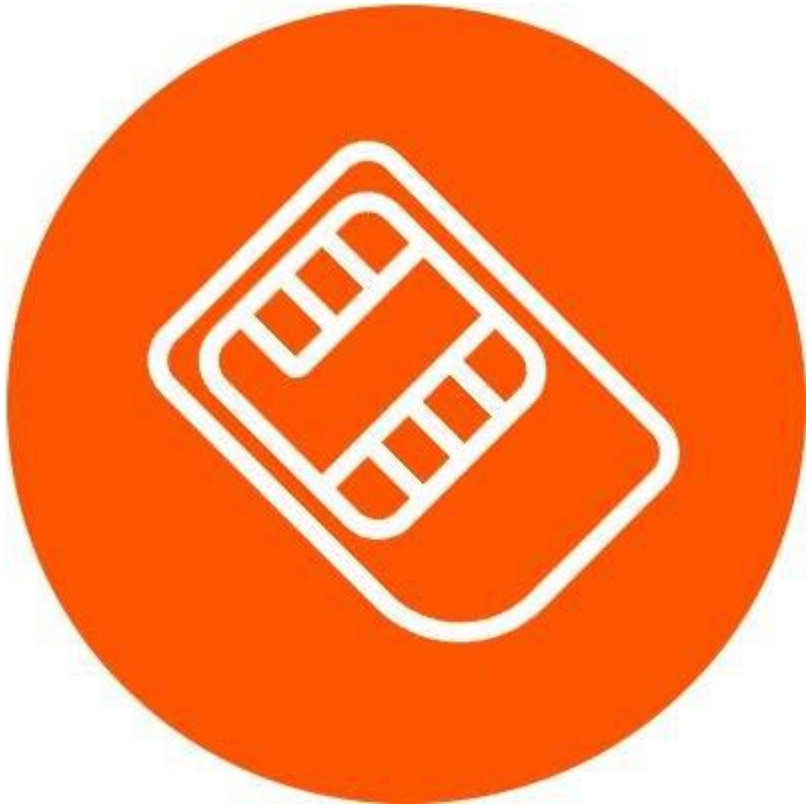


The Telco of the Future

Julian Ogrin – CEO, amaysim Australia Ltd for
MVNO World Congress Amsterdam 14 April 2016

amaysim

An amaysim snapshot



Australia's largest MVNO and fourth largest mobile telco

Tech-driven and asset-light model driving sustainable growth

SIM-only provider with hassle-free plans

Hybrid online subscription and retail model

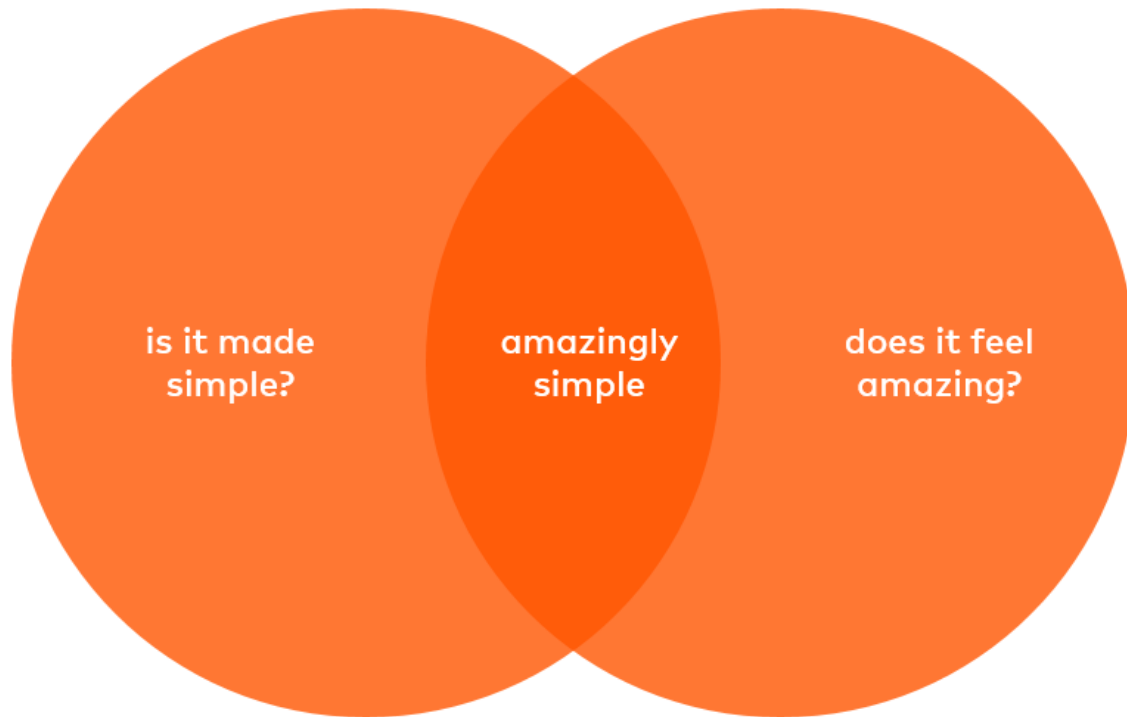
Intuitive DIY and self-service platforms

Subscription-based 'one decision' plans ditch mobile hassles

UNLIMITED 1.5GB	UNLIMITED 3GB	UNLIMITED 7GB	UNLIMITED 7GB PLUS	UNLIMITED 9GB
\$24.90 /28 days	\$29.90 /28 days	\$39.90 /28 days	\$44.90 /28 days	\$49.90 /28 days
Buy SIM	Buy SIM	Buy SIM	Buy SIM	Buy SIM
1.5GB up from 1GB	3GB up from 2GB	7GB up from 5GB	7GB up from 5GB	9GB up from 8GB
Unlimited talk & text standard numbers in Oz	Unlimited talk & text standard numbers in Oz	Unlimited talk & text standard numbers in Oz	Unlimited talk & text standard numbers in Oz	Unlimited talk & text standard numbers in Oz
Unlimited international standard talk to 10 countries	Unlimited international standard talk to 10 countries	Unlimited international standard talk to 10 countries	Unlimited international standard talk to 10 countries	Unlimited international standard talk to 10 countries
			300 international mins standard talk to selected countries	300 international mins standard talk to selected countries
Learn more	Learn more	Learn more	Learn more	Learn more



amaysim's business is
centred around one key
proposition...



...and four key values

Agility

Reliability

Simplicity

Empathy

Customers want total freedom – and minimal interaction with their telco

**Over 60%* have
purchased their
smart device
outright**

**And over 80%*
now own a
smart device**

**Data is the new
currency,
combined with
customer
experience**

**Subscription-
based pricing
with online
billing is
becoming the
new norm**

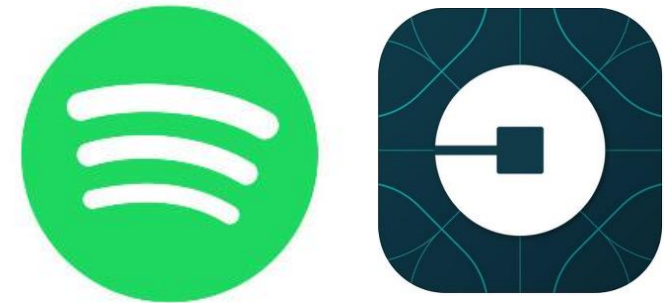
Familiar traits of the new breed of online disruptors:

Nimble and asset-light

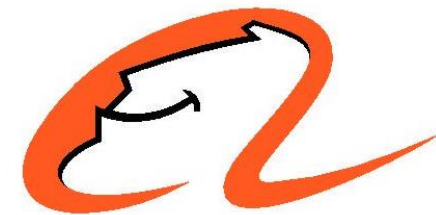
Tech-driven

Fly the customer experience flag

DIY – do what you want, when you want



NETFLIX



Alibaba.comTM



We're championing a mobile-first and online-led customer experience

Simple and agile

Automating complex tasks with the press of a thumb

DIY self-service

Constant reinvention to minimise legacy systems and maximise resource allocation

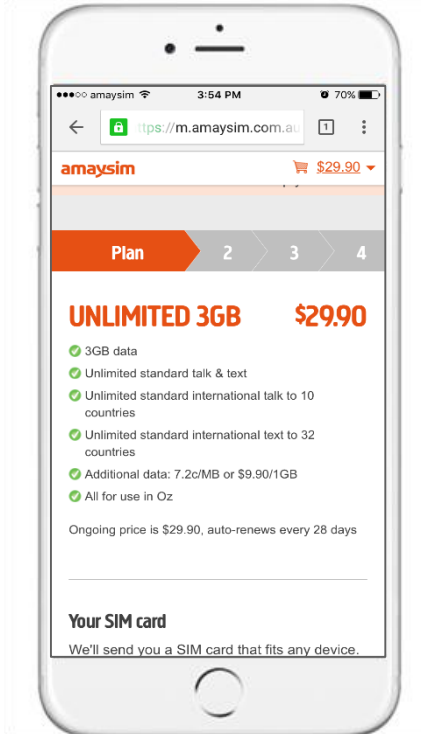


The mobile-first "telco in your pocket" approach

Online engagement on the rise

81% of total customers bill online with their credit card* | 43% of new customers activate online*

1 Order online

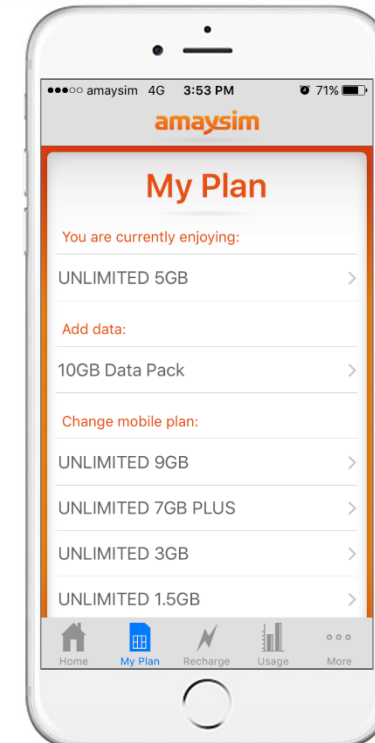


2 Express shipping



3 hour delivery in metro areas

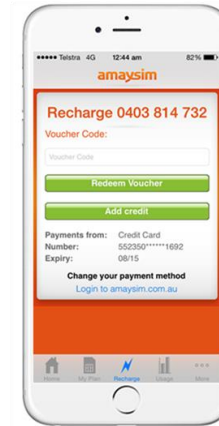
3 Activate online



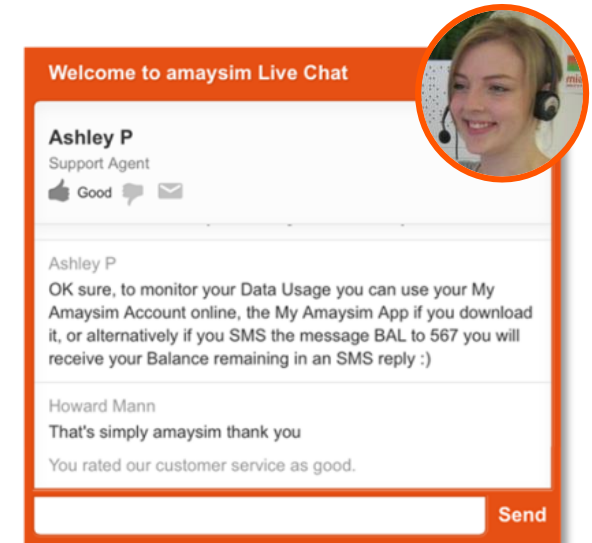
Customers take control with self-service DIY platforms available across all devices.

Less than 150 staff manage over 900k customers across the amaysim group*

DIY self-service



Local live-chat



Email



Social Media



* Includes Vaya, acquired by amaysim in January 2016

The background of the image is a diorama featuring a large, dark brown toy T-Rex with red eyes on the right. On the left, there are several small black toy soldiers, some standing and some lying on the ground. The scene is set on a light-colored, textured surface resembling sand, with green plastic palm trees in the background. A large, solid orange circle is positioned on the left side of the image, containing white text.

Is the traditional MNO
business model the
disrupted dinosaur?



The Mobile Network Operators are stuck in the 90s, servicing their customers like the Internet which they built, barely exists.

It's the great telco irony

Dinosaur operators built the super highway for a customer experience revolution, but they're servicing their customers with a retro feel.

Long-term Postpaid contracts reign supreme

Customer experience doesn't end with building good networks – it's where it begins

Pricing and promotion strategies complicate messy legacy systems

Old-school operators still compete on price and promotion, but leave loyal customers in the dark when it comes to new plans



When you focus on amazingly simple experience and plans, there's a halo effect

Lowest contextualised complaints

0.7 complaints per 10,000 customers*



Great network perception

amaysim's network coverage and reliability ranked higher than that of our carrier**



Highest rank for self-service customer service

7.16 rating for self-service customer service***



* Telecommunications Complaints in Context, October – December 2015

** Telsyte Australian Mobile Services Market Study FY 2015

*** Telsyte Australian Mobile Services Market Study FY 2015. Attributes were rated by existing customers on a 0 to 10 scale at the time when survey was conducted (Oct 2015). The average score of self-service customer service is 6.53.

When we change our products or pricing, everyone comes along for the ride. It's a win for loyal customers and our amazingly simple business model.



A disruptive model backed
by a true wholesale
partnership for
sustainable growth.

Ensures **continuity** of our operating model

Long-term agreement with our carrier Optus

Protects our BYO, no contract proposition

Regular price review mechanism





NPS underpins our business model

- ✓ Transparency and honesty constantly – not just in good times
- ✓ Focus on our core brand promise of 'amazingly simple' every day
- ✓ Word of mouth is our largest acquisition channel
- ✓ If customers don't need to think about us, they're happy – who really wants to think about their telco?



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Julian Ogrin – CEO, amaysim Australia Ltd

