



ASX ANNOUNCEMENT

27 September 2017

MVNOs Asia 2017 Congress

amaysim Australia Limited (ASX: AYS) CEO and Managing Director Julian Ogrin delivered today the enclosed presentation as a keynote speaker at the MVNOs Asia 2017 Congress in Singapore. The MVNOs Asia Congress is a flagship regional MVNO event of the global MVNO Industry Summit Series.

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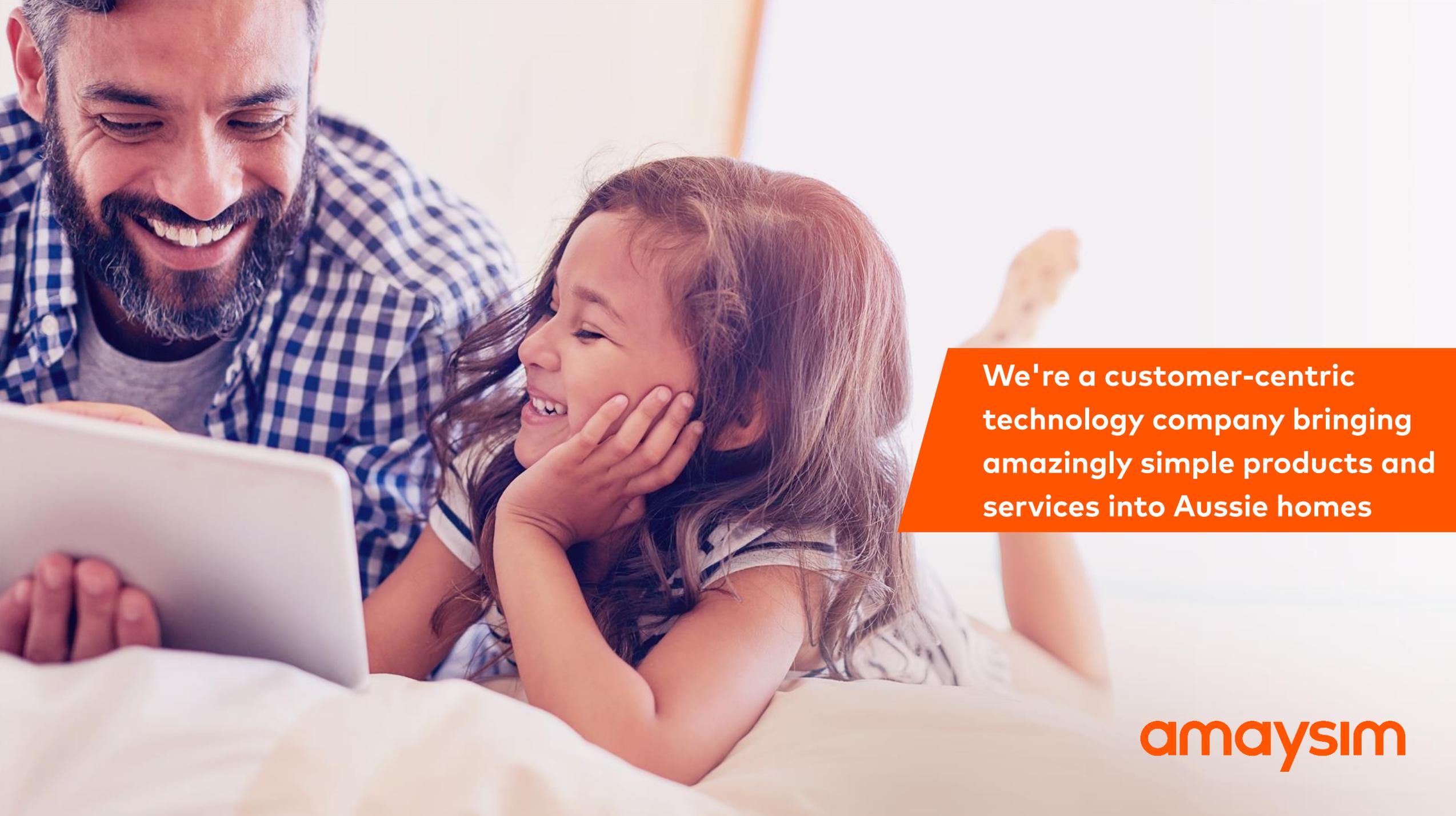
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amaysim : amazingly simple

Julian Ogrin, CEO and Managing Director
MVNOs Asia, Singapore

27 September 2017

amaysim



**We're a customer-centric
technology company bringing
amazingly simple products and
services into Aussie homes**

amaysim

amaysim Group overview

- > **Multi-vertical business built on innovative technology and exceptional user experience**
- > **Operates an asset light, technology-led business model**
- > **Customer value proposition is centered around great value, no lock-in contracts and transparent pricing**

1.2m+
total subscribers in the Group

800k+
households in the Group

1,074k
mobile subscribers

3%
share of mobile services market¹

165k
energy subscribers

7k
broadband subscribers

~50%
of nbn subscribers had an existing amaysim product²

We are **#1**
Australia's best Virtual Network Operator³

Best Telco Customer Service Innovation for Help Platform⁴
Australia's largest MVNO

Award winning customer service^{5,6,7}

1.0
complaints per 10,000 mobile customers, one of the lowest in the industry⁸

482
employees across Sydney, Melbourne & Manilla

93%
amaysim mobile subscribers would recommend amaysim to family and friends⁹

96.4%
of Australia's population covered by the Optus 4G Plus network¹⁰

5.9 days
average number of days to activate a nbn customer, >2x quicker than industry average¹¹

14,000+
retail points of presence offering amaysim products in addition to online channels

1. Telsyte Australian Mobile Services Market study (2017) ; 2. Includes existing and churned amaysim Group mobile customers ; 3. CommsDay Edison Awards (March 2017) ; 4. Finder Innovation Awards (2016) ; 5. Both amaysim and Vaya won Gold awards in Money Magazine's annual 2017 Best of the Best Awards – amaysim for its As You Go plan, and Vaya for their Unlimited M mobile plan, December 2016 ; 6. amaysim won the 2016 Canstar Blue Customer Satisfaction Award – SIM-only postpaid mobile phone plans, July 2016 ; 7. amaysim won the 2017 Canstar Blue Customer Satisfaction Award – SIM-only postpaid mobile phone plans, July 2017 ; 8. Comparison to other mobile services providers such as Telstra, Optus, Vodafone and other participants. Telecommunications Complaints in Context (April-June 2017). Applies only to amaysim brand ; 9. amaysim NPS tracking survey of ~2,700 customers (May 2017) ; 10. Optus media release (11 August 2017) ; 11. Based on industry average of 14.4 days on similar technologies (excluding satellite), amaysim company data and NBNC company data (21 July 2017)

The amaysim Group product offering



mobile



broadband



energy

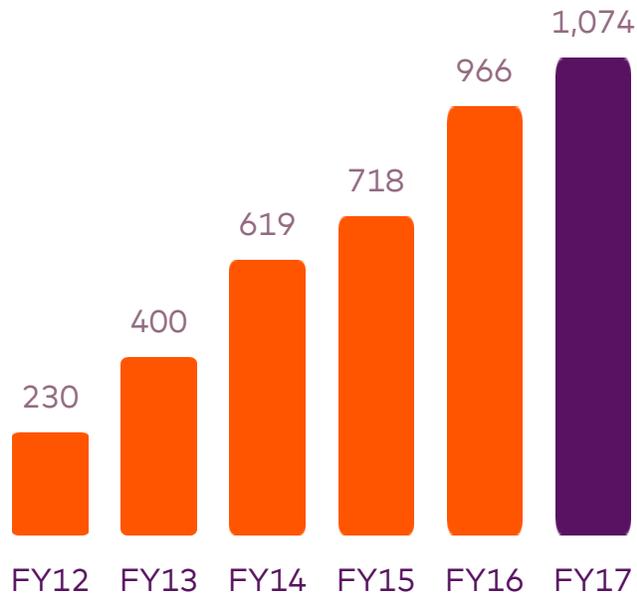


devices

Our track record of delivering results

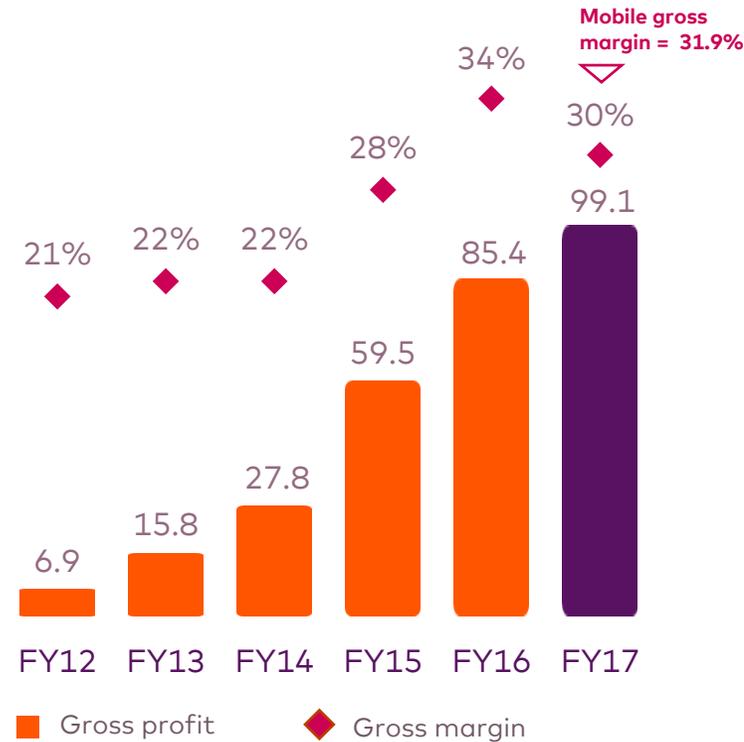
Closing Group mobile subscribers ('000)

— FY12 – FY17 CAGR = +36% →



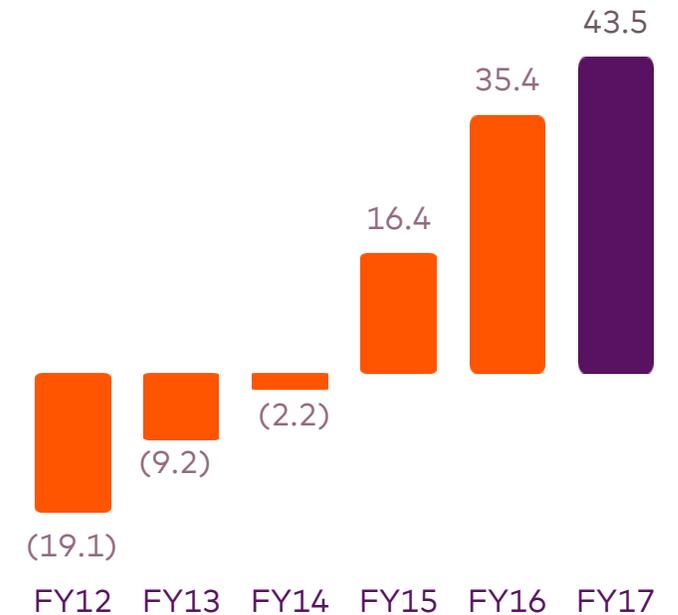
Group statutory gross profit (\$m) & gross profit margin (%)

— FY12 – FY17 CAGR = +70% →



Group underlying EBITDA (\$m)

— FY12 – FY17 growth = \$62.6m →



Note: All figures reported are for the amaysim Group, which includes the mobile (including devices), broadband and energy businesses. FY16 includes 6-months contribution from Vaya (acquired 1 January 2016) and FY17 includes ~10-months contribution from AusBBS (acquired 23 August 2016), ~2-months contribution from amaysim nbn (launched 5 May 2017) and 2-months contribution from Click (acquired 1 May 2017)

Competitive advantage driven simplicity and experience

Our key assets allow us to create products and services customers want

Delivering them simply without fuss

Empowering customers to better manage their household services

Industry-leading technology platform based on microservices, focused on operating efficiency and customer experience

Services underpinned by strong wholesale agreements



- > Our vision is to allow customers to order mobile plans, devices, nbn and energy with the touch of a button
- > Eliminate time consuming and repetitive tasks through automation, including managing account details and changing plans according to customers evolving needs
- > Enhance existing services and introduce new services with ease by leveraging our next generation microservices platform

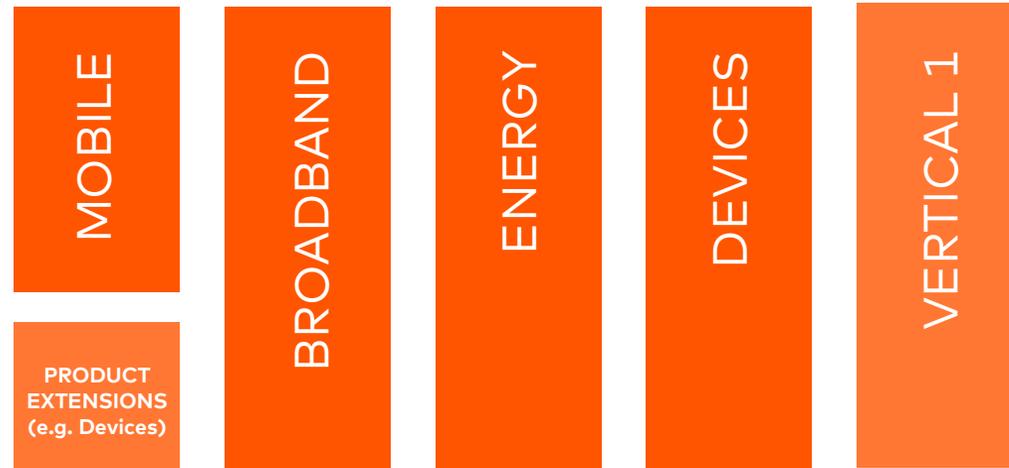
How amaysim will scale better, faster



Single customer view

consistent, best in class user experience
future proofing
design once, apply to all

CUSTOMER EXPERIENCE



channel/business agnostic
ability to quickly spin up/integrate new verticals

decoupled platform
ability to build or buy best in breed
rapid iteration and feature deployment



no dependencies between services
faster whole business optimisation/ decision making

Strategic priorities for FY18 – focusing on delivering shareholder value

FY18 strategic priorities

Continue to develop and leverage our technology platforms

- Continue to develop and improve our microservices architecture with a focus on experience leadership
- Extend single sign-on for energy and devices
- Integrate Click's acquired systems into amaysim's technology platform

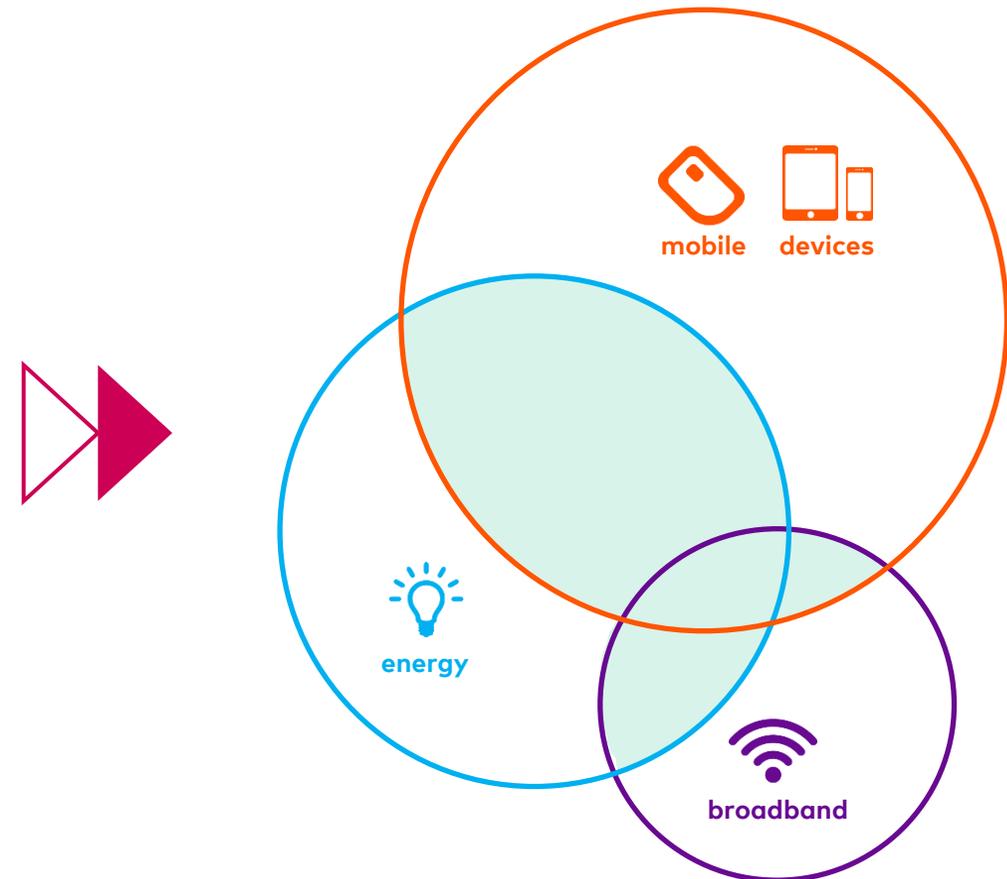
Increase subscriber growth

- Launch new mobile, nbn and energy products in FY18 that are competitive, simple and transparent
- Ensure customer satisfaction remains at industry highs and maintain low customer churn

Grow share of customer wallet

- Increase share of customer wallet through efficient cross-sell of products across the Group's household customer base

Cross-sell vision for the amaysim Group



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- Net Revenue means total service revenue and other revenue
- ARPU means average revenue per subscriber, calculated as net revenue for the period divided by average subscribers for that period, and expressed on a monthly basis;
- EBITDA means earnings before income tax excluding interest, depreciation and amortisation expense;
- EBIT means earnings before interest and tax;
- NPAT means net profit after tax;
- NPATA means NPAT and after adding back the tax affected amortisation relating to acquired contracts and intangibles other than software; and
- Underlying figures have been calculated from statutory data and exclude the impact of IPO expenses, non-core income and expenses, any acquisition related expenses including consequential changes in the value of tax assets, integration and transaction costs with a related tax adjustment where applicable. Refer to appendix A3 and A4 for reconciliation between statutory and underlying results.

Although the directors of amaysim believe that these measures provide useful information about the financial performance of amaysim, they should be considered as supplements to those measures that have been presented in accordance with the Australian Accounting Standards and not as a replacement for them. Because these non-IFRS financial measures are not based on Australian Accounting Standards, they do not have standard definitions, and the way amaysim has calculated these measures may differ from similarly titled measures used by other companies. Readers should therefore not place undue reliance on these non-IFRS financial measures.

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