



## ASX ANNOUNCEMENT

26 October 2018

### Appointment of Non-Executive Director

amaysim Australia Limited (ASX:AYS) (“amaysim”) is pleased to announce the appointment of Goetz Maeuser as Non-Executive Director of the Company, effective today.

Mr Maeuser fills the vacancy created by the retirement of Mr Rolf Hansen in November 2017.

amaysim Chairman Andrew Reitzer welcomed Mr Maeuser and said: “Goetz has extensive international experience, both as an advisor and director of private and listed businesses in the technology and media sectors. His broad experience, combined with the business insights he will bring, will further strengthen the amaysim Board as we execute our strategy.”

Mr Maeuser is the Chairman of Max 21 AG, a listed technology company on the Frankfurt Stock Exchange that operates in the Post and Mail Management and IT Security sectors, and has held this position since July 2015. He also serves as a Member of Board of Directors of PSquared Asset Management AG, Zürich. While Mr Maeuser is currently based in Germany, he intends on spending considerable time in Australia in the near future.

Mr Maeuser was previously a Partner in private equity firm Permira Advisers Ltd, where he focused on a broad range of sectors including industrials, consumer, healthcare and lead the media effort within the telecommunications, media and technology sector. He was the lead Partner on a number of significant transactions including the acquisition and subsequent merger of SBS Broadcasting Sarl and ProSiebenSat.1 Media AG. From 2007 to 2014, Mr Maeuser was a member of the supervisory board and served more than four years as chairman of MDAX-listed ProSiebenSat.1 Media AG, the leading German entertainment player with a strong e-commerce business. Prior to Permira, he spent six years at McKinsey & Co., Inc. in Germany and Brazil.

Mr Maeuser graduated in Business Administration from the University of Cologne and holds a Master of Business Administration from Leonard N. Stern School of Business, New York University.

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#### ABOUT AMAYSIM

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