



ASX ANNOUNCEMENT

2 November 2015

Market update – amaysim launches new mobile plans

amaysim Australia Limited (**amaysim**), Australia's fourth largest independent mobile services provider, is pleased to announce the release of new mobile services plans, launched in time for Christmas trading.

amaysim today added to and refreshed its suite of highly competitive, sustainable and amazingly simple UNLIMITED mobile plans. These 'one-decision' plans simplify the purchase decision by focusing on the amount of data required by the consumer. Unlimited standard national talk and text is included across all plans in the refreshed UNLIMITED suite. The new UNLIMITED mobile plans are:

- **UNLIMITED 5GB** - \$39.90 per month for 5 gigabytes of data, unlimited standard national talk and text and unlimited standard international SMS and MMS to 32 select countries
- **UNLIMITED 8GB** - \$49.90 per month for 8 gigabytes of data, unlimited standard international talk and text, 300 minutes of standard international talk to 32 select countries and unlimited standard international SMS and MMS to 32 select countries.

These plans complement the recently launched **\$24.90 (UNLIMITED 1GB)** and **\$29.90 (UNLIMITED 2GB)** plans. The current \$44.90 plan is retained with an additional 300 minutes of standard international calls and is renamed "**UNLIMITED 5GB PLUS**".

UNLIMITED 1GB	UNLIMITED 2GB	UNLIMITED 5GB	UNLIMITED 5GB PLUS	UNLIMITED 8GB
\$24.90 /month	\$29.90 /month	\$39.90 /month	\$44.90 /month	\$49.90 /month
1GB data KB rounding 7.2c/MB excess data	2GB data KB rounding 7.2c/MB excess data	5GB data KB rounding 7.2c/MB excess data	5GB data KB rounding 7.2c/MB excess data	8GB data KB rounding 7.2c/MB excess data
unlimited talk & text to standard numbers	unlimited talk & text to standard numbers	unlimited talk & text to standard numbers	unlimited talk & text to standard numbers	unlimited talk & text to standard numbers
unlimited international text to standard numbers in 32 countries*	unlimited international text to standard numbers in 32 countries*	unlimited international text to standard numbers in 32 countries*	unlimited international text to standard numbers in 32 countries*	unlimited international text to standard numbers in 32 countries*
International calling rates (from 6c/min)	International calling rates (from 6c/min)	International calling rates (from 6c/min)	300 mins international to standard numbers in 32 countries*	300 mins international to standard numbers in 32 countries*
4G/3G enabled	4G/3G enabled	4G/3G enabled	4G/3G enabled	4G/3G enabled
All in Oz	All in Oz	All in Oz	All in Oz	All in Oz

These plans are based on detailed market segment analysis and fit with amaysim's compelling proposition of providing great value and less hassles. Julian Ogrin, CEO said, "These plans continue our focus of ensuring amaysim customers benefit from simple plan structures and a superior, online and mobile-first customer experience."

Julian Ogrin continued, "Our strategic wholesale agreement with Optus, which is one of amaysim's key assets, has allowed us to launch these new mobile plans. This agreement supports amaysim's competitiveness, while reducing the company's risk to data utilisation."

The refreshed suite of UNLIMITED plans is launched in time for the important Christmas trading period and is expected to underpin subscriber growth. While the competitive nature of the mobile market may cause some pressure on ARPU and Revenue, our forecast FY16 EBITDA is expected to continue to be supported by the combination of our rising online customer engagement, focused product plans and operational gearing benefits.

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

Alex Feldman, amaysim Legal Counsel & Company Secretary
M. 0468 182 221 E. alex.feldman@amaysim.com.au

* Austria, Bangladesh, Cambodia, Canada, Chile, China, Croatia, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Malaysia, Netherlands, New Zealand, Pakistan, Philippines, Poland, Singapore, South Africa, South Korea, Taiwan, Thailand, Turkey, UK, USA and Vietnam make up the 32 countries.