **daily usage data tracking**

Mobile

Subscriber growth driven by new plans, marketing initiatives and Jeenee acquisition

- Refreshed mobile plans and increased marketing activities continue to drive subscriber growth - added more than 41k recurring subscribers organically since 30 June 2019 and a further 41k from the acquisition of Jeenee
- NPS of +46 (for amaysim brand in November quarter), which is the highest it has been in three years and average monthly churn across the total base was stable at 2.4% [1]

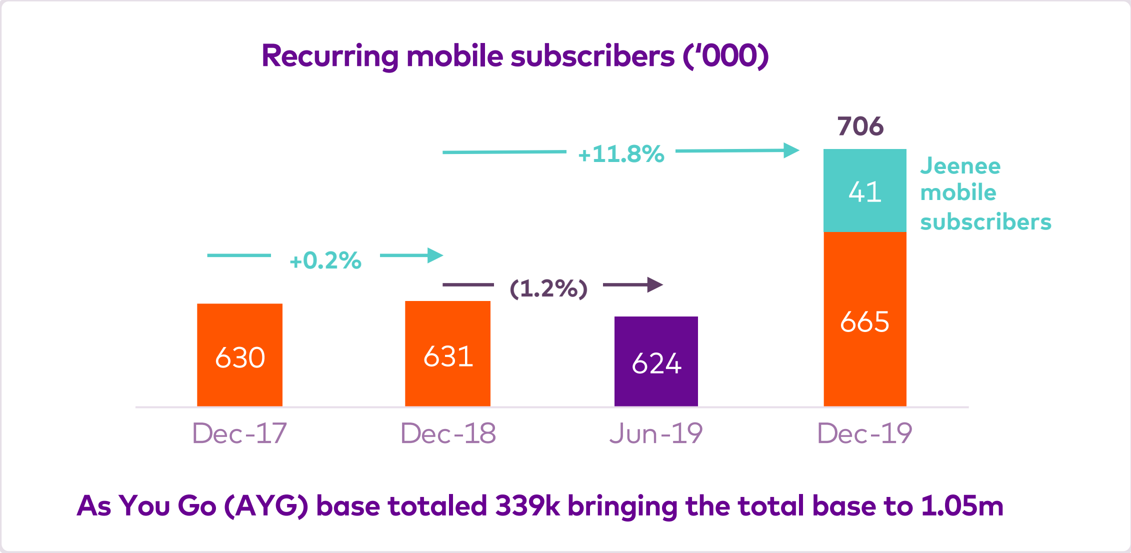
Annualised recurring revenue (ARR) trending upwards

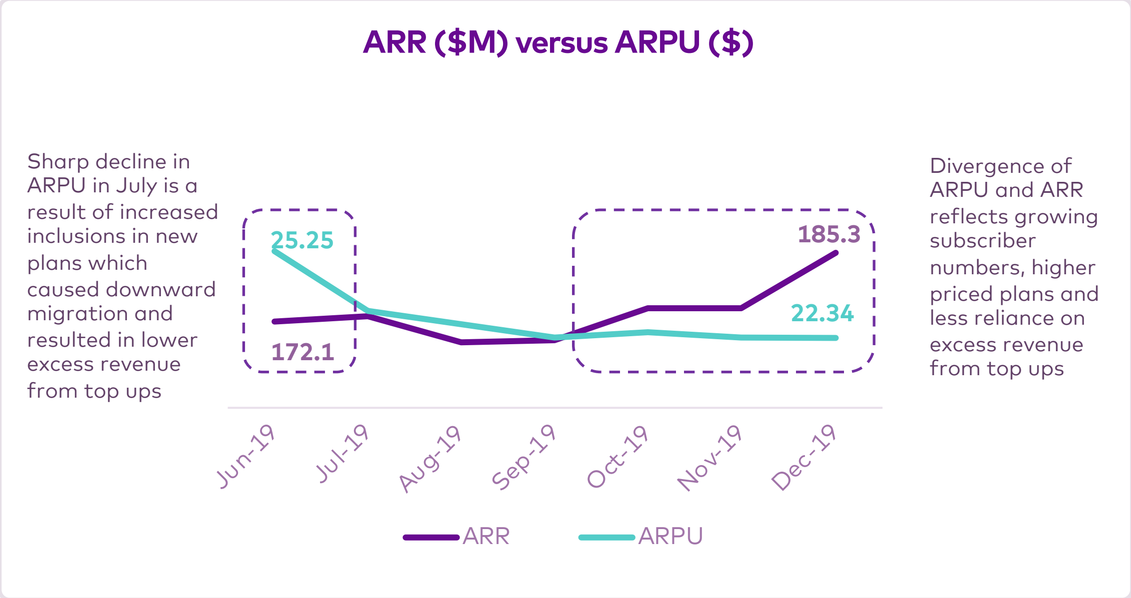
- While ARPU is a useful backward-looking metric, annualised recurring revenue (ARR) reflects how the business is tracking today and its momentum into the future. This is now trending upwards as the subscribers increase and the ARPU decline slows
- Business has started to demonstrate month-on-month revenue growth

Strong gross margin

- We have always been focused on maintaining our gross margin above 30%. This half, mobile gross margin improved significantly to 39.8% versus 33.1%, driven by the strength of our revitalised NSA
- Another strong margin performance is anticipated in 2H20

1. Churn is average monthly churn for 1H20 on the total base (recurring and AYG)



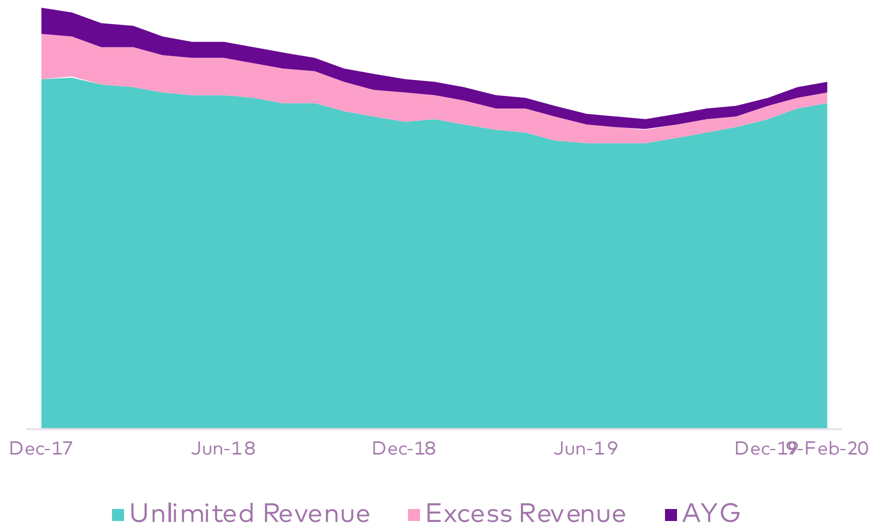


ARR and ARPU includes Jeenee in December 2019.

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

Mobile in growth mode - revenue is growing and headwinds are diminishing

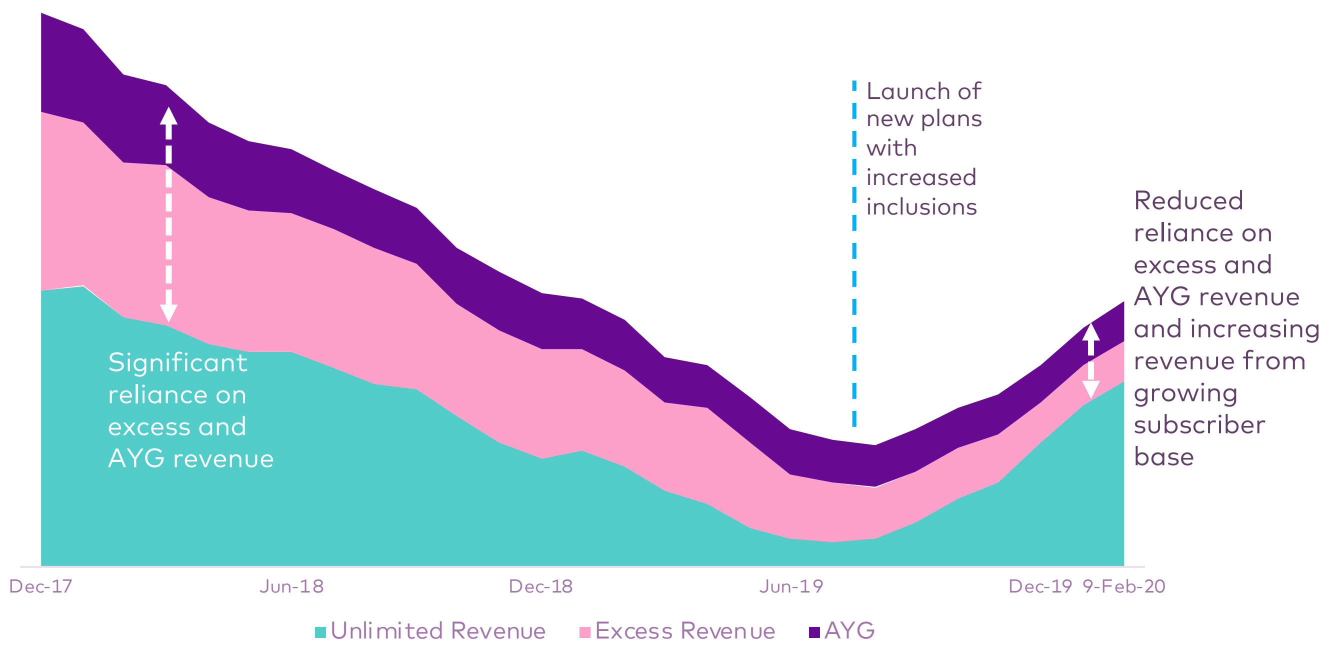
Revenue composition of total mobile subscriber base



zoomed in on scale

- All subscribers receiving outstanding value after we increased plan inclusions in June. This reduced reliance on excess data usage and AYG revenue
- With excess revenue diminished, every new subscriber is now delivering incremental revenue growth – not merely filling in a 'revenue hole' from the loss of other legacy sources of revenue
- Increase in inclusions for all customers reflects our dedication to rewarding loyalty and providing existing customers the same excellent value as new ones

Revenue composition of total mobile subscriber base (zoomed in on scale)



- In the above chart, the revenue trough is more pronounced, highlighting the recent positive growth and reduced reliance on excess data charges and AYG revenue
- Data inclusions continue to outpace consumer needs. We have now worn the reduction in excess revenue from the latest inclusion increase and our revenue growth has continued into 2H20

January and February 2020 revenue is unaudited

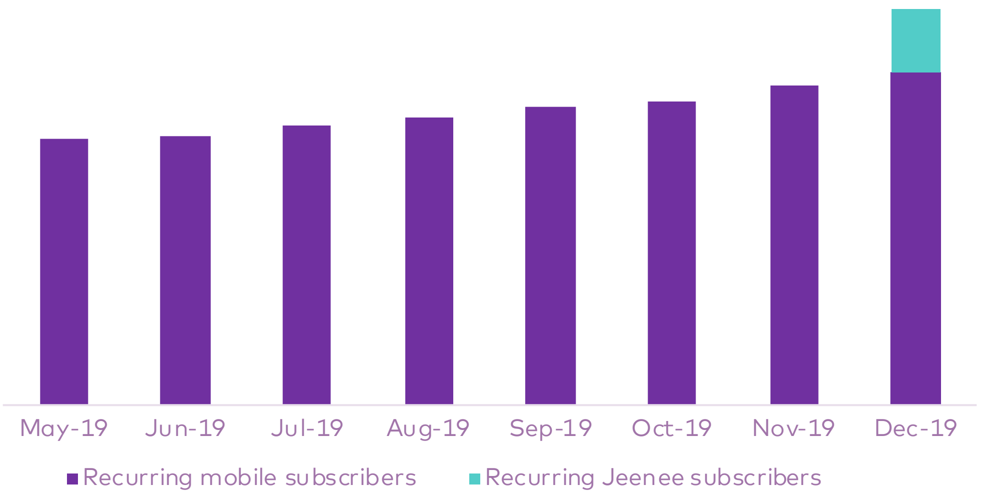
Mobile - marketing

Increased and sustained marketing activity continues to drive subscriber growth

- Increased marketing activity commenced in June 2019. This was later than anticipated as it was pending the signing of our revitalised NSA at the end of May 2019
- Recurring subscriber base organically grew by 41k (excluding Jeenee) since 30 June 2019 when we launched the new plans (6.6% growth rate)
- Marketing initiatives and 'always on' marketing strategy improved unprompted brand awareness by 300 bps to 19%. Aiming for +20% in FY20

We actively monitor cost per acquisition (CPA) and return on investment. As long as our marketing investment continues to drive a positive return (in addition to strategic upside) we will continue to invest

Total net recurring mobile subscribers (closing base)



Average CPA[1] for 1H20
$51.0

Average gross profit per subscriber[2] per month 1H20
$6.14

CPA payback within
~8 months

Every month after the initial payback period is profit

1. CPA is calculated as total mobile marketing spend including promotions / total gross adds (recurring and AYG) in 1H20
2. Average gross profit per subscriber is 1H20 mobile gross profit / total (recurring and AYG) monthly average closing base for 1H20

All numbers are based on averages of current reporting period

Jeenee mobile integration progressing to plan

Track record of successful integration. Full migration and integration within 3-months from completion

Customers

- The plan was to create a seamless transition for customers. Communications with customers have been positive with upsell initiatives to amaysim plans also proven to be successful
- Managed a plan consolidation of over 350 plans into a suite of <25 ensuring a balance between no detrimental impact to the customer and profitability
- Migration churn was below our expectations, providing more upside from the transaction
- Jeenee customers are now part of the amaysim family (mostly Vaya brand), receiving our excellent customer experience and being rewarded for their loyalty

People & processes

- Lived up to one of our core values (empathy) by providing outplacement support for Jeenee's employees and supporting them in seeking their next opportunity
- Worked closely with Jeenee employees to ensure a smooth transition for them and customers
- amaysim operating structure (which includes customer service and technology teams) now supporting Jeenee customers

Assets & systems

- Migration to Vaya technology stack complete. Vaya operates on the same wholesale platform as Jeenee, mitigating disruption to customers
- Sales are still coming through from the Jeenee website following the redirection to the amaysim customer website. Jeenee site will eventually be shut down when domain name license expires
- All other Jeenee systems (internal servers, hardware etc) to be switched off by end of February and all operational data will be hosted on systems under amaysim control

Energy

Stable performance amid a changing market

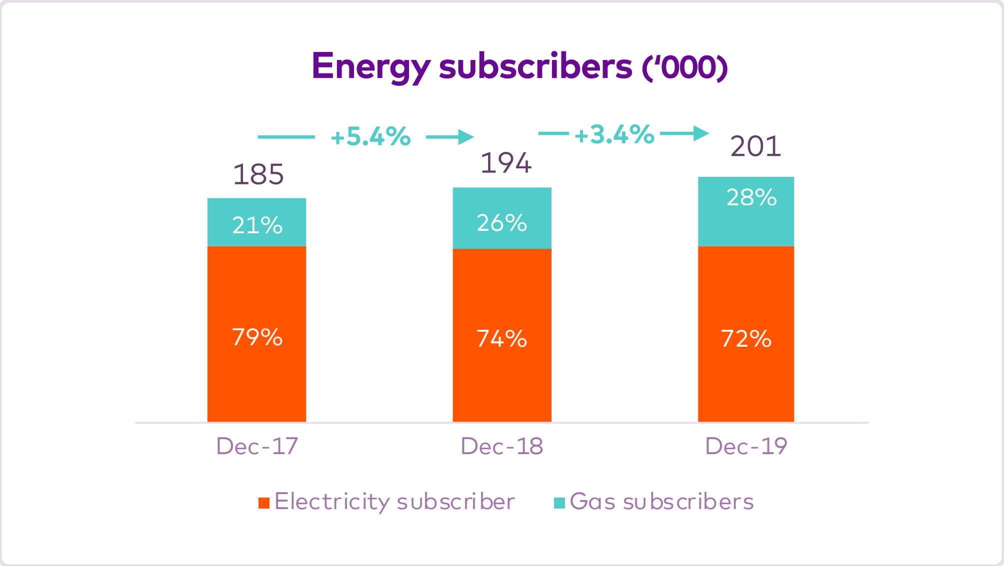
- Energy subscribers grew by 3.4% to 201k. We held back some investment in marketing until we ascertain the margin impact from regulatory changes
- Gas accounts continue to increase – now accounting for 28% of energy subscribers, up from 26% in the prior half year period
- Sales contribution from our own channels (Click and On The Move) is growing, accounting for 47% of sales in Q2

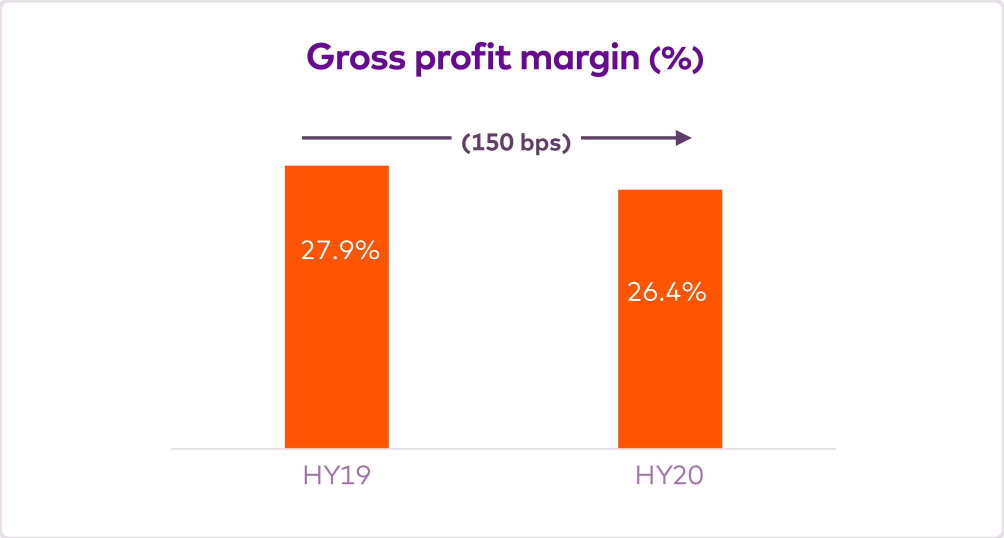
Gross profit margin trending down, as expected

- As anticipated, margins have moved to more sustainable levels which has had a positive impact on customer retention
- Gross margin was down by 150 bps, which is pleasingly less than our initial expectations. We will continue to monitor and manage margin in the revised regulated environment

Subscription energy to drive transparency and fairness for consumers

- Subscription plans are now live in NSW, QLD and VIC and we are organically adding subscribers
- The market is beginning to see the merit of subscription energy plans with larger energy incumbents also launching similar plans – this is expected to help drive this segment of the market and create positive momentum for subscription plans
- We continue to test and improve our subscription energy plans to ensure we have a robust product ahead of a full launch and investment in any marketing campaign; likely to occur in FY21. As with overall marketing investment for energy described above, we will be patient with this launch until the margin impact from regulatory change is better understood





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Tech stack enhancements commenced in 1H20, supporting continued growth

Enhancing customer experience, improving engagement and loyalty

- A streamlined new onboarding experience, which will improve conversion and reduce CPA
- Enhanced call centre tooling and automation which will provide an efficient, omnichannel contact experience, reducing churn and improving NPS
- Enabling better self-service in apps and online to reduce cost to serve

Better insights to improve marketing capabilities

- Unlocking personalisation: enable delivery of the right offers, messages and experiences at the right time
- Proactive churn management enabled by predictive analytics and decision engine
- Single view of the customer will enable more effective marketing and cross-sell initiatives, without imposing fatigue on subscribers

Increasing agility and speed to market

- Improved ability to rapidly roll out new plans and offers for new and existing customers
- Better automation and modern platforms reduce complexity and will drive down costs for the business and the consumer
- A single billing platform across all verticals will enable better bundling and other cross-vertical initiatives

Greater efficiencies for now, while future-proofing ourselves for growth

- Replacing legacy systems and platforms that inhibit flexibility and speed to market and come with higher operational overheads
- Unifying vertically siloed platforms into a customer-centric technology stack that makes customer management simpler and more efficient
- Highly scalable, fault-tolerant platforms that will grow with us

$5-7m investment over a two-year period

Progress

Filled key roles and begun integrating best-of-breed SaaS platforms that enable our unified architecture

Integrated a world class subscription billing platform; launched subscription energy plans on the platform and migration of mobile customers underway

Customer service enhancements begun that will enable a single view of the customer and that are already improving customer service agents' effectiveness

Customer data platform in place, and early data pipelining has begun

2020 half year results

CFO presentation

Gareth Turner, Chief Financial Officer

Further changes to reporting in FY20

- During the prior year FY19, the group's results were impacted by several financial reporting changes including the implementation of new Accounting Standard AASB 15 "Revenue from Contracts with Customers". These changes distorted comparability between FY19 and FY18 results and so amaysim disclosed the FY19 results on an "Old GAAP" and "New GAAP" basis to enhance comparability between the periods.
- FY20 results are all presented on a "New GAAP" basis but FY20 now **also** includes the effect of the group implementing **new Accounting Standard** AASB 16 "Leases" for the first time in FY20. The reported FY20 results are therefore comparable to FY19 results on a "New GAAP" basis, except for the effect on FY20 of implementing AASB16 "Leases".
- Again, to enhance comparability between periods, amaysim has made additional disclosures showing FY20 (on a "New GAAP" basis) both before and after the effect of implementing AASB16 "Leases" in FY20.

Changes to existing accounting policies and adoption of new Accounting Standards

AASB 16 Leases

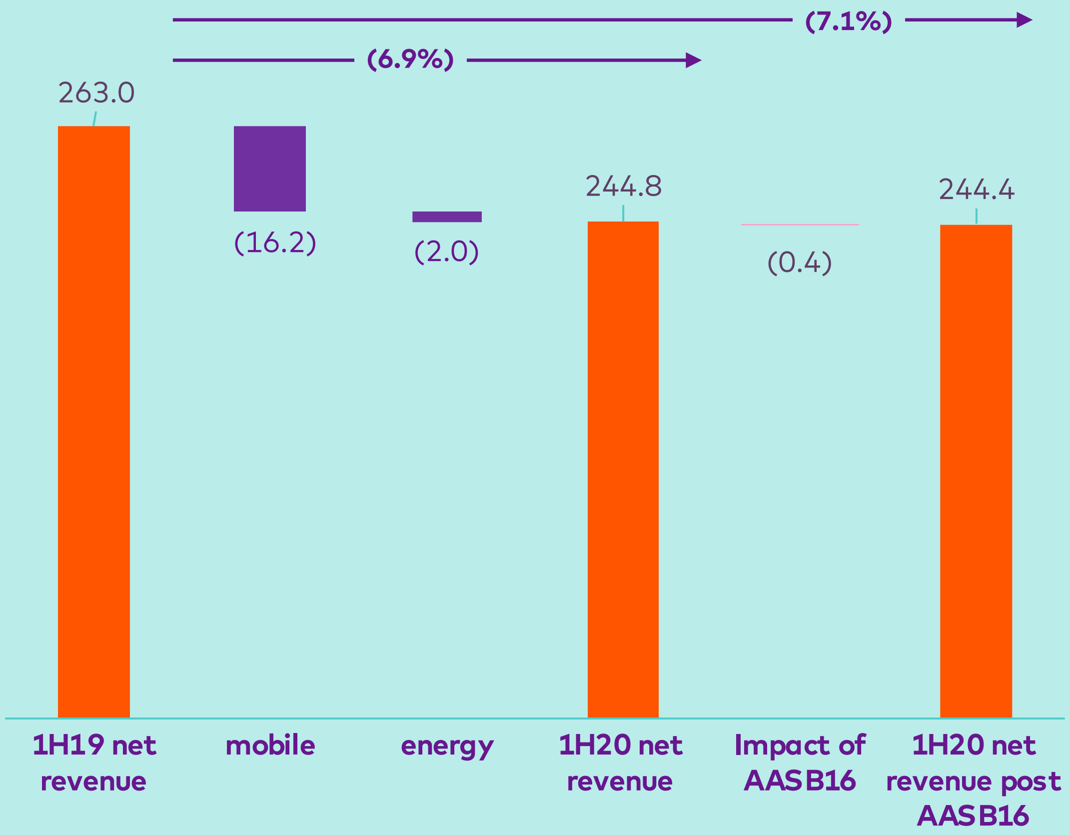
AASB 16 "Leases" is effective for accounting periods beginning on or after 1 January 2019. Under this new standard, the distinction between an operating and finance lease has been removed with operating leases now also being brought to account on the group's balance sheet. A summary of the effects of this change in accounting are as follows:

- lease expenses are recognised as depreciation of the right to use the asset and the effective interest on lease liability recognised. Previously, operating lease rentals were expensed on a straight-line basis over the lease term within operating expenses;
- repayment of principal portion of lease payments are reported as financing activities in the consolidated cash flow statement. The interest portion is reported within operating activities in the consolidated cash flow statement. Previously, total operating lease rental payments were reported as operating activities in the cash flow statement.

Refer to Note 2 "Operating Segments" and Note 13 "Adoption of AASB16 Leases" of amaysim's Interim Financial Report for further information .

Net revenue

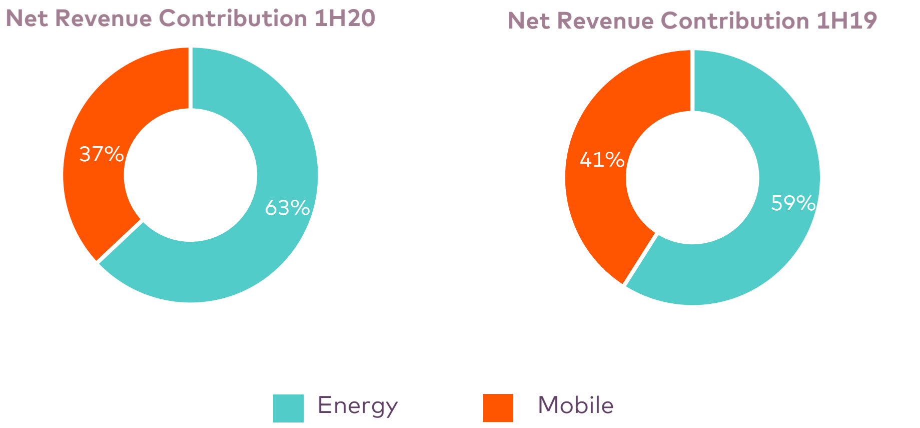
1H20 v 1H19 ($m)



Due to rounding, numbers presented in the chart may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

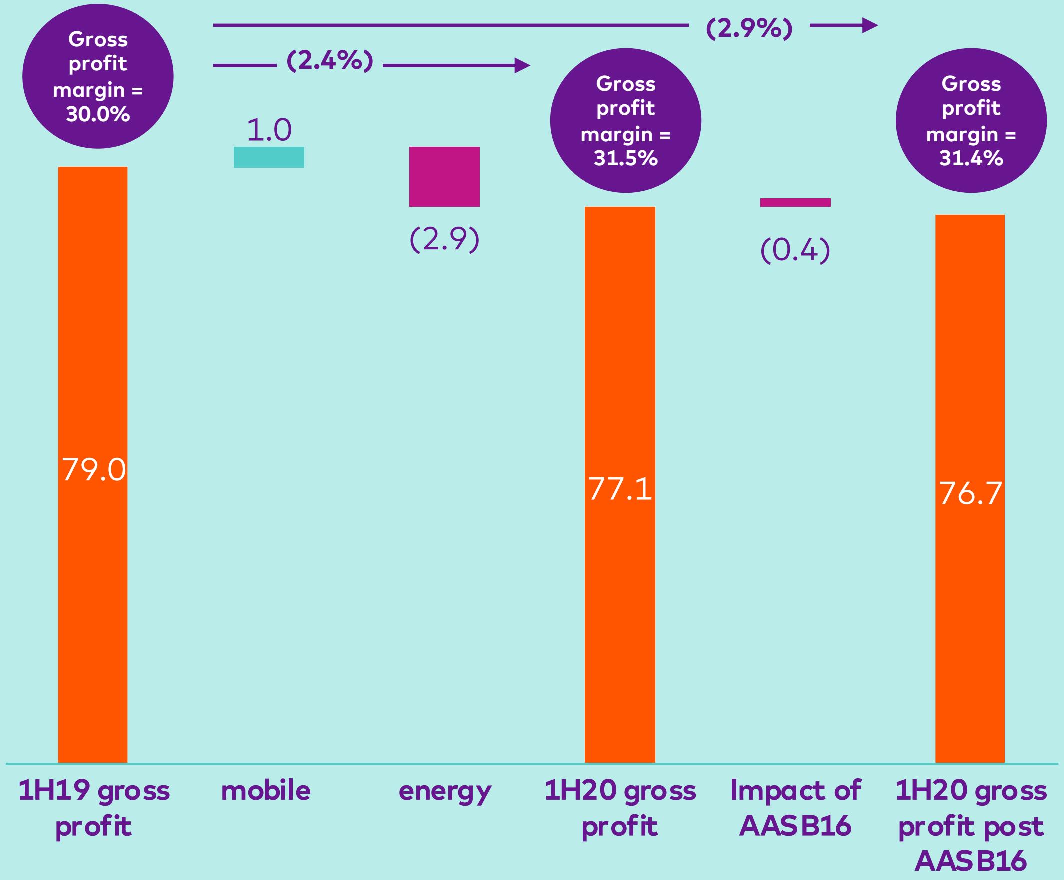
On a comparative basis:

- Group net revenue decreased by 6.9% to $244.8m
- Mobile net revenue decreased by 15.0% to $91.8m, which is attributable to lower ARPU
- Energy net revenue fell by 1.3% to $153m, despite a rise in subscribers. This was due to lower ARPU attributable to lower consumption across the market impacted by a milder winter, increased solar installations and a higher number of gas accounts which have lower relative consumption
- Energy still makes a significant contribution to the Group, currently representing 63% of the Group's net revenue, up from 59% in 1H19



Gross profit

1H20 v 1H19 ($m)



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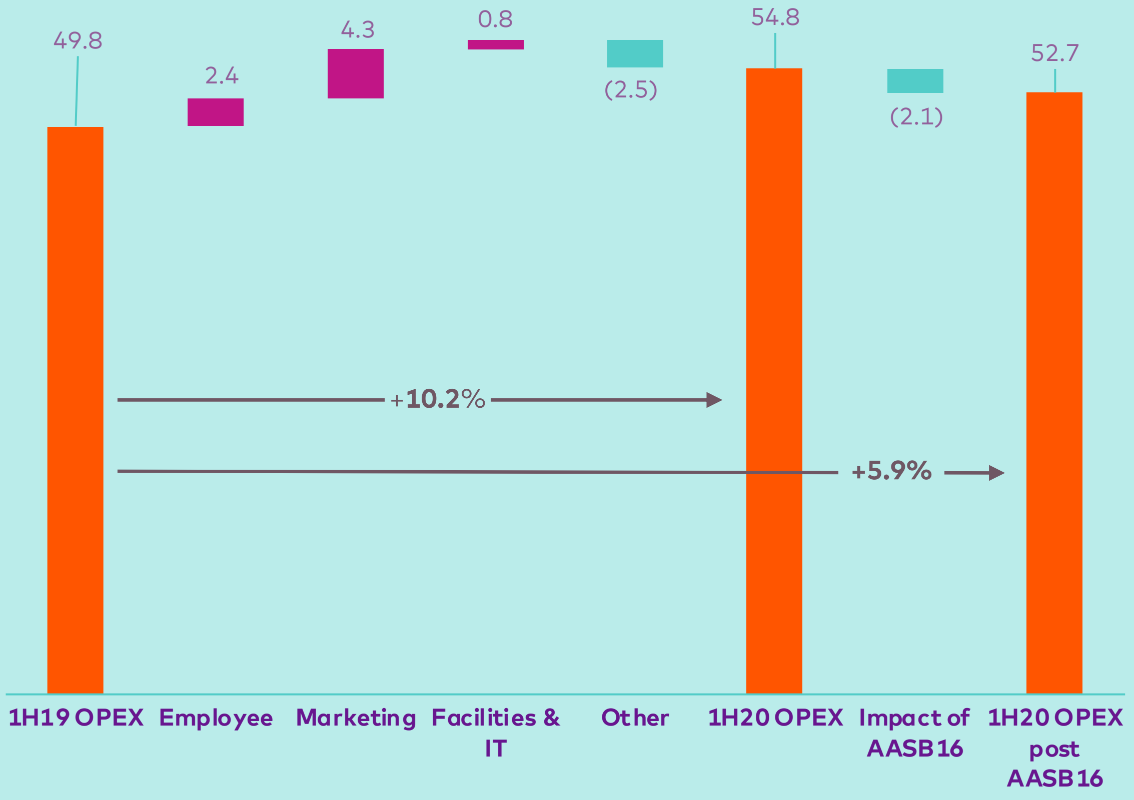
On a comparative basis:

- Gross profit for the Group was down 2.4% to $77.1m and gross margin improved 148bps to 31.5%
- Energy gross profit decreased by $2.9m, or 6.6%, to $40.4m and energy gross margin declined by 150bps to 26.4%, which was less than initially anticipated. However, we continue to closely monitor the impact from the regulatory change
- Mobile gross profit increased by, $1.0m or 2.8%, to $36.8m and this was largely due to the strength of our wholesale agreement. Gross margin improved significantly by 695bps to 40%, up from 33.1% in 1H19

Underlying operating expenses

1H20 v 1H19 ($m)



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On a comparative basis:

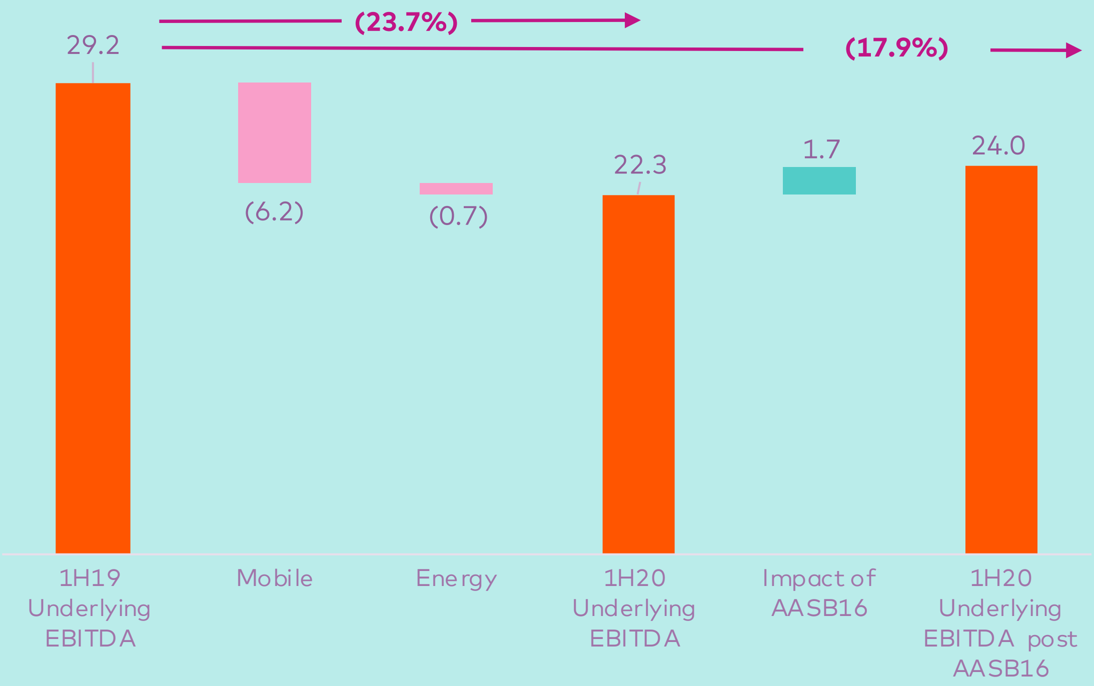
- The Group's underlying operating expenses were up $5.1m, or 10.2%, to $54.8m during the half
- Marketing expenses increased $4.3m supporting significant increase in mobile marketing in the half as was outlined during the FY19 results
- Employee costs increased $2.4m reflecting increased resourcing to deliver the increased investment in amaysim's technology stack; increased resourcing to support the development of subscription energy solutions; and non-cash charges associated with an increase in the long-term employee incentive scheme of $0.9m in lieu of cash bonuses that were due under the short term incentive plan for certain key management personnel
- IT and facilities expenses increased by $0.8m, primarily due to the increased investment in the technology stack and the new Manila site
- Other expenses decreased by $2.5m primarily due reduced bad debt charges.
- Excluding the deliberate increase in marketing and the additional non-cash expense associated with the LTIP, opex across the Group would have been stable on a comparable basis, demonstrating disciplined cost management

Underlying EBITDA

On track to meet FY20 guidance

Underlying EBITDA by segment

1H20 v1H($m)



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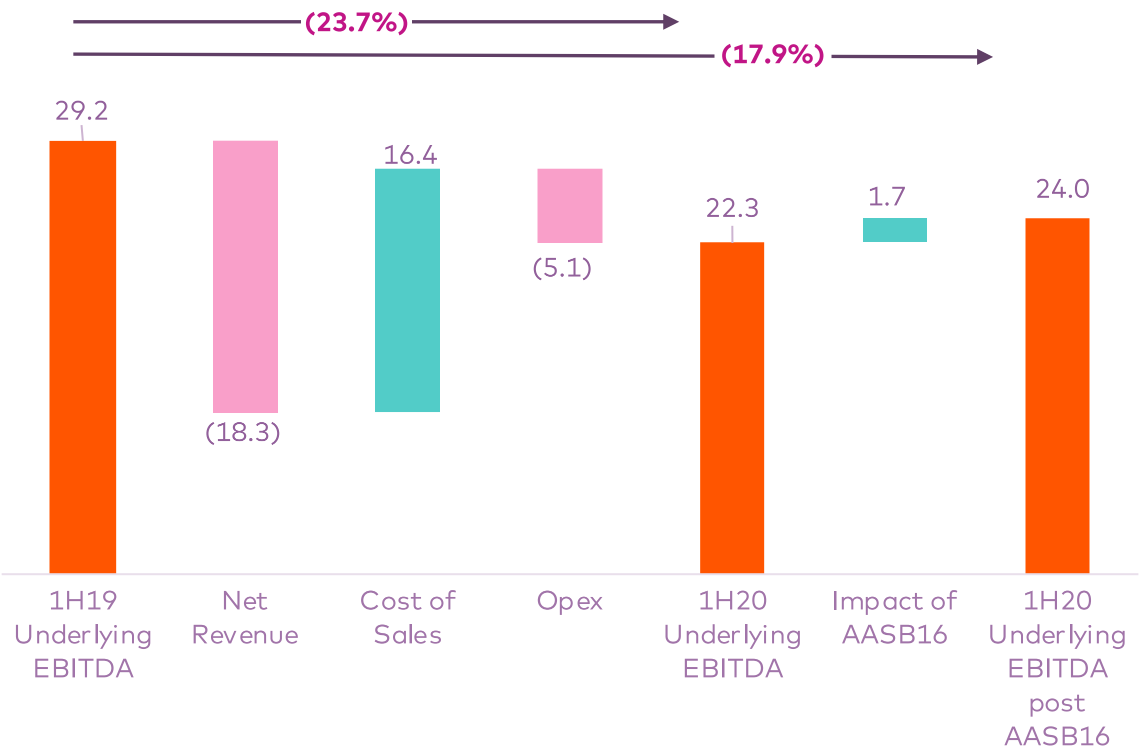
Underlying EBITDA by line item

1H20 v 1H19 ($m)

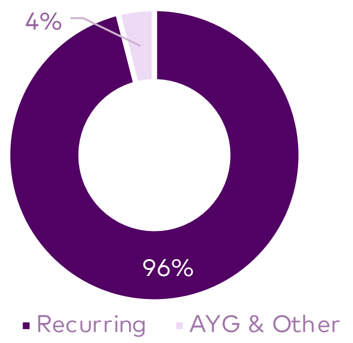


Mobile segment performance

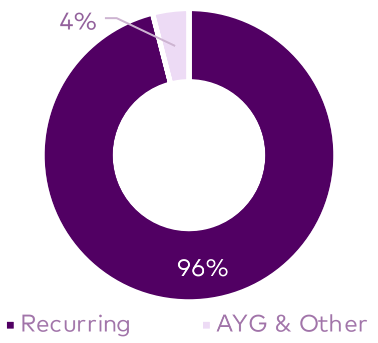
$ million (unless stated)	1H20 post AASB16	Impact of AASB16	1H20 pre AASB16	1H19	Change
Revenue from recurring subscribers	87.7		87.7	103.3	(15.1%)
Revenue from Other and AYG	3.7	(0.4)	4.1	4.7	(13.2%)
Total revenue	**91.3**	**(0.4)**	**91.8**	**108.0**	**(15.0%)**
Cost of sales	(55.0)		(55.0)	(72.2)	(24.0%)
Gross profit	**36.3**	**(0.4)**	**36.8**	**35.7**	**2.8%**
Gross profit margin (%)	*39.8%*	*(28 bps)*	*40.1%*	*33.1%*	*695bps*
Underlying operating expenses	(31.0)	1.4	(32.4)	(25.2)	(28.7%)
Underlying EBITDA	**5.3**	**0.9**	**4.4**	**10.6**	**(58.6%)**
EBITDA margin (%)	*5.84%*	*105 bps*	*4.79%*	*9.81%*	*(503bps)*
Closing recurring subscribers ('000)			706	631	12.0%
ARPU ($) (based on recurring subscribers)			22.34	26.42	(15.4%)

- Mobile net revenue decreased by 15.0% to $91.8m impacted by competitive pressure in prior periods continuing to flow through to lower ARPU (15.4% decline pcp) and a general increase in data inclusions which reduced reliance excess revenue from data top ups
- Excess data revenue is now a much smaller component of total mobile revenue meaning that amaysim is poised to see future revenue growth as it transitions past this revenue and ARPU headwind
- Mobile gross margin increased significantly by 695 bps to 40.1% - a result of the strength of our wholesale agreement
- Operating expenses increased by 28.7% primarily due to higher mobile marketing
- The increase in marketing investment was a key driver of the lower underlying EBITDA of $4.4 million

Recurring v AYG net revenue contribution 1H20



Recurring v AYG net revenue contribution 1H19



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Percentage changes have been calculated on actual numbers.

Energy segment performance

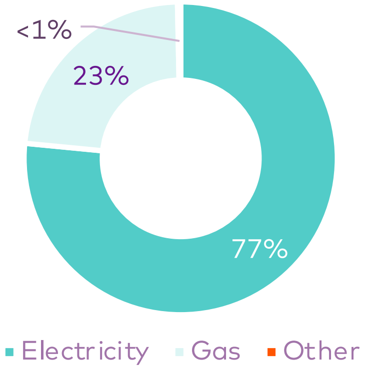
$ million (unless stated)	1H20 post AASB16	Impact of AASB16	1H20 pre AASB16	1H19	Change
Electricity plans	117.1		117.1	124.1	(5.6%)
Gas plans	35.4		35.4	30.5	16.4%
Other revenue[1]	0.5		0.5	0.5	-
Total revenue	**153.0**		**153.0**	**155.1**	**(1.3%)**
Cost of sales	(112.6)		(112.6)	(111.8)	0.7%
Gross profit	**40.4**		**40.4**	**43.3**	**(6.6%)**
Gross profit margin (%)	*26.4%*		*26.4%*	*27.9%*	*(150 bps)*
Underlying operating expenses	(21.7)	0.8	(22.5)	(24.6)	(8.7%)
Underlying EBITDA	**18.7**	**0.8**	**17.9**	**18.7**	**(3.9%)**
EBITDA margin (%)	*12.21%*	*50bps*	*11.71%*	*12.03%*	*(32bps)*
Closing electricity plans			144	144	-
Closing gas plans			57	50	12.1%
Total closing fuels ('000)*			201	194	3.4%
ARPU ($)*			125.31	133.54	(6.2%)

Due to rounding, numbers presented in the table may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

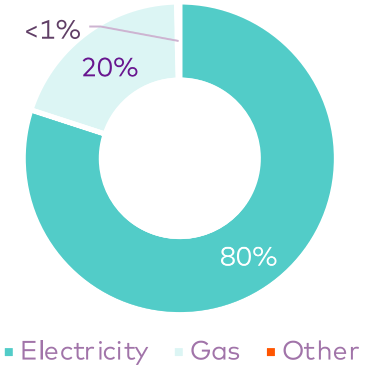
1. Other revenue includes commissions from the On The Move business and other charges

- Net revenue decreased by 1.3% to $153m vs $155.1m
- The relatively flat revenue, despite subscriber growth on 1H19, is due to a lower ARPU of $125.31, down 6.2% on 1H19. This can be attributed to lower energy consumption across the market; growth of gas accounts which are typically lower billing and growth of solar penetration
- As expected, gross profit margin has begun to come down and was at 26.4% for 1H20 but the rate of decline has been less than initially expected. Gross profit decreased by 6.6% to $40.4m
- Operating expenses decreased by 8.7%, or $2.1m, partly attributable to additional cost efficiencies and improved bad debt performance
- We will continue to monitor and manage margin in the revised regulated environment
- Underlying EBITDA was down 3.9%, or $0.8m, to $17.9m. After the impact of AASB16, underlying EBITDA remained at $18.7m

1H20 energy revenue split



1H19 energy revenue split



Balance sheet

- Cash increased $9.0m mostly driven by the timing of net working capital cash flows in energy (moving out of the winter peak)
- This also accounted for most of the $10.1m decrease in trade receivables, $5.5m decrease in trade payables and $2.9m decrease in current provisions during the half
- Prepayments were up $5.7m due to the timing of net wholesale payments
- PP&E was up $7.2m mostly driven by the recognition of the right to use asset of $8.2m under AASB16
- Intangible assets increased $1.7m driven by goodwill and acquired intangible assets from the Jeenee Mobile acquisition of $7.8m and investment in technology of $3.2m together more than offsetting amortisation for the period
- Non-current borrowings increased by $7.8m reflecting the use of the acquisition tranche of the Senior Debt Facility to fund the acquisition of Jeenee Mobile
- The other equity debit balance of $2.0m reflects the amaysim Equity Plans trust purchasing and holding 5.6 million shares (treasury shares) to meet some, or all, of our future obligations under the Long-Term Incentive Plan (LTIP)
- Retained earnings increased by $4.1m from June 2019 reflecting total net profit after tax this half year of $4.0m[1]. Last year, the group recorded a first half total net loss after tax of $13.7million driven by a $15.7m impairment of energy intangible assets last year

1. $4.0m NPAT refers to total attributable to members of amaysim which includes discontinued operations (refer to the Consolidated Statement of Comprehensive Income in the Half Year Report

	31 Dec 2019 $'000	30 June 2019 $'000	Movement
CURRENT ASSETS			
Cash and cash equivalents	39.7	30.7	9.0
Trade receivables	38.0	48.1	(10.1)
Prepayments	9.1	3.4	5.7
Other current assets	1.5	1.7	(0.2)
Derivative financial instruments	1.7	3.3	(1.6)
Net investment in sublease	0.8	-	0.8
Current tax assets	0.8	-	0.8
Total current assets	**91.6**	**87.1**	**4.5**
NON-CURRENT ASSETS			
Intangible assets	181.7	180.0	1.7
Property, plant and equipment	13.3	6.2	7.2
Other non-current assets	0.7	0.6	0.1
Derivative financial instruments	0.5	0.2	0.3
Net investment in sublease	0.4	-	0.4
Deferred tax assets	0.5	0.4	0.1
Total non-current assets	**197.1**	**187.3**	**9.7**
TOTAL ASSETS	**288.7**	**274.5**	**14.2**
CURRENT LIABILITIES			
Trade and other payables	79.6	85.1	(5.5)
Deferred revenue	8.6	7.5	1.2
Provisions	6.7	9.5	(2.9)
Lease liabilities	3.7	-	3.7
Derivative financial instruments	3.3	2.1	1.2
Customer deposits	2.2	2.2	-
Current tax liabilities	-	0.2	(0.2)
Total current liabilities	**104.1**	**106.6**	**(2.5)**
NON-CURRENT LIABILITIES			
Borrowings	64.4	56.5	7.8
Lease liabilities	6.5	-	6.5
Other non-current liabilities	3.2	3.1	0.1
Provisions	1.6	1.4	0.2
Derivative financial instruments	0.1	0.4	(0.2)
Total non-current liabilities	**75.8**	**61.4**	**14.3**
TOTAL LIABILITIES	**179.9**	**168.0**	**11.9**
NET ASSETS	**108.8**	**106.5**	**2.4**
EQUITY			
Contributed equity	167.2	167.2	-
Other equity	(2.0)	-	(2.0)
Equity compensation reserve	(6.4)	(8.4)	2.0
Cashflow hedge reserve	(0.7)	1.1	(1.8)
Foreign currency translation reserve	0.2	0.1	0.1
Retained profits	14.6	10.5	4.1
Accumulated losses (prior years)	(64.0)	(64.0)	-
TOTAL EQUITY	**108.8**	**106.5**	**2.4**

Due to rounding, numbers presented in the table may not add up precisely to the totals provided.

Cash flow

- Net cash inflow from operating activities was $15.7m, down $7.8m from the prior period, largely reflecting the $6.9m reduction in underlying EBITDA
- Net cash outflows from investing activities was up $8.2m, driven primarily by the $7.8m acquisition of Jeenee Mobile
- Net cash inflows from financing activities totaled $4.0m during the half and reflects the additional borrowings received to fund the Jeenee Mobile acquisition of $7.8m. This was offset by a $2m cash outflow to fund the purchase of the 5.6m treasury shares on market and the payment of $1.8m in lease liabilities which are now shown as a financing cash outflows under AASB16
- Cash and cash equivalents on hand at 31 December 2019 of $39.7m was $13.8m higher than the same time 12 months ago

For the year ended $ million	31 Dec 2019 $'000	31 Dec 2018 $'000	Change
Cash flows from operating activities			
Receipts from customers (incl. of GST)	280.2	312.1	(31.9)
Payments to suppliers and employees (incl. of GST)	(262.5)	(286.6)	24.0
Income tax refund/(expense)	(0.5)	1.0	(1.5)
Finance expenses	(1.7)	(3.2)	1.5
Interest received	0.2	0.2	-
Net cash inflows from operating activities	**15.7**	**23.6**	**(7.8)**
Cash flows from investing activities			
Payment for the acquisition of subsidiary, net cash acquired	(7.8)	-	(7.8)
Payments for property, plant and equipment	(0.1)	(0.3)	0.2
Payments for intangible assets	(3.2)	(2.4)	(0.8)
Decrease / (Increase) in security deposits and bank guarantees	0.2	0.2	-
Principal payments from sublease	0.2	-	0.2
Net cash outflows from investing activities	**(10.7)**	**(2.5)**	**(8.2)**
Cash flows from financing activities			
Principal payments of lease liabilities	(1.8)	-	(1.8)
Purchase of shares acquired by amaysim Equity Plans Trust	(2.0)	-	(2.0)
Repayment of borrowings	-	(5.0)	5.0
Proceeds from borrowings	7.8	-	7.8
Net cash flows from financing activities	**4.0**	**(5.0)**	**9.0**
Net increase/(decrease) in cash and cash equivalents	9.0	16.1	(7.1)
Cash and cash equivalents at the beginning of the financial period	30.7	9.8	20.9
Cash and cash equivalents at end of period	**39.7**	**25.8**	**13.8**

Due to rounding, numbers presented in the table may not add up precisely to the totals provided.

The Consolidated statement of cash flows has not been restated for Discontinued Operations, in line with Australian Accounting Standards.

2020 half year results

Strategy and outlook

Peter O'Connell, Chief Executive Officer and Managing Director

Strategy and achievements

Deliver profitability and create long-term shareholder value by being Australia's best subscription utilities provider

grow

Increase our core mobile recurring subscriber base

- Revitalised NSA with Optus enabled us to launch new, competitive mobile plans and commence an intensive marketing campaign
- Increased recurring mobile subscribers by 41k organically and by 82k including the acquisition of Jeenee Mobile in November 2019
- Customer retention initiatives have maintained a stable churn of 2.4% (the monthly average across total base)

change

Change the Australian retail energy market by disrupting it with subscription energy

- Subscription energy plans now available in NSW, QLD and VIC
- Organically attracted a modest number of customers that continue to steadily grow
- Ongoing testing and optimisation of plans continued in HY20 with support for solar customers added during the half year period
- Growth of our traditional energy by focusing on providing excellent customer experience and simple effective plan options

build

Become a trusted brand for Australian subscription utility services

- Increased marketing activity to drive awareness of brand and subscription services
- Customer service continues to excel with net promoter score (NPS) now +46 for the amaysim brand, the highest since May 2017[2]
- Lowest number of TIO complaints compared to other telecom companies[1]
- Increased unprompted awareness by 300bps to 19% since June 2019[2]

1. 0.2 complaints per 10,000 customers, Telecommunications Complaints in Context, July – Sept 2019. Applies only to amaysim brand
2. Survey by The Clever Stuff prepared for amaysim – January 2020

Strategy and outlook

Deliver profitability and create long-term shareholder value by being Australia's best subscription utilities provider

grow

Increase our core mobile recurring subscriber base

- New plans supported by "always on" marketing delivering sustained positive growth
- Continue to deliver excellent customer service to improve NPS and reduce churn
- Complete integration of Jeenee and consider further complementary bolt-on acquisitions which allow us to leverage our skills and scale
- Growth has continued into 1H**: 727k recurring subscribers as at 20 February 2020, a 3% increase since 31 December 2019**

change

Change the Australian retail energy market by disrupting it with subscription energy

- Inclusion of solar schemes has expanded potential market for plans and we continue to evaluate support for other schemes
- Ongoing optimisation and monitoring of plans ahead of a full launch and supporting campaign expected in FY21
- Continue to grow the traditional energy base to support overall growth of energy business: **203k energy subscribers as at 20 February 2020, a 1% increase since 31 December 2019**

build

Become a trusted brand for Australian subscription utility services

- Sustain marketing investment to further grow subscribers and enhance brand awareness
- Continue to improve NPS by focusing on maintaining our strong company values across products and delivering positive customer experiences
- Rewarding customer loyalty through a range of initiatives including ensuring our loyal customers are always on the best available mobile plan
- Enhancements to tech stack to deliver better customer experience, engagement and improve marketing capabilities

Guidance reaffirmed

amaysim reaffirms FY20 underlying EBITDA guidance of $33m - $39m

(on a 'New GAAP' accounting basis which includes the impact of AASB9, AASB15 and AASB16)

Guidance takes into consideration seasonally lower energy consumption in the second half, lower energy margin and continued reinvestment into mobile growth and assumes no material changes or adverse effects from market conditions, operating environments or business circumstances

2020 half year results

Appendix

A1. 2020 half year results – summary of financial metrics

$ million (unless stated otherwise)	1H20 post AASB16	Impact from AASB16	1H20 pre AASB16	1H19	Change between 1H19 and 1H20 pre AASB16
Net revenue	244.4	(0.4)	244.8	263.0	(6.9%)
Gross profit	76.7	(0.4)	77.1	79.0	(2.4%)
Gross profit margin (%)	31.40%	(11 bps)	31.51%	30.03%	148 bps
Underlying operating expenses	(52.7)	(2.1)	(54.8)	(49.8)	10.2%
Underlying EBITDA	**24.0**	**1.7**	**22.3**	**29.2**	**(23.7%)**
Underlying NPAT	4.1	(0.1)	4.2	7.6	(44.7%)

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

A2. 2020 half year result by segment

$ million (unless stated)	1H20 post AASB16	Impact from AASB16	1H20 pre AASB16	1H19 New GAAP	Change between 1H19 and 1H20 pre AASB16
Net revenue					
Mobile	91.3	(0.4)	91.8	108.0	(15.0%)
Energy	153.0	-	153.0	155.1	(1.3%)
Group	**244.4**	**(0.4)**	**244.8**	**263.0**	**(6.9%)**
Gross profit					
Mobile	36.3	(0.4)	36.8	35.7	2.8%
Energy	40.4	-	40.4	43.3	(6.6%)
Group	**76.7**	**(0.4)**	**77.1**	**79.0**	**(2.4%)**
Gross margin					
Mobile	39.78%	(28 bps)	40.06%	33.10%	695 bps
Energy	26.39%	-	26.39%	27.90%	(150 bps)
Group	**31.40%**	**(11 bps)**	**31.51%**	**30.03%**	**148 bps**
Underlying EBITDA					
Mobile	5.3	0.9	4.4	10.6	(58.6%)
Energy	18.7	0.8	17.9	18.7	(3.9%)
Group	**24.0**	**1.7**	**22.3**	**29.2**	**(23.7%)**

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

A3. Detailed profit and loss statement

$ Millions	Underlying 1H20	Underlying 1H19	Underlying Change	Statutory 1H20	Statutory 1H19	Statutory Change
Net revenue	**244.4**	**263.0**	**(18.7)**	**244.4**	**263.0**	**(18.7)**
Cost of Sales	(167.6)	(184.0)	16.4	(167.6)	(184.0)	16.4
Gross profit	**76.7**	**79.0**	**(2.3)**	**76.7**	**79.0**	**(2.3)**
Employee expenses	(24.5)	(22.1)	(2.4)	(25.9)	(24.4)	(1.5)
Marketing expenses	(13.7)	(9.4)	(4.3)	(12.1)	(7.7)	(4.4)
Facilities and I.T. expenses	(5.5)	(6.8)	1.3	(5.5)	(6.8)	1.3
Integration and acquisition expenses	-	-	-	(0.7)	(0.2)	(0.5)
Other Expenses	(9.0)	(11.4)	2.4	(9.0)	(12.6)	3.7
Total expenses	**(52.7)**	**(49.8)**	**(3.0)**	**(53.3)**	**(51.8)**	**(1.5)**
EBITDA	**24.0**	**29.2**	**(5.2)**	**23.5**	**27.2**	**(3.8)**
Depreciation, amortisation and impairment	(16.5)	(13.3)	(3.3)	(16.6)	(29.0)	12.5
EBIT	**7.5**	**16.0**	**(8.5)**	**6.9**	**(1.8)**	**8.7**
Net interest (expense)/income	(1.8)	(3.7)	1.9	(1.8)	(3.7)	1.9
Profit before tax	5.6	12.3	(6.6)	5.1	(5.5)	10.6
Tax expense	(1.5)	(4.7)	3.1	(1.4)	0.7	(2.0)
NPAT	**4.1**	**7.6**	**(3.5)**	**3.7**	**(4.8)**	**8.5**

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided. Percentage changes have been calculated on actual numbers.

A4. HY20 underlying to statutory results reconciliation

		EBITDA		NPAT	
$ million	**Note**	**1H20**	**1H19**	**1H20**	**1H19**
Restated statutory result		**23.5**	**27.2**	**3.7**	**(4.8)**
Add back/(deduct):					
Restructure expenses	i	(0.1)	0.6	(0.1)	0.6
Integration and acquisition expenses	ii	0.7	0.2	0.7	0.2
ACCC legal proceedings			1.2		1.2
Impairment		-	-		15.7
Income tax adjustment	iii			(0.2)	(5.3)
Underlying results		**24.0**	**29.2**	**4.1**	**7.6**

Notes:

i. Restructure expenses relate to the reversal of an over provision of termination expenses associated with restructuring activities for year ended 30 June 2019.

ii. Integration expenses are related to legal and consulting expenses incurred on the acquisition of Jeenee Pty Communications Ltd.

iii. Income tax adjustments relate to the tax impacts of the underlying NPAT

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided.

A5. Cash conversion

$ million	1H20 pre AASB16	1H20 post AASB16	1H19 New GAAP
Underlying EBITDA	**22.3**	**24.0**	**29.2**
Statutory net operating cash flows	15.7	15.7	23.5
Income tax paid	(0.5)	(0.5)	(1.0)
Finance expenses	1.7	1.7	3.2
Adjusted pre-tax ungeared cash flow	17.0	17.4	25.7
Cash conversion	**76%**	**73%**	**88%**

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided.

A6. Breakdown of mobile and energy subscribers and revenue

Mobile subscriber base 1H20 v 1H19

	1H20 Mobile plans (000s)	1H19 Mobile plans (000s)	Variance	1H20 Mobile revenue ($m)	1H19 Mobile revenue ($m)	Variance	1H20 % of mobile revenue base	1H19 % of mobile revenue base	Variance	1H20 Mobile ARPU ($)	1H19 Mobile ARPU ($)	Variance
Recurring subscribers	706	631	11.8%	87.7	103.3	(15.1%)	96%	96%	-	22.3	26.4	(15.4%)
AYG/Other	339	539	(37.2%)	3.7	4.7	(22.2%)	4%	4%	-	1.8	1.5	22.4%
TOTAL	**1,045**	**1,171**	**(10.8%)**	**91.3**	**108.0**	**(15.4%)**	**100%**	**100%**	**-**	**15.5**	**15.3**	**0.7%**

Energy subscriber base 1H20 v 1H19

	1H20 Energy plans (000s)	1H19 Energy plans (000s)	Variance	1H20 Energy revenue ($m)	1H19 Energy revenue ($m)	Variance	1H20 % of energy revenue base	1H19 % of energy revenue base	Variance	1H20 Energy ARPU ($)	1H19 Energy ARPU ($)	Variance
Electricity subscribers	144	144	-	117.1	124.1	(5.6%)	77%	80%	(3.5%)	133.6	143.2	(6.7%)
Gas subscribers	57	50	12.1%	35.4	30.5	16.4%	23%	20%	3.5%	102.7	103.4	(0.7%)
TOTAL	**201**	**194**	**3.4%**	**153.0[1]**	**155.1[1]**	**(1.3%)**	**100%[1]**	**100%[1]**	**-**	**125.3**	**133.5**	**(6.2%)**

1. Includes "Other Revenue" as described in the Energy segment performance slide on page 21 and as such numbers do not exactly add

Due to rounding, numbers presented in the chart may not add up precisely to the totals provided.

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