



20 December 2016

The Manager  
Market Announcements Office  
Australian Securities Exchange  
20 Bridge Street  
Sydney NSW 2000

**Appendix 3Y – Mr Peter O’Connell**

The attached Appendix 3Y refers to the sale of 300,000 amaysim Australia Ltd (ASX: AYS) ordinary shares on 16 December 2016 by Ricangus Pty Ltd (Ricangus) as trustee of the O’Connell Trust (Trust).

The sale of these ordinary shares was undertaken by Ricangus for personal reasons in connection with a beneficiary of the Trust. Mr O’Connell remains a Non-executive Director and strong supporter of amaysim.

As a result of the transaction, Mr O’Connell’s interest in amaysim (via the Trust) will be reduced to 3,567,005 AYS ordinary shares.

Yours faithfully

A handwritten signature in black ink, appearing to read "Alexander Feldman". The signature is fluid and cursive, with a prominent initial 'A'.

**Alexander Feldman**  
Amaysim | General counsel and Company Secretary

# Appendix 3Y

## Change of Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/09/01 Amended 01/01/11

<b>Name of entity</b>	amaysim Australia Limited
<b>ABN</b>	65 143 613 478

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	Peter O'Connell
<b>Date of last notice</b>	22 August 2016

### Part 1 - Change of director's relevant interests in securities

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Direct or indirect interest</b>	Indirect
<b>Nature of indirect interest (including registered holder)</b> Note: Provide details of the circumstances giving rise to the relevant interest.	Ricangus Pty Ltd ABN 57 067 353 520
<b>Date of change</b>	16 December 2016
<b>No. of securities held prior to change</b>	Direct : Nil Indirect: 3,867,005 ordinary shares
<b>Class</b>	Ordinary shares
<b>Number acquired</b>	Nil
<b>Number disposed</b>	300,000
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and estimated valuation	146,441 shares at \$1.91 per share 153,559 shares at \$1.915 per share
<b>No. of securities held after change</b>	Direct: Nil Indirect: 3,567,005 ordinary shares

+ See chapter 19 for defined terms.

## Appendix 3Y Change of Director's Interest Notice

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<b>Nature of change</b> Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	<b>Shares sold on market</b>
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### Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Detail of contract</b>	Nil
<b>Nature of interest</b>	
<b>Name of registered holder (if issued securities)</b>	
<b>Date of change</b>	
<b>No. and class of securities to which interest related prior to change</b> Note: Details are only required for a contract in relation to which the interest has changed	
<b>Interest acquired</b>	
<b>Interest disposed</b>	
<b>Value/Consideration</b> Note: If consideration is non-cash, provide details and an estimated valuation	
<b>Interest after change</b>	

### Part 3 – +Closed period

<b>Were the interests in the securities or contracts detailed above traded during a +closed period where prior written clearance was required?</b>	No
<b>If so, was prior written clearance provided to allow the trade to proceed during this period?</b>	N/A
<b>If prior written clearance was provided, on what date was this provided?</b>	N/A

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+ See chapter 19 for defined terms.