



ASX ANNOUNCEMENT

10 November 2015

Internal promotions and issue of options

The Directors of amaysim Australia Limited (**amaysim**), Australia's fourth largest independent mobile services provider, are pleased to announce the promotions of Mr Julian Dell to the position of Chief Operations Officer and Mr Andrew Balint to the position of Chief Commercial Officer.

Julian Dell, previously the company's Operations and IT Director and Andrew Balint, previously the company's Marketing Director report to Mr Julian Ogrin, CEO of amaysim.

Julian Ogrin said, "We are delighted to appoint Julian and Andrew to these new senior leadership roles at amaysim. These new roles demonstrate our commitment to executing on our growth potential and delivering market leading customer satisfaction. Both Julian and Andrew have been with the company since inception. They continually go above and beyond in their commitment to amaysim, our customers, staff and partners. Julian has exceptional business-driven technology and organisational skills which are key to driving growth and profitability. Andrew has outstanding digital, marketing, brand and sales expertise, which underpins our customer acquisition and online conversion strategies.

Julian Ogrin continued, "These promotions highlight the depth and quality of our leadership team and the strength of our culture. We congratulate them on their appointments."

Both Julian and Andrew will be issued options as part of their remuneration packages.

See page two for biographies of Andrew Balint and Julian Dell.

Biographies

Julian Dell, Chief Operations Officer

Julian Dell joined amaysim in November 2010 and has over 20 years' experience in technology within the banking, media, e-commerce and Mobile Services industries. In his previous role as amaysim's IT Director, Julian led ongoing technology and organisational transformation. This has included a move by the company to a cloud-based, highly scalable and cost-efficient technology set-up using a best-in-class in-house team combined with world-leading technology partners such as Amazon Web Services, Alteryx and Tableau.

In his new role, Julian Dell will lead all operational aspects of the business including the direct management of technology, IT and business operations and the project management office, to ensure they align with amaysim's business strategy.

Prior to joining amaysim, Julian's previous roles included Technology Director at Truelocal-News Digital Media and senior technology positions at News Limited and Adstream. Julian has also worked for leading banks such as Merrill Lynch, Citibank and Deutsche Bank.

Andrew Balint, Chief Commercial Officer

Andrew Balint joined amaysim in December 2010 and has over 18 years' experience in the marketing, Mobile Services and e-commerce industries. In his role as amaysim's Marketing Director Andrew has built a lean and nimble and performance-driven marketing team with exceptional digital acumen. This team, under Andrew's direction, has been a core part of the company's increased move to online customer engagement and transaction, lowering cost to serve while maintaining a superior mobile services customer experience.

In his role as Chief Commercial Officer, Andrew will be responsible for all commercial aspects of the business including strategy, sales (online and retail), marketing and communications, customer experience (including online, mobile and app-driven self-service and account management), customer service and product development.

Andrew's previous roles included Group Brand and Marketing Communications Manager at Optus and senior positions at News Digital Media, eBay and Qantas.

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