

27 October 2016

amaysim

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By electronic lodgement

The Manager
Companies Announcements
Australian Securities Exchange
Level 14, Exchange Centre
20 Bridge Street
Sydney NSW 2000

Dear Sir / Madam

Change of Directors' Interests (Appendix 3Y)

Please find attached Change of Directors' Interest Notice for the following Director:

1. Mr Julian Ogrin

The attached Appendix 3Y relates to the issue of 833,605 ordinary shares to Julian Ogrin, the Managing Director and Chief Executive Officer on 25 August 2016 upon vesting of a corresponding number of Share Rights under the legacy Employee Share Plan (**ESP**).

Due to an administrative oversight when these legacy Share Rights vested, an Appendix 3Y was not lodged within the 5-business day period provided for in ASX Listing Rule 3.19A.2. However, the existence the underlying Share Rights and the terms of the ESP were disclosed in the Company's prospectus and, most recently, in its 2016 Annual Report.

As set out in paragraph 3.6 of its Securities Trading Policy, the directors are required to advise the Company of all trading in the Company's securities within 2 business days, to permit the Company to comply with its disclosure obligations under the Listing Rules. However, in this instance, the change related to the vesting (or, put another way, change in legal form) of a security already held by the director. The Company has adopted an additional monitoring process to identify any future vesting of Share Rights in respect of a director to ensure that transactions of this type are promptly detected and disclosed from now on.

We believe that the current arrangements to ensure compliance with Listing Rules 3.19A and 3.19B are adequate and are being enforced.

Yours faithfully



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	Julian Ogrin
Date of last notice	20 July 2015

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	Direct
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	N/A
Date of change	25 August 2016
No. of securities held prior to change	1,667,210 Share Rights under the Employee Share Plan and 1,950,000 options in respect of ordinary shares under the Long Term Incentive Plan
Class	Ordinary shares and Share Rights
Number acquired	833,605 ordinary shares
Number disposed	833,605 Share Rights
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Ordinary shares issued for nil consideration on vesting of 833,605 Share Rights in accordance with the Employee Share Plan
No. of securities held after change	833,605 ordinary shares, 833,605 Share Rights and 1,950,000 options in respect of 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 issued on vesting of Share Rights in accordance with Employee Share Plan and as set out in the Company's Prospectus
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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.