

**Steamboat Capital Partners, LLC
420 Lexington Avenue, Suite 2300
New York, NY 10170**

October 22, 2017

The Manager
Company Announcements Office
ASX Limited
20 Bridge Street
SYDNEY NSW 2000

Fax Number: +61 2 9347 0005

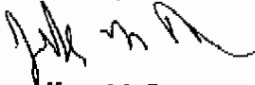
**Re: Initial Notice on Form 603 of becoming a substantial holder of amaysim Australia Limited,
ACN: 143 613 478**

Ladies and Gentlemen:

Accompanying this cover letter please find an initial notice on Form 603 of Steamboat Capital Partners, LLC becoming a substantial holder of amaysim Australia Limited.

Please feel free to contact the undersigned with any questions at jrose@steamboatcp.com.

Sincerely,



Jeffrey M. Rose
COO/CFO
Steamboat Capital Partners, LLC

Form 603

Corporations Act 2001

Section 671B

Notice of initial substantial holder

To: Company Name/Scheme

amaysim Australia Limited

ACN/ARSN

143 613 478

1. Details of substantial holder (1)

Name

Steamboat Capital Partners, LLC

ACN/ARSN (if applicable)

NA

The holder became a substantial holder on:

19 /10/ 2017

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary	10,617,399	10,617,399	5.04%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Steamboat Capital Partners, LLC	Power to dispose and vote as investment manager	9,726,735 Ordinary
Steamboat Capital Partners, LLC	Power to dispose as investment manager	890,664 ordinary

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
see Annex A			

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
see Annex B				

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
N/A	

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Steamboat Capital Partners, LLC	420 Lexington Avenue, Suite 2300, New York, NY 10170

Signature

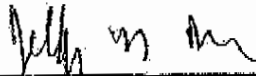
print name

Jeffrey M. Rose

capacity

COO/CFO

sign here



date

10/22/17

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

Relating to: amaysim Australia Limited, ACN 143 613 478

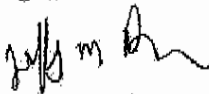
Dated 10/22/17

4. Details of present registered holders

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder	Class and nature of securities
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Steamboat Capital Partners, LLC	HSBC Custody Nominees (Australia), Limited	HSBC Custody Nominees (Australia), Limited	8,936,058 Ordinary
Steamboat Capital Partners, LLC	HSBC Bank Australia Ltd	HSBC Bank Australia Ltd	790,677 Ordinary
Steamboat Capital Partners, LLC	Citibank, Melbourne	Citibank, Melbourne	890,664 Ordinary

Signature:



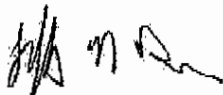
Jeffrey M. Rose

Relating to: amaysim Australia Limited, ACN 143 613 478

Dated 10/22/17

Holder of Relevant Interest	Date of Acquisition	Consideration in AUD	Class and Number of Securities	
Steamboat Capital Partners LLC	3/10/2017	496,673	250,000	Ordinary
Steamboat Capital Partners LLC	4/10/2017	395,898	200,000	Ordinary
Steamboat Capital Partners LLC	10/10/2017	250,950	125,000	Ordinary
Steamboat Capital Partners LLC	11/10/2017	250,538	125,000	Ordinary
Steamboat Capital Partners LLC	12/10/2017	250,100	125,000	Ordinary
Steamboat Capital Partners LLC	12/10/2017	18,130,190	9,065,095	Ordinary
Steamboat Capital Partners LLC	13/10/2017	249,500	125,000	Ordinary
Steamboat Capital Partners LLC	17/10/2017	250,025	125,000	Ordinary
Steamboat Capital Partners LLC	18/10/2017	499,875	250,000	Ordinary
Steamboat Capital Partners LLC	19/10/2017	454,653	227,304	Ordinary
Steamboat Capital Partners LLC	20/10/2017	57,067	28,519	Ordinary

Signature:



Jeffrey M. Rose