



20 December 2016

The Manager
Market Announcements Office
Australian Securities Exchange
20 Bridge Street
Sydney NSW 2000

Appendix 3Y – Mr Peter O'Connell

The attached Appendix 3Y refers to the sale of 300,000 amaysim Australia Ltd (ASX: AYS) ordinary shares on 16 December 2016 by Ricangus Pty Ltd (Ricangus) as trustee of the O'Connell Trust (Trust).

The sale of these ordinary shares was undertaken by Ricangus for personal reasons in connection with a beneficiary of the Trust. Mr O'Connell remains a Non-executive Director and strong supporter of amaysim.

As a result of the transaction, Mr O'Connell's interest in amaysim (via the Trust) will be reduced to 3,567,005 AYS ordinary shares.

Yours faithfully

A handwritten signature in black ink, appearing to read "Alexander Feldman". The signature is fluid and cursive, with a long horizontal stroke at the end.

Alexander Feldman
Amaysim | General counsel and Company Secretary

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity	amaysim Australia Limited
ABN	65 143 613 478

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	Peter O'Connell
Date of last notice	22 August 2016

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Ricangus Pty Ltd ABN 57 067 353 520
Date of change	16 December 2016
No. of securities held prior to change	Direct : Nil Indirect: 3,867,005 ordinary shares
Class	Ordinary shares
Number acquired	Nil
Number disposed	300,000
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	146,441 shares at \$1.91 per share 153,559 shares at \$1.915 per share
No. of securities held after change	Direct: Nil Indirect: 3,567,005 ordinary shares

+ See chapter 19 for defined terms.

Appendix 3Y

Change of Director's Interest Notice

Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Shares sold on market
---	------------------------------

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	Nil
Nature of interest	
Name of registered holder (if issued securities)	
Date of change	
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	
Interest acquired	
Interest disposed	
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	
Interest after change	

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺ closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.