



## ASX ANNOUNCEMENT

30 May 2019

### **amaysim revitalises Optus agreement**

amaysim Australia Limited (ASX: AYS) (“amaysim” or “company”) today announced it has agreed to a revitalised wholesale network services agreement (**NSA**) with Optus which will support amaysim’s strategy and growth ambitions.

Peter O’Connell, Chief Executive Officer and Managing Director of amaysim, said: “amaysim and Optus have had a highly successful and mutually beneficial partnership since 2010. We both recognised the need to revitalise the NSA to better align with the growth ambitions of each company.”

Mr O’Connell added that, “amaysim’s growth in this dynamic mobile market will deliver long term strategic value for shareholders through increased brand awareness, compelling products and a quicker response to market dynamics and customers’ evolving needs.”

Ben White, Managing Director, Business & Wholesale, Optus said: “our strategic partnership with amaysim is indicative of Optus’ ability to attract and work with high quality wholesale customers who can leverage our premium national mobile network.”

Under the revitalised NSA, which runs until 30 June 2022 (unless otherwise extended for another 5 years at amaysim’s sole discretion), amaysim will change the way it acquires data inclusions and network services from Optus. This will enable rapid product deployment, the development of innovative new features and services and an even greater level of flexibility and competitiveness.

The revitalised NSA reflects the strong partnership between amaysim and Optus and amaysim is excited to embark on its next phase of growth for the mutual benefit of both parties.

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#### **ABOUT AMAYSIM**

amaysim exists to make the lives of its customers amazingly simple and is removing the unnecessary hassle from everyday life by simplifying mobile and energy services. Australia's fourth largest mobile service provider and a proven market disruptor, amaysim launched in late 2010 and now has more than 1 million mobile subscribers.

In 2019, amaysim is bringing the best of its ground-breaking approach to mobile into the energy sector to help drive a fundamental shift in the industry towards simplicity, transparency and flexibility. amaysim is a technology-driven company, and offers customers smart tools, DIY account management and award winning, online-first customer support. All of amaysim’s products also feature no lock-in contracts, transparent pricing, and are built to deliver a great customer experience and convenience. For more info about amaysim visit [amaysim.com.au](http://amaysim.com.au).