



## **ASX ANNOUNCEMENT**

13 October 2015

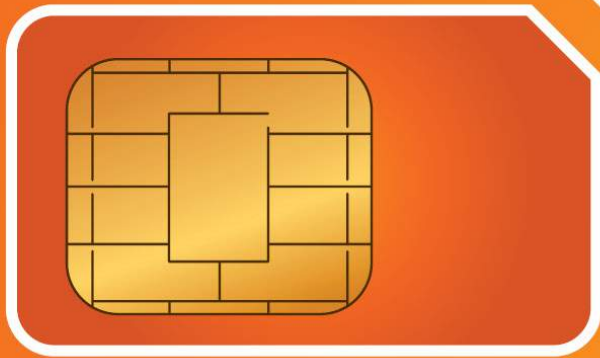
### **MVNO Industry Summit Presentation**

Attached is a copy of the presentation Mr Julian Ogrin, CEO and Managing Director of amaysim Australia Ltd (AYS), will be presenting today, October 13 at the Fifth Annual MVNOs Industry Summit Asia in Bangkok, Thailand.

#### **For more information, please contact:**

Ged Mansour, amaysim Head of Corporate Affairs and Communications  
T. 02 8203 0135 M. 0411 349 476 E. [gerard.mansour@amaysim.com.au](mailto:gerard.mansour@amaysim.com.au)

Alex Feldman, amaysim Legal Counsel & Company Secretary  
M. 0468 182 221 E. [alex.feldman@amaysim.com.au](mailto:alex.feldman@amaysim.com.au)



# amay<sub>sim</sub>

## The telco in your pocket

October 2015

**CEO & Managing Director - Julian Ogrin**

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- Net Revenue means the total revenue and other income, excluding interest income
- ARPU means net revenue for the financial year divided by average monthly closing subscribers for the period;
- EBITDA means earnings before interest, tax, depreciation and amortisation;
- EBIT means earnings before interest and tax; and
- NPATA means net profit after taxation but before amortisation of amaysim's brand name acquisition. This measure is intended to remove the effect of non-cash charges attributable to the amortisation of the acquisition of the brand name of amaysim.

Although the Directors believe that these measures provide useful information about the financial performance of amaysim, they should be considered as supplements to the income statement and cash flow 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.

# Agenda

## Outline of the next 20 (or so) minutes

- 1 Overview of amaysim.
- 2 Aussie telco landscape.
- 3 Disruptive business model.
- 4 Scalable business growth.
- 5 Closing thoughts.

# 1 Overview of amaysim

# Who is amaysim?

A leading Australian online-led mobile service provider



Australia's fourth largest independent mobile service provider.



Launched in 2010, organically grown to +718K subscribers today<sup>1</sup>.



Scalable online-led business model supported by 159 staff<sup>2</sup>.



Multiple award winner including Australian mobile service provider of the year for two years running<sup>3</sup> with sector-leading Net Promoter Score



Asset-light model leveraging Optus' network infrastructure.

1. As at end of June 2015

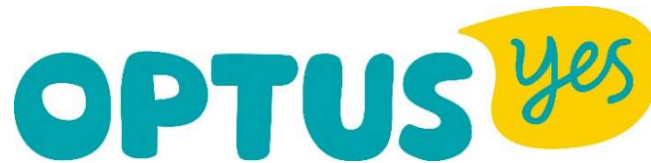
2. Full time equivalent employees (FTE) forecast for 30 June 2015

3. Roy Morgan "Mobile Service Provider of the Year" Australia for 2014 and 2013 (based on survey of 50,000 consumers annually)

# **2 Aussie telco landscape**

# The Australian telco market

MNO



MVNO





# Position in the Australian market

amaysim is positioned well to capitalise on industry trends and company features

## Industry trends



Growing mobile market  
forecast to increase from 31.0m  
subs to 36.6m subs<sup>1</sup> by FY19

2%

Large addressable market with  
amaysim's share at 2%<sup>2</sup>



amaysim brand awareness  
growth opportunity



Demand for BYO with 45% of  
mobile plans outside of  
contract<sup>2</sup>



Growing demand for data



Growing m-commerce activity  
and improving mobile services  
technologies



## Company features

Online-led distribution and  
customer care



Focused offering with high  
customer satisfaction



Asset-light model leveraging  
Optus 4G network



Scalable platform



No debt and strong cash  
flow generation



Experienced management

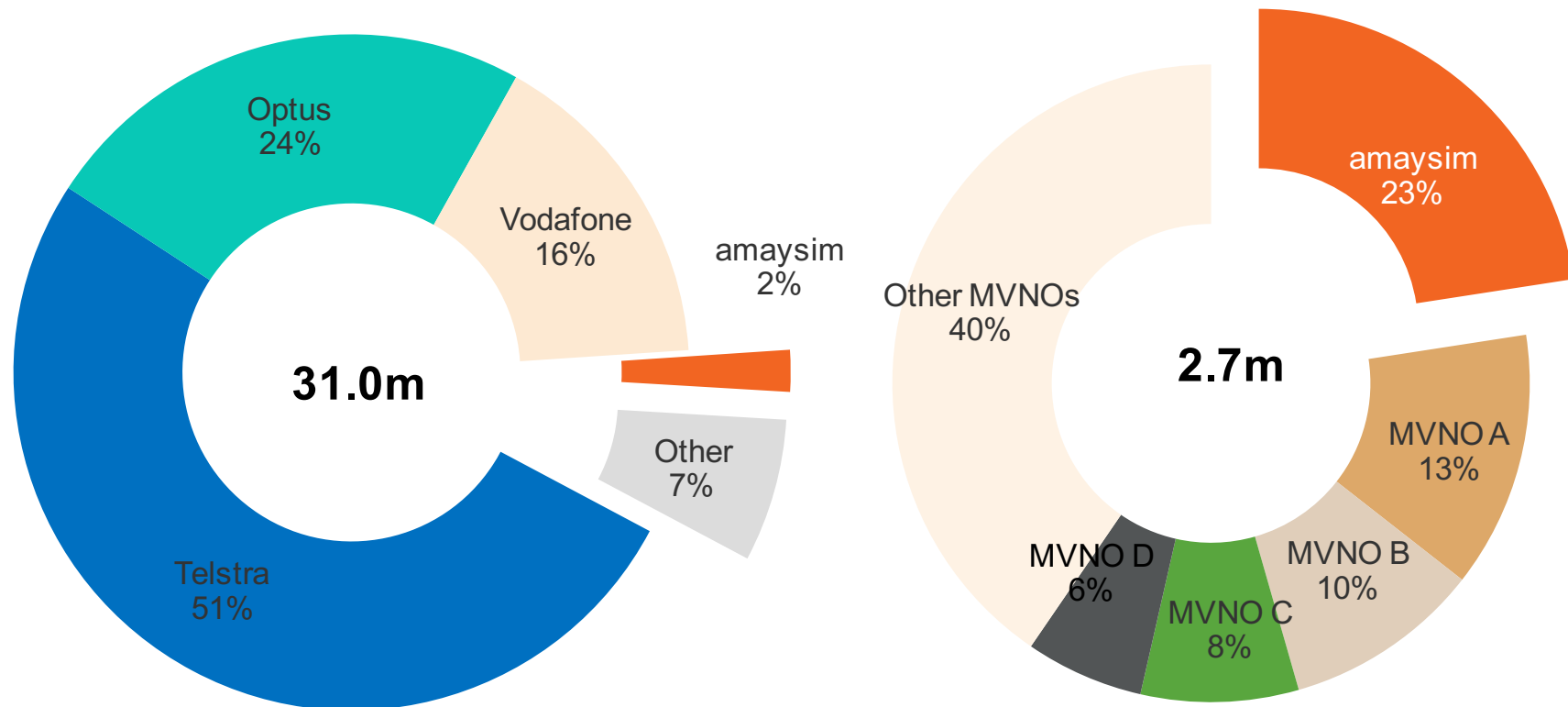


1. Australian mobile services market forecast to increase from 31.0m to 36.6m subscribers between FY14 and FY19 (Telsyte, Australian Mobile Services report, March 2015).  
2. Estimate as at FY14 (Telsyte, Australian Mobile Services, report March 2015).

# We are where the other telcos need to be

amaysim operates a scalable online-led business model, competing effectively with traditional models

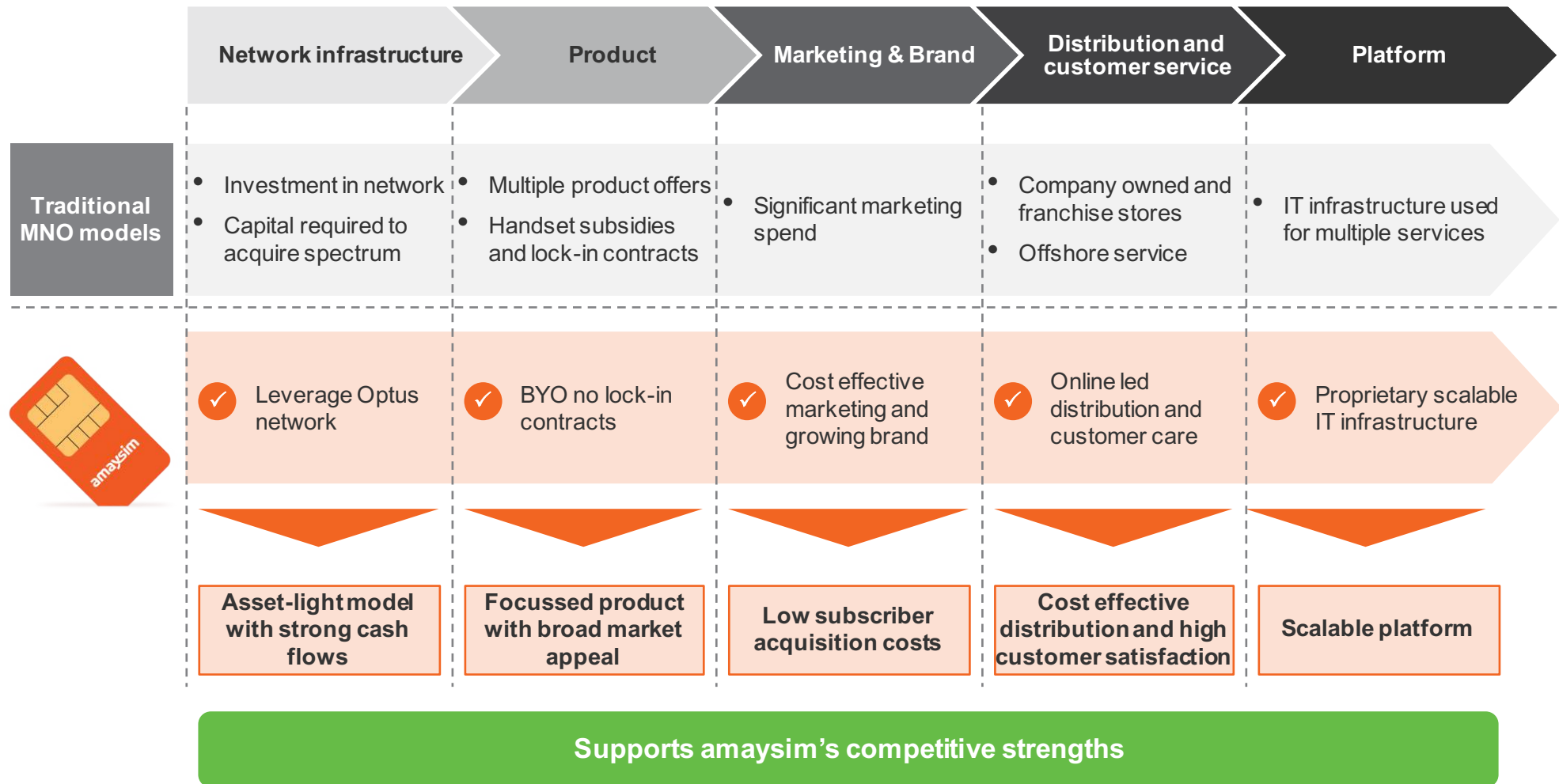
Australian mobile subscriber share (FY14)<sup>1</sup>



1. Telsyte, Australian Mobile Services report, March 2015

# Business model comparison

amaysim operates a scalable online-led business model, competing effectively with traditional models



# Benefits of MVNOs to MNOs

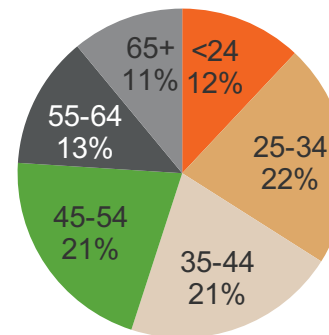
amaysim and our network provider (Optus) have had a highly successful and mutually beneficial relationship since launch

## amaysim and Optus both receiving returns as a result of...

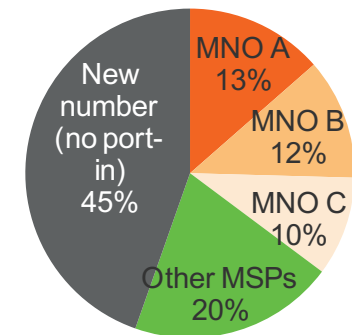
- ✓ amaysim's growing subscriber base using Optus' extensive network coverage.
- ✓ amaysim's broad market appeal.
- ✓ amaysim's low subscriber acquisition costs and focus on online business processes and customer care.
- ✓ growing earnings for amaysim and wholesale revenues for Optus while maintaining a customer-first approach to mobile services.

## amaysim's broad market appeal

Subscribers by age group  
(as at Dec 2014)



Subscriber net adds by source  
(Jan to Dec 2014)



# **3** Disruptive business model

# Four values drive amaysim's team and brand

Streamlined and focused organisational structure focusing on doing a few things exceptionally well

1

## Simplicity

The quality or condition of being easy to understand or do.

2

## Agility

Ability to move quickly and easily.

3

## Reliability

The quality or state of being reliable.

4

## Empathy

The ability to understand and share the feelings of another.

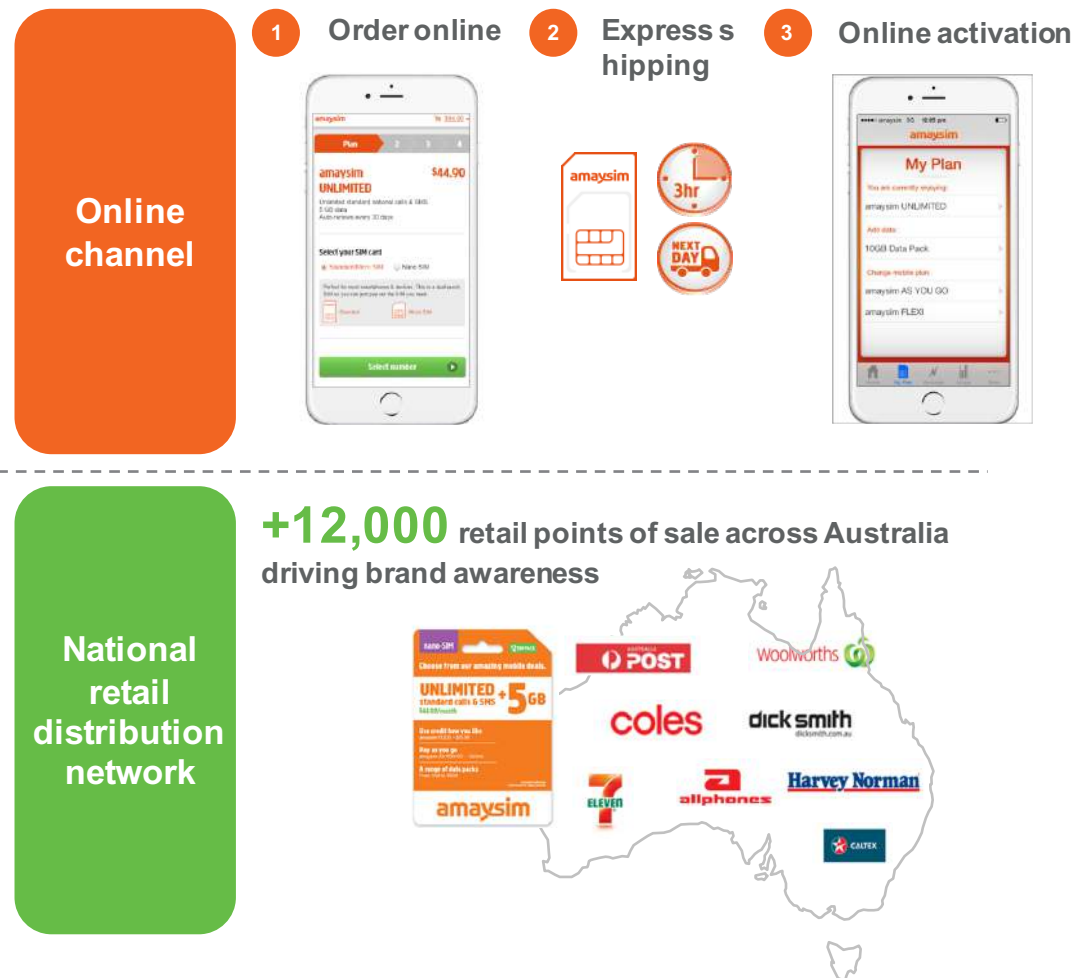
# One decision plans

Unlimited talk and text means the only choice customers need to make is how much data they need

<b>UNLIMITED 1GB</b> <small>NEW</small>  <b>\$24.<sup>90</sup></b> /month	<b>UNLIMITED 2GB</b>  <b>\$29.<sup>90</sup></b> /month	<b>UNLIMITED 5GB</b>  <b>\$44.<sup>90</sup></b> /month	<b>UNLIMITED 7GB</b>  <b>\$54.<sup>90</sup></b> /month
<b>1GB data</b> KB rounding 7.2c/MB excess data	<b>2GB data</b> KB rounding 7.2c/MB excess data	<b>5GB data</b> KB rounding 7.2c/MB excess data	<b>7GB data</b> KB rounding 7.2c/MB excess data
<b>UNLIMITED</b> standard talk and text	<b>UNLIMITED</b> standard talk and text	<b>UNLIMITED</b> standard talk and text	<b>UNLIMITED</b> standard talk and text
International calling rates (from 6c/min)	International calling rates (from 6c/min)	<b>100 international mins</b> standard calls to 32 selected countries* <small>NEW</small>	<b>100 international mins</b> standard calls to 32 selected countries* <small>NEW</small>
<b>4G/3G enabled</b>	<b>4G/3G enabled</b>	<b>4G/3G enabled</b>	<b>4G/3G enabled</b>
<b>All in Oz</b>	<b>All in Oz</b>	<b>All in Oz</b>	<b>All in Oz</b>

# Hybrid online/retail business model

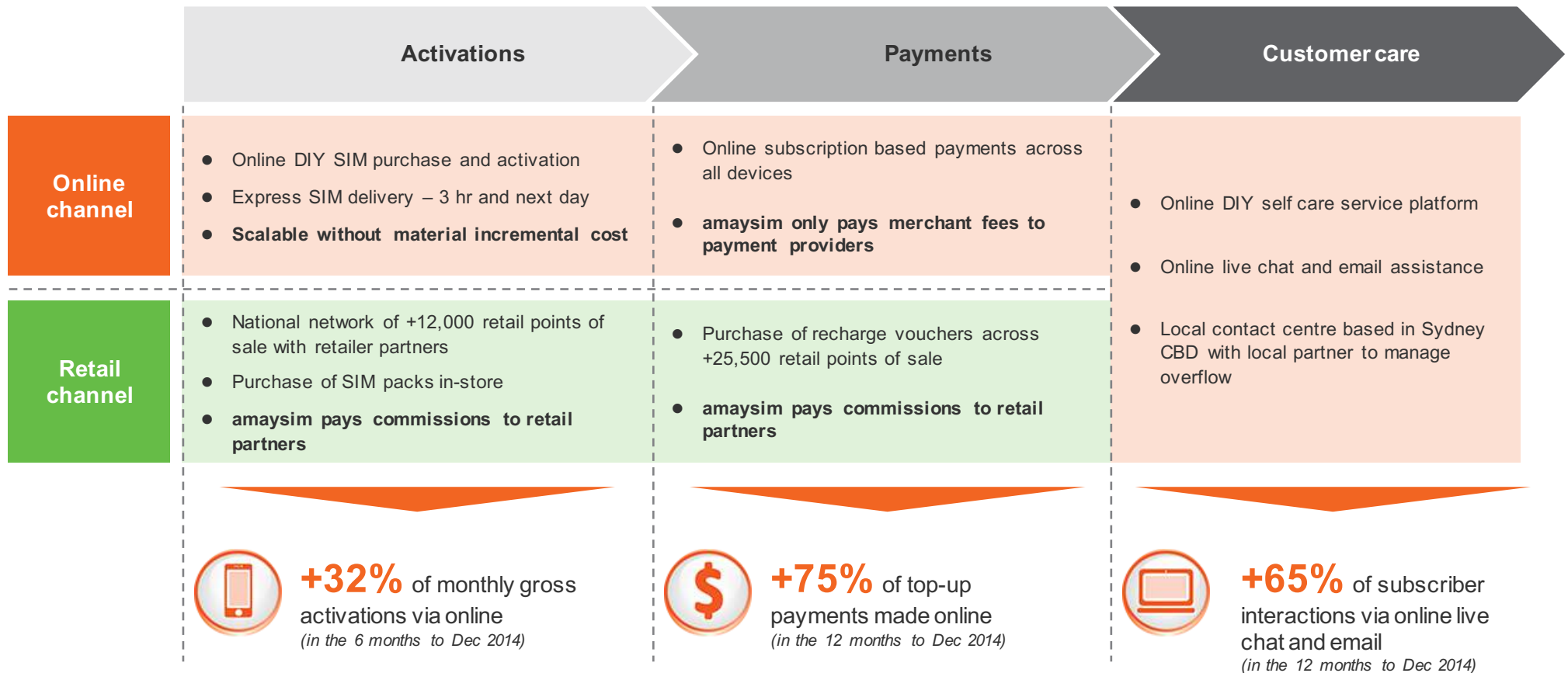
Online-led activation channel complemented by diversified national retail distribution network





# Online-based subscriber lifecycle engagement

Post initial activation the majority of amaysim's subscribers are serviced via its online payments and customer care platforms



# Online customer care

Cost effective DIY customer care with high customer satisfaction

## Online focused customer care

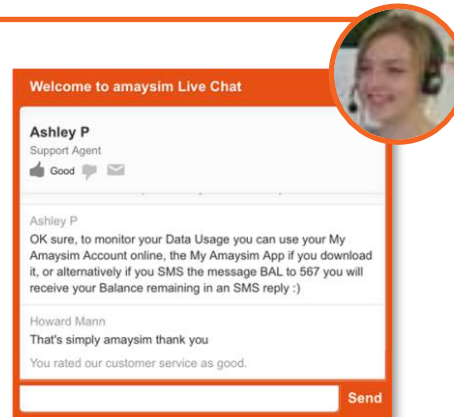
### DIY self-service



### Email



### Local live-chat service

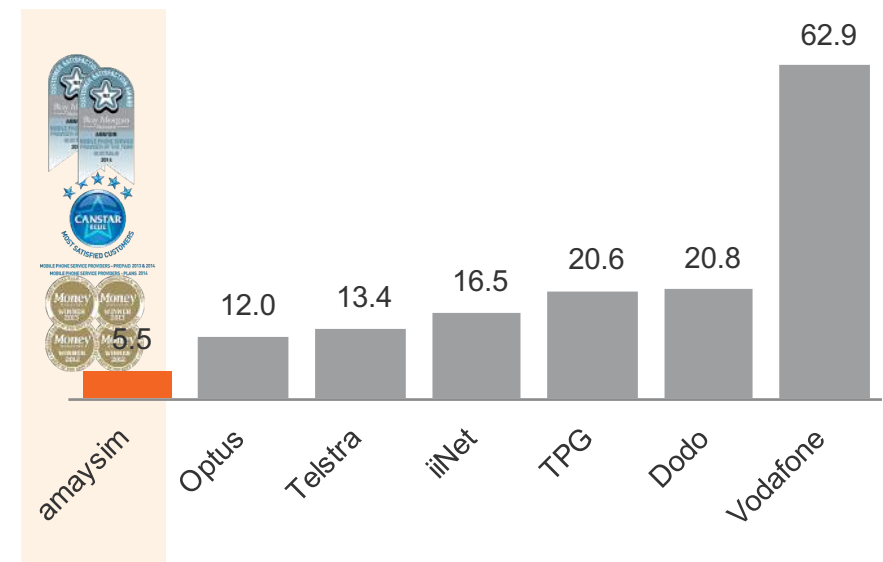


### Social media



## High customer satisfaction

### TIO mobile complaints per 10,000 subscribers: amaysim vs. key peers<sup>1</sup>



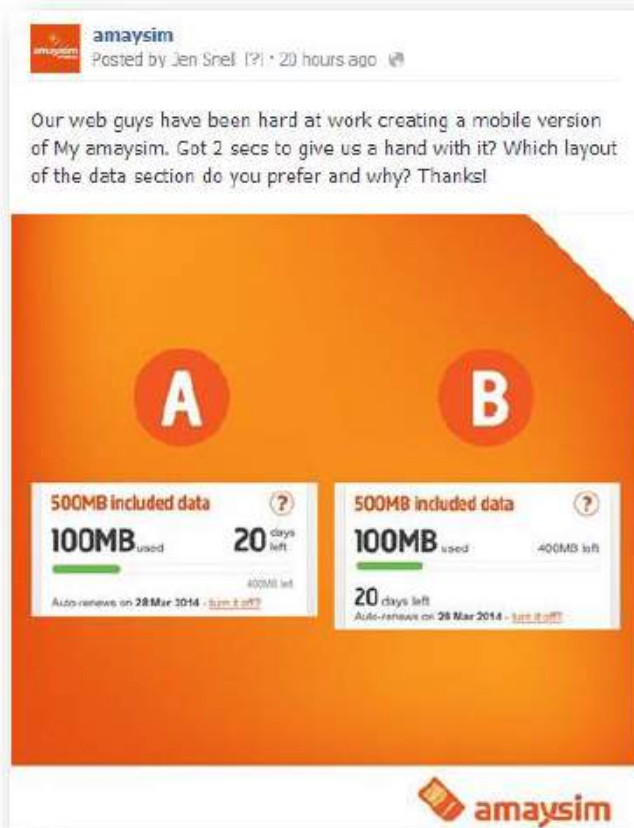
Multiple award winning service.

1. Source: TIO, "New complaints, investigations and issues by service providers with more than 25 new complaints 2013-14" spreadsheet. Calculated as TIO reported new complaints between July 2013 and June 2014 divided by MSP closing FY14 subscribers (excluding wholesale customers)

# Our customers are our CEO

To think like our customers we invite them backstage to be part of the process

amaysim




# Education

## Video Example: 4G Education



## Blog Examples: General Education





### Your questions about the iPhone 6s' answered

September 18, 2015


With the release of the new iPhone 6s and iPhone 6s Plus on Friday, 25 September 2015 we know there are going to be loads of people bursting at the seams with excitement and wanting to ask a few questions before hooking their sweet new smartphone up with amaysim. We've got your questions about the iPhone 6s' answered.

[Read more](#)

Comments  

Category: **Industry**

Tags: **Liam iPhone 6s iPhone 6s Plus Apple frequently asked questions F&Q**





### Three ways to avoid BS (bill-shock)

September 15, 2015


Looking to avoid a mammoth mobile bill? Keeping an eye on your usage and adjusting your account settings can help you stay on top of your bill.

[Read more](#)

Comments  

Category: **General**

Tags: **billing bill shock data usage**





### Are you prepaid or postpaid?

July 09, 2015


Keen to know which payment type is best for you? Then read our latest blog from our accounts guy Simon.

[Read more](#)

Comments  

Category: **General**

Tags: **Simon prepaid postpaid account information My amaysim**





### Understanding your data use

May 05, 2015

Stay on top of your data usage with these top tips from Liam.

[Read more](#)

Comments  

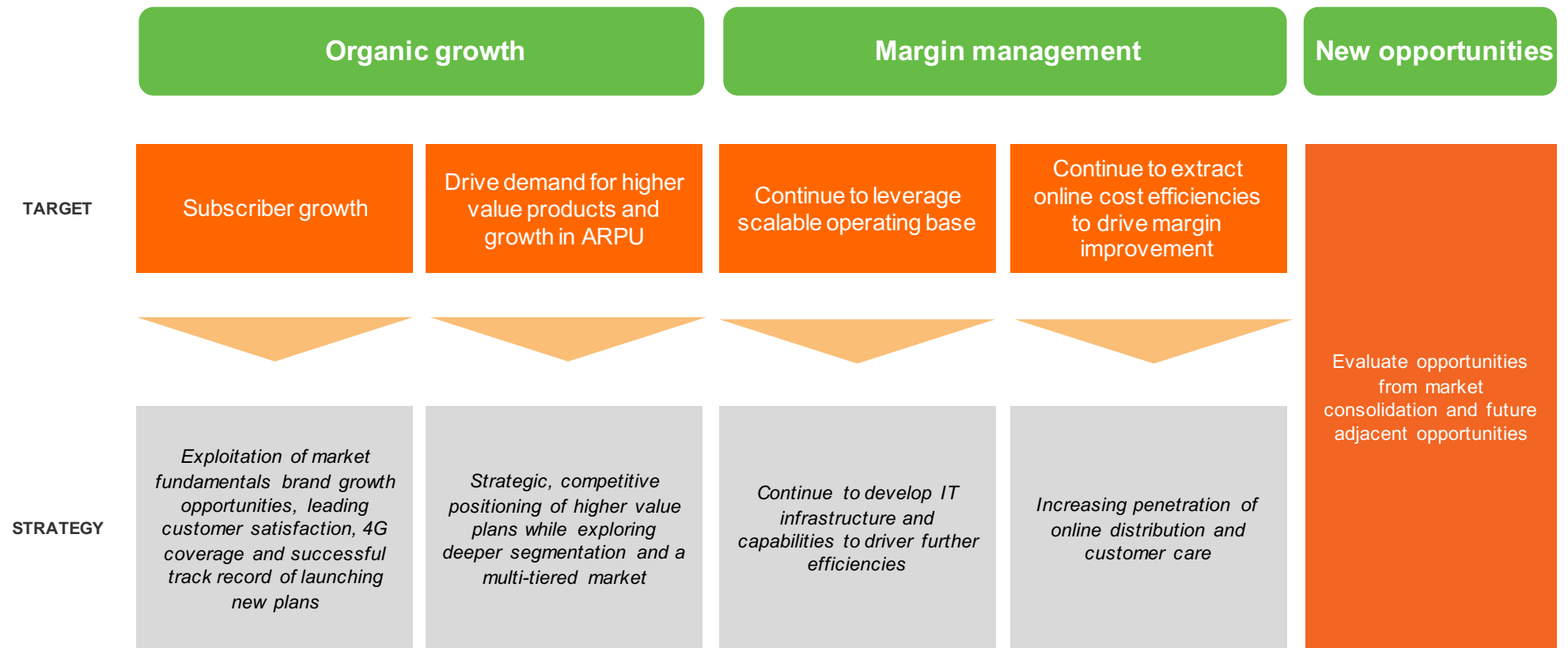
Category: **General**

Tags: **Liam data data usage**

# **4 Scalable business growth**

# Growth strategy

amaysim is well-positioned to continue to develop in the Australian market



# Technology that can manage three times more than our demand

In-house proprietary technology underpins key business and service functions and delivers real-time data driven insights



amaysim proprietary  
technology platform



## In-house team

- Platform developed predominantly in-house since launch and supported by experienced IT and e-commerce team of 27 FTE



## Scalable

- Scalable technology platform with capacity to support 3x the existing subscriber base



## Cloud based

- Amazon Web Services platform enables “just in time” production scalability and is fully redundant



## Data driven insights

- Real-time data analytics to drive business objectives, monitoring sales, data usage, customer service and porting trends and metrics

# **5** Closing Thoughts



# A few golden rules from the telco in your pocket

Do a few things extraordinary well with a focus on strategy, execution and discipline



Disrupt stale market norms and force industry change.



Online-driven DIY and customer service benefits customers and service providers.



Simplicity is key to success.



Do not underestimate the worth of a wholesale agreement that puts the MVNO in the driver's seat.