

amaysim : the remote control for the smart home

Julian Ogrin, CEO and Managing Director
Macquarie Australia Conference

4 May 2017

amaysim



section	slide
amaysim overview	3
amaysim Group mobile	7
devices	8
amaysim broadband	9
Click Energy	11
cross-sell opportunity	15
update	16
appendix	17

amaysim Group overview

- Australia's largest MVNO, fastest growing online energy retailer and #4 mobile telco
- 1.18 million customers representing ~740k households¹
- multi-brand and multi-product offering – BYO mobile, NBN, devices and energy
- delivers a truly customer-centric online experience underpinned by technology
- focused on providing an exceptional and award-winning customer experience
- asset light model driving sustainable growth



1. includes the acquisition of Click Energy Group Holdings Pty Ltd which was announced 10 April 2017

the amaysim Group product offering



mobile

mobile / data-only



broadband

nbn broadband



energy

electricity / gas



devices

mobile phones / tablets

our vision – increasing share of the household wallet

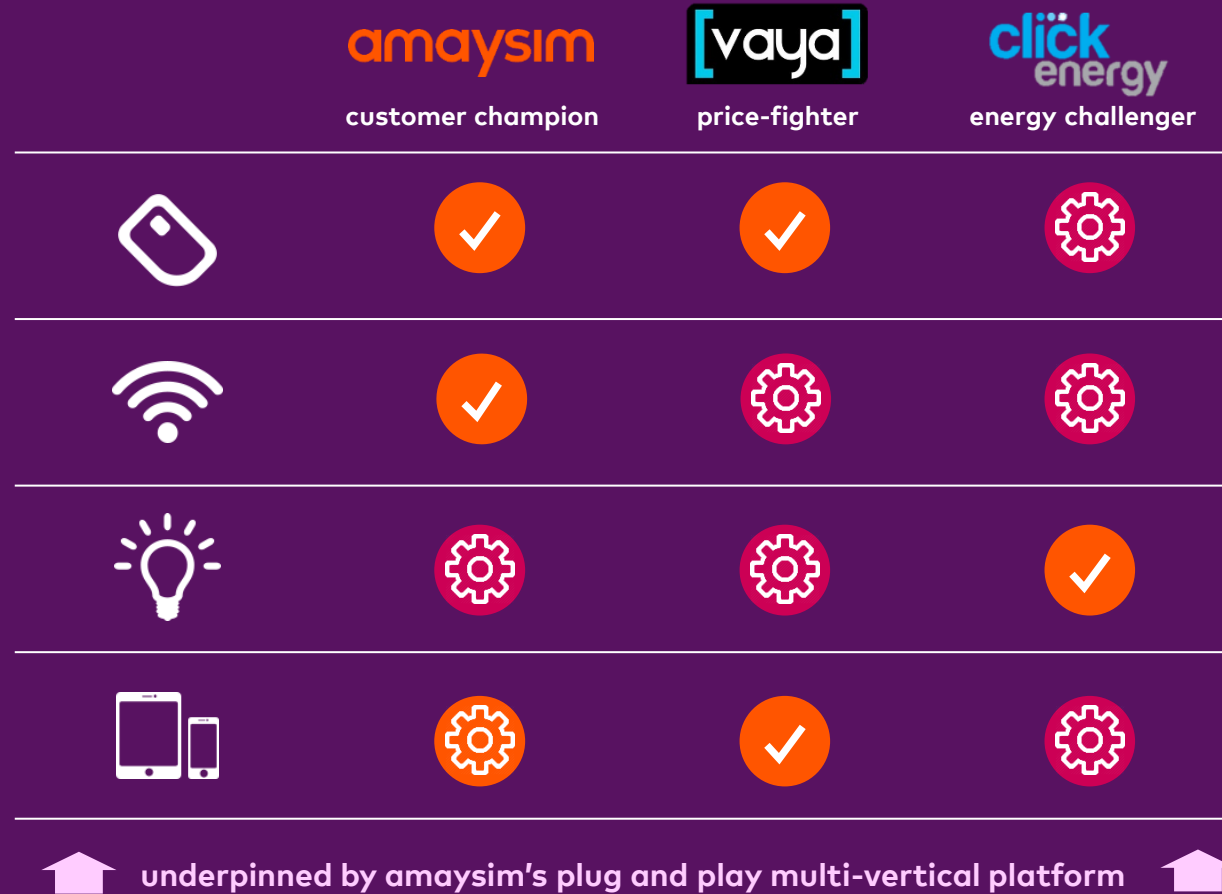
- > multi-product approach to increase relevance to Australian households
- > best of breed IT platforms to deliver a superior customer experience in new verticals
- > monetise our greatest asset: cross-sell products to over 600k amaysim¹ and 136k Click households²
- > nbn forced migration event creates opportunity to target over 8 million premises to discuss nbn, energy and mobile at the same time






1. as at 31 December 2016 for amaysim
2. as at 31 March 2017 for Click
3. nbn Corporate Plan: 2017 - 2020

adopting a multi-brand marketing strategy to increase relevance to the Australian household and grow share of household wallet

post-nbn launch and Click energy integration



 currently offered
  amaysim pop-up device store is currently trialing 2G devices and Samsung Galaxy S8
  to be offered in future



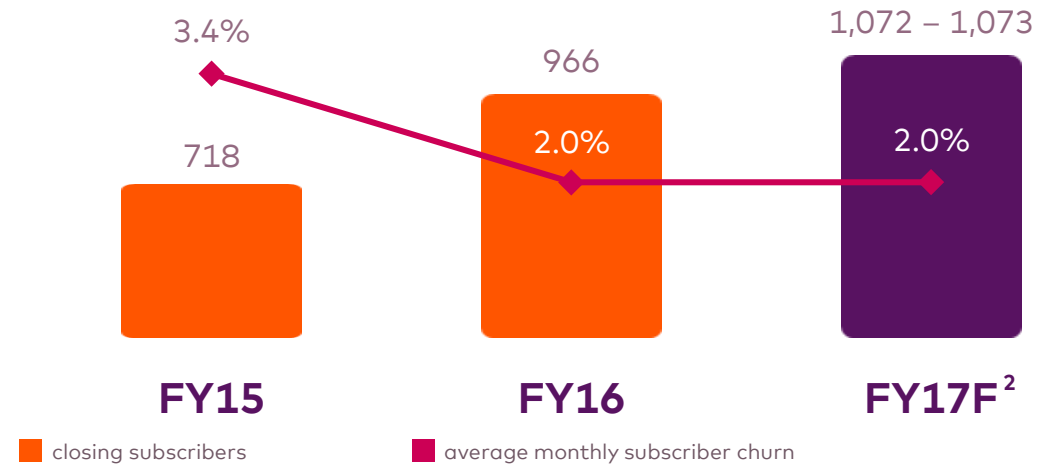
- > each brand to focus on its core value proposition
 - amaysim to remain the master brand and customer experience champion
 - Vaya to continue as the price fighter
 - Click to be the energy challenger and focus on experience and value
- > amaysim and Vaya to be mobile led and offer broadband and energy products
- > Click to be energy led and offer mobile and broadband products

1. The Clever Stuff. February 2017

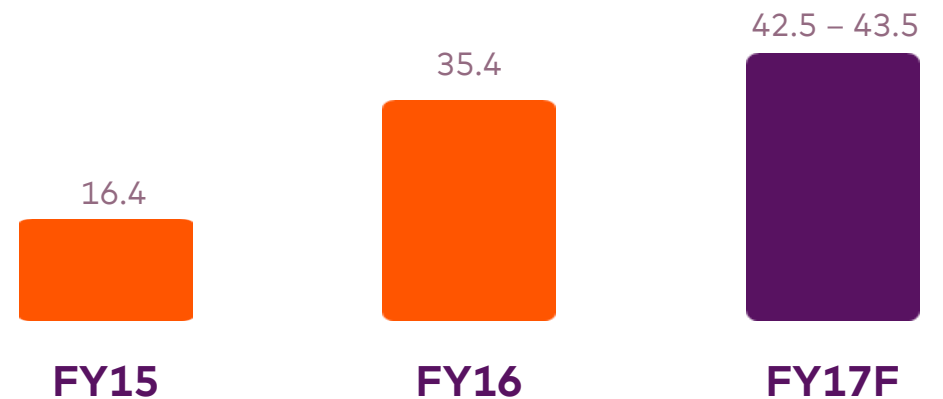
amaysim Group mobile growth strategies



closing subscribers ('000) and average monthly subscriber churn (%)



underlying EBITDA (\$m)



1. the amaysim Group does not hold any stock risk or provide handset subsidies. Consumer finance is facilitated through Rate Setter, with whom the amaysim Group has vertical exclusivity

2. forecast closing subscribers as at June 2017 includes the expected impact of the 2G Optus network shutdown

plans to launch the amaysim online device shop following the success of the Vaya online device shop

online device shop process



advantages of the online device shop

- incremental revenue growth
- addresses customer demand for handsets that are not locked into contracts
- churn reduction benefit

points of differentiation

- no stock hold risk and no handset subsidies
- no balance sheet impact
- online-only, no physical stores
- issues with affordability addressed by allowing customers to purchase phones and tablets outright or with a competitive 12 / 24 month finance option²

1. amaysim pop-up device store is currently trialing 2G devices and Samsung Galaxy S8
2. finance is facilitated through Rate Setter, with whom the amaysim Group have vertical exclusivity

amaysim broadband to be launched tomorrow targeting over 1 million amaysim mobile customers

amaysim broadband plans are well positioned to compete and gain market share¹

3 amazingly simple broadband products

amaysim's nbn™ offering at a glance

\$60

/month

Up to 12/1 Mbps
download/upload speed

\$70

/month

Up to 25/5 Mbps
download/upload speed

\$90

/month

Up to 100/40 Mbps
download/upload speed

All plans include unlimited data and no lock-in contracts

amaysim broadband ARPU expected to be ~\$62 (ex. GST)²

Terms and conditions will apply and plans remain subject to change prior to launch.
nbn™ is a trademark of nbn co ltd and is used under licence.

with market leading features

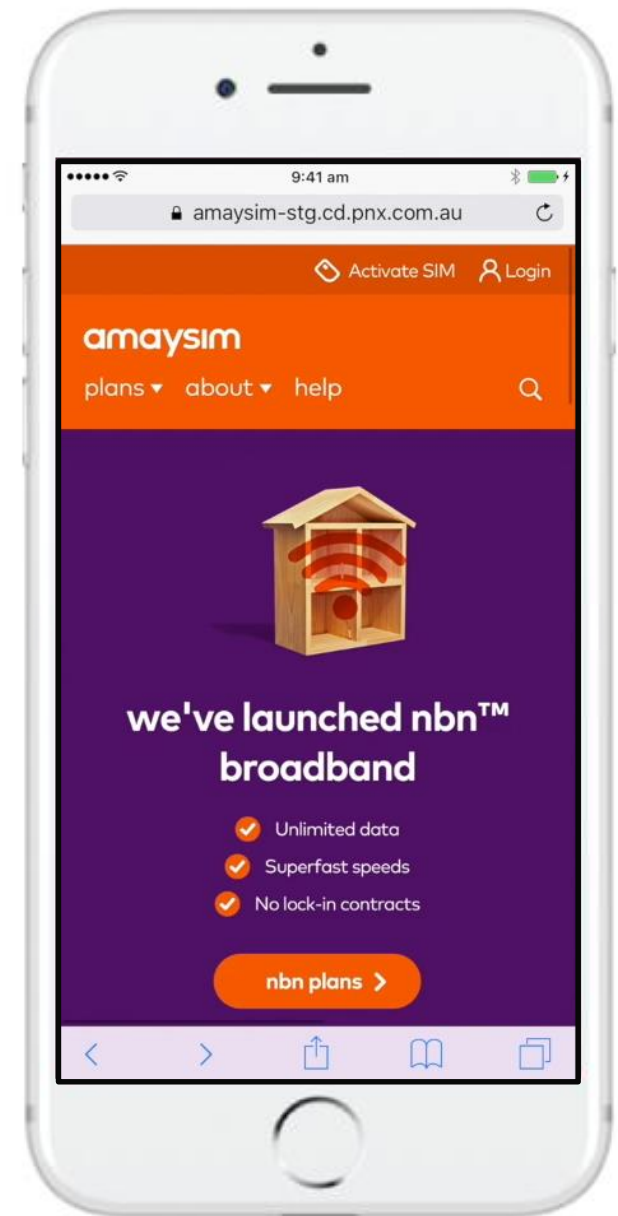
- ✓ no lock-in contracts
- ✓ unlimited data
- ✓ no set-up or sign-up fees
- ✓ price leadership position
- ✓ Australia's first telco single sign-on experience

amaysim's broadband offering is underpinned by a hybrid network strategy with direct nbn connections and national footprint wholesale agreements with AAPT and Optus, including a one-year extension to the existing Optus mobile agreement to align with the Optus broadband agreement tenure that expires December 2020

1. refer to appendix for month-to-month nbn plan comparison showing amaysim broadband plans versus competitors

2. based on current plan pricing and allocation of speed-plans in the industry as reported in ACCC's NBN Wholesale Market Indicators Report dated 31 December 2016

amaysim single sign-on



Click overview

- launched in 2006 and based in Melbourne
- offers electricity in Victoria, NSW, Queensland and South Australia and gas in Victoria and NSW
- does not take volume or market price risk by entering into 'whole of meter, load following hedges'¹
- digitally focused business model with no lock-in contract, monthly billing and DIY self-service platform
- leading customer satisfaction
- diversified acquisition channels - mobile and online, "On the Move" and strategic channel Partners
- asset-light model with no generation capacity or transmission / distribution assets
- highly cash generative driven by low capex requirements and negative working capital position

key information on Click forecast figures for the full year ended June 2017 unless otherwise stated

customers accounts	~155k ²
market share	~1% ³
ARPU (per month)	~\$115
gross margin ⁴	~25%
EBITDA	\$14.4m ⁵
employees	62 ²



1. except for the provision of gas in Victoria which is limited by quantity of gas rather than by customer numbers; 2. as at 31 March 2017 ; 3. calculated as 155,000 Click electricity and gas customers as a proportion of 13.3 million electricity and gas customers in Australia's east coast market (2015 State of the Energy Market Report); 4. Click gross margin excludes On the Move revenue ; 5. FY17F underlying EBITDA based on 6 months actual figures to 31 December 2016 and 6 months forecast figures to 30 June 2017

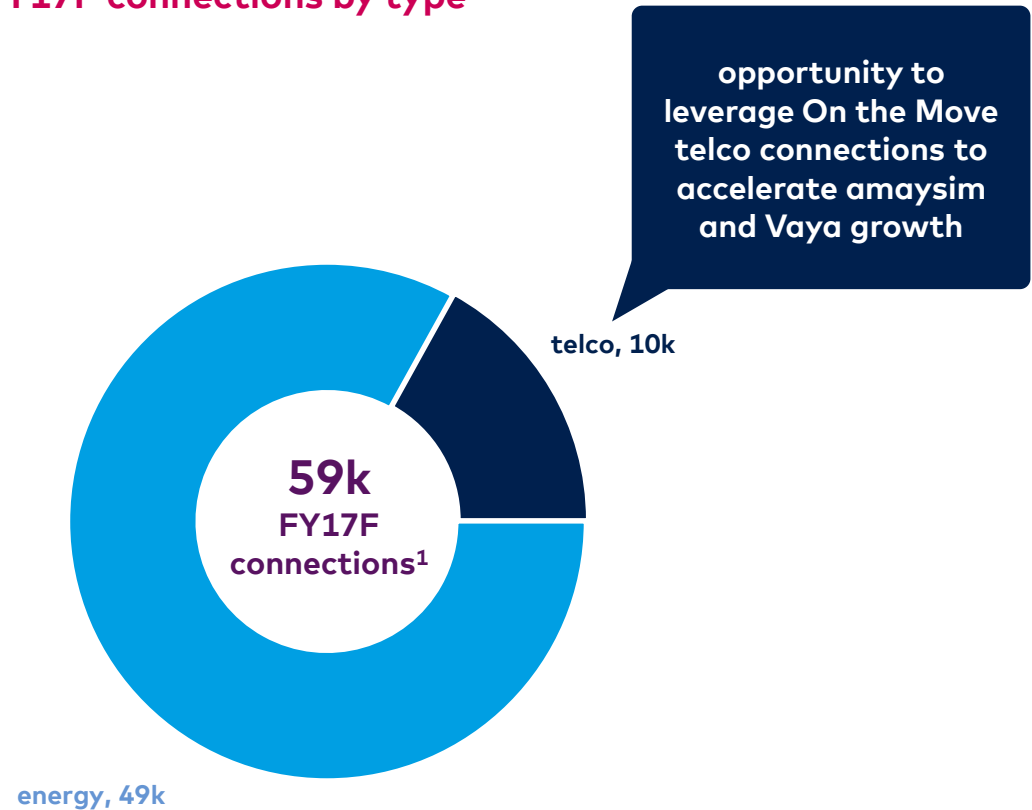
On the Move

On the Move is a 100% Click-owned utility connection service provider generating a reliable source of customer connections for Click at low marginal cost



- > utility connection service provider in Australia offering customers a convenient way to connect utilities when they move house
- > strong operational expertise with >10 years experience
- > multi-vertical channel with a full service product offering (energy, gas, telecommunications, insurance)
- > long-term contracts with leading real estate industry participants that are a strong source of connections
- > ability to select at its discretion volume of customers to send to Click or sell to other partners. Currently ~40% of energy volume is sent to Click

FY17F connections by type¹






















1. amaysim management estimates as at April 2017 based on assumptions outlined in slides 27 to 29

opportunity to leverage Click's customer acquisition channels

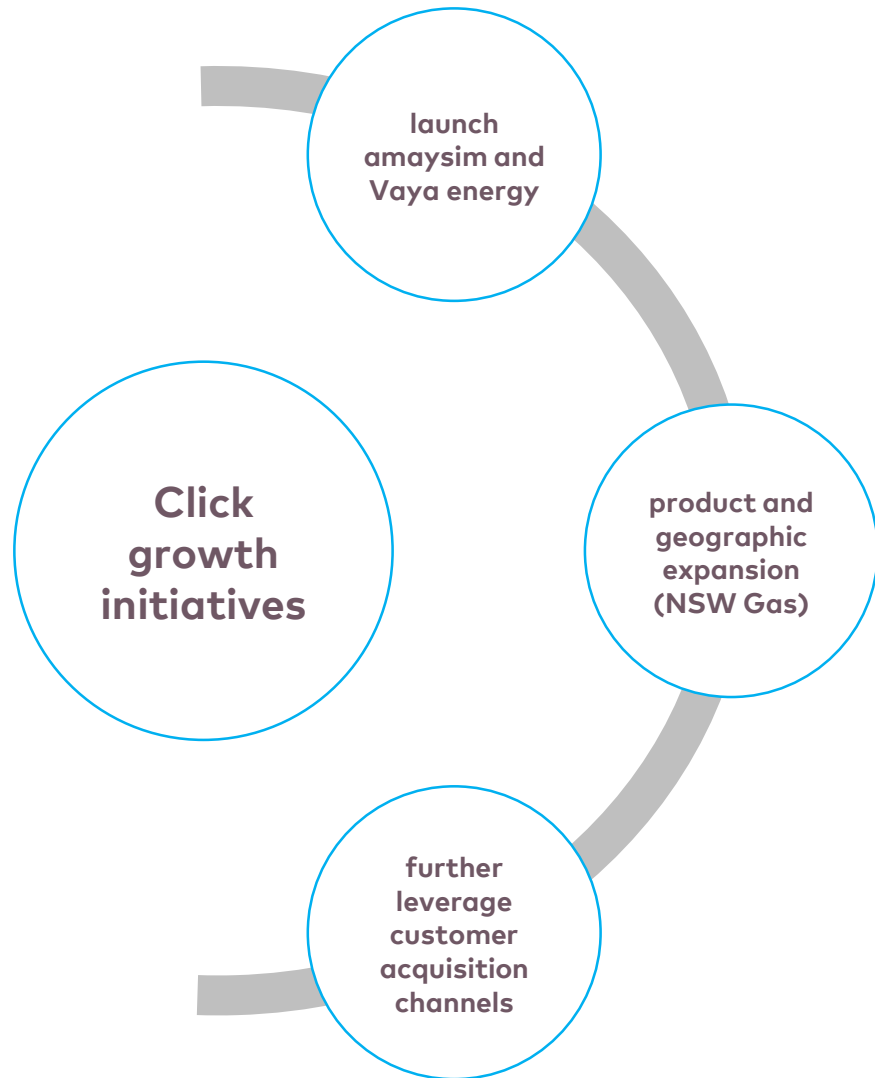
Click's customer acquisition channels

product offering today

additional offerings in FY18

<p>Click Direct Click's online, inbound and outbound teams</p> 	<p>energy </p>	<p></p>
<p>On The Move one of Australia's leading utility connection services providers</p> 	<p>energy    insurance  EBM telco   pay TV </p>	<p>  </p>
<p>strategic channel partnerships solar installers, community groups, multi-level marketing organisations and large customer aggregation organisations</p>  	<p>energy  telco existing telco relationship energy </p>	<p> </p>

Click growth initiatives



closing subscribers ('000)



underlying EBITDA (\$m)



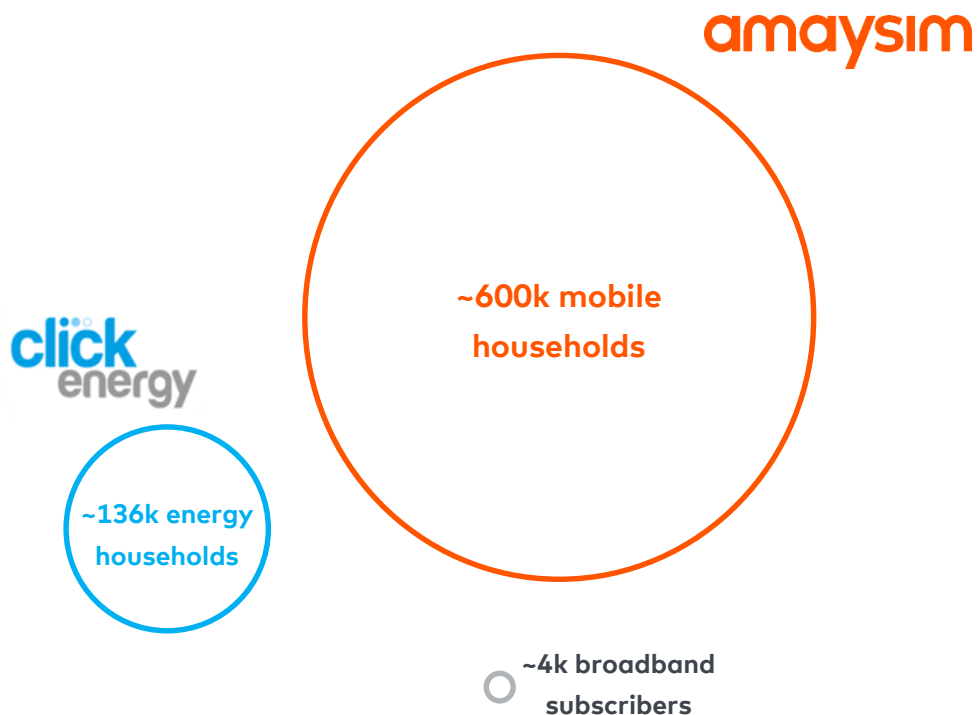
1. forecast figures for the full year ended June 2017. The acquisition of Click completed 1 May 2017 with the amaysim Group 2017 financial year result to include 2-months contribution from Click

adopting a multi-product approach to increase cross-sell

adopting a multi-product approach increases amaysim's relevance to the Australian household and ability to cross-sell products across the combined household base

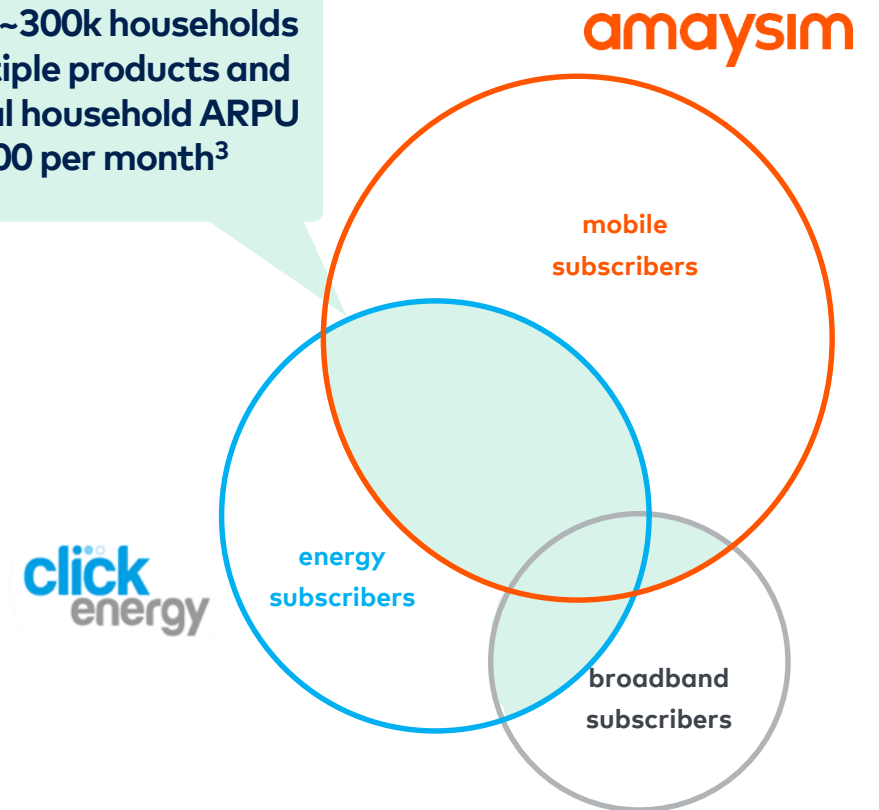
combined business today^{1,2}

amaysim & Click have a combined ~740,000 households



3-year vision for the amaysim Group customer base

targeting ~300k households with multiple products and a potential household ARPU of \$200 per month³



1. as at 31 March 2017 for Click

2. as at 31 December 2016 for amaysim

3. based on approximate monthly ARPU (ex. GST) for amaysim Group mobile of \$22 (as at 31 December 2016), broadband of \$62 (as disclosed to the market at amaysim's 2017 half year result and based on current amaysim plan pricing and allocation of speed-plans in the industry that are reported in the ACCC's "NBN Wholesale Market Indicators Report" dated 31 December 2016) and Click energy's FY17F monthly ARPU of \$115

- > amaysim diversification acceleration through the launch of amaysim broadband and acquisition of Click
- > acquisition of Click completed 1 May 2017
- > amaysim Group 2017 financial year guidance has been revised upward to include 2-months contribution from Click
- > 2017 full year dividend to be partially franked and expected to represent a full year payout ratio toward the middle of the 60 to 80% underlying NPATA target¹

FY17F guidance^{2,3}

\$ million (unless stated otherwise)	mobile	broadband	mobile + broadband	energy	amaysim Group
net revenue	279.0 - 280.0	2.0 - 3.0	281.0 - 282.0	40.0 - 41.0	322.0 - 323.0
gross profit	89.0 - 90.0	-	89.0 - 90.0	10.0 - 11.0	99.0 - 100.0
<i>gross profit margin (%)</i>	<i>32.0%</i>	<i>n.a</i>	<i>31.0% - 32.0%</i>	<i>25% - 26%</i>	<i>30.0% - 31.0%</i>
total underlying operating expenses	45.5 - 46.5	2.5 - 3.0	48.0 - 49.0	7.0 - 8.0	56.0 - 57.0
underlying EBITDA	42.5 - 43.5	(2.5 - 3.0)	40.0 - 41.0	2.0 - 3.0	42.0 - 43.0
closing subscribers ('000)	1,072 - 1,073 ⁴	4 - 5	1,076 - 1,078	164 - 165	1,240 - 1,243
ARPU (\$)	22.40 - 22.50				

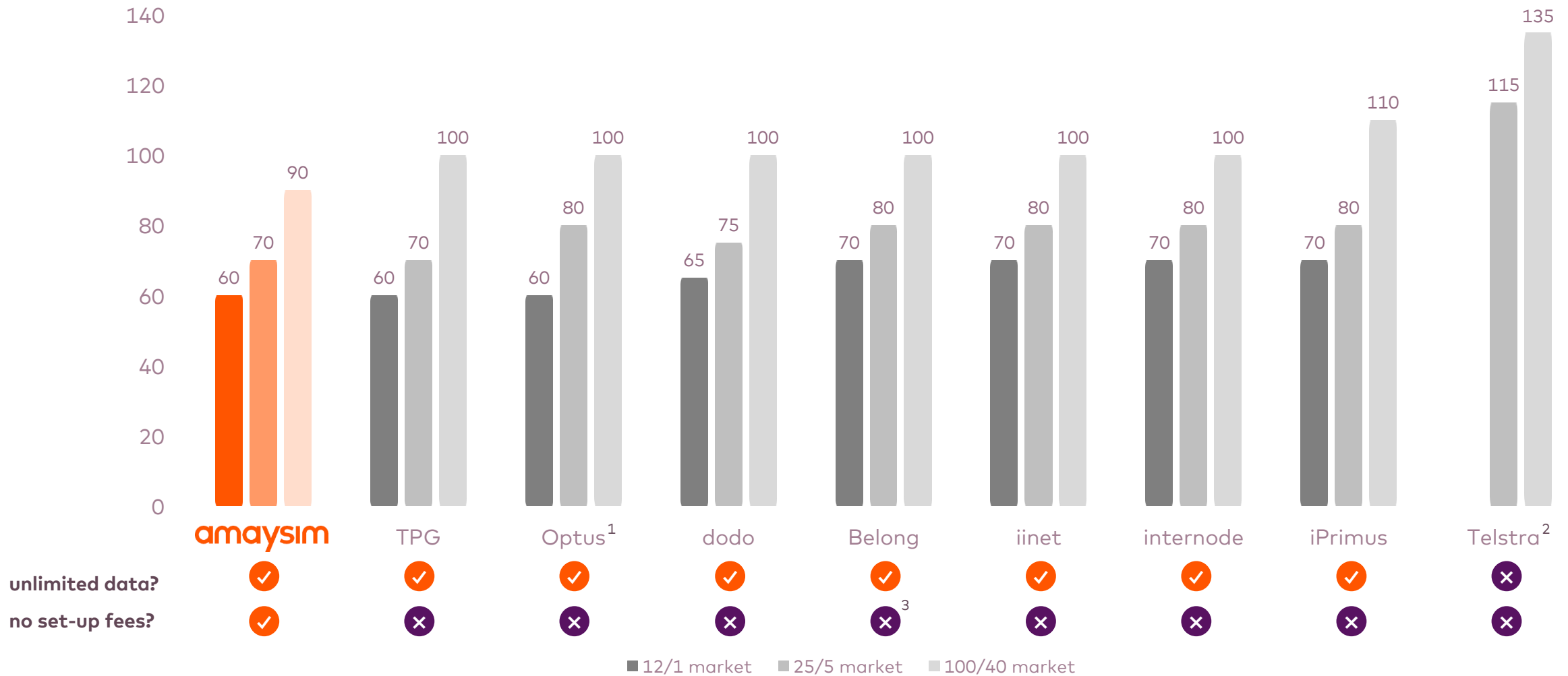
1. dividend payout ratio represents the total interim dividend as a ratio of amaysim's underlying NPATA (net profit after tax and adding back the tax effected amortization expense related to acquired intangibles, IPO expenses, any acquisition related expenses including integration and transaction costs, non-core income and expenses); 2. the 2017 financial year forecast financial information has not been audited and been prepared based on management forecasts; 3. no cost or revenue synergies have been included in the FY17F guidance; 4. forecast closing subscribers as at June 2017 includes the expected impact of the 2G Optus network shutdown

appendix

amaysim

amaysim broadband plans are well positioned to compete and gain market share

month-to-month nbn plan comparison (\$ per month)



1. includes home phone services
 2. includes 1,000GB per month and home phone service
 3. no set-up fee but customer is required to purchase a modem

important notice and disclaimer

This presentation includes information about the activities of amaysim Australia Limited ("amaysim") which is current as at 4 May 2017. It is in summary form only and is not intended or represented to be complete. No representation, express or implied, is made as to the fairness, accuracy, completeness or correctness of information contained in this presentation. Please read this presentation in conjunction with amaysim's other periodic and continuous disclosure announcements filed with the ASX. These are available at www.amaysim.com.au

Forward-looking statements

This presentation includes certain forward-looking statements that are based on amaysim's current views and assumptions as well as information known to date, and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. These forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond amaysim's control. These factors may cause actual results to differ materially from those expressed in or implied by this presentation. Past performance is not necessarily a guide to future performance and no representation or warranty is made by any person as to the likelihood of achievement or reasonableness of any forward looking statements, forecast financial information or other forecast.

To the maximum extent permitted by law, amaysim and its related bodies corporate, directors, officers, employees and agents disclaim and do not assume any obligation or undertaking to release any updates or revisions to the information in this presentation to reflect any change in expectation or assumptions, and disclaim all responsibility and liability for any loss arising from use or reliance on this presentation or its content (including, without limitation, liability for fault or negligence).

Market share information

All market share information in this presentation is based on management estimates and internally available information, unless otherwise indicated.

Currency

All amounts in this presentation are in Australian dollars unless otherwise stated.

No offer of securities

Nothing in this presentation should be construed as either an offer to sell or a solicitation of an offer to buy or sell amaysim securities in any jurisdiction.

Reliance on third party information

The views expressed in this presentation contain information that has been derived from publicly available sources that have not been independently verified. No representation or warranty is made as to the accuracy, completeness or reliability of the information.

Statutory and proforma information

Statutory information is based on reviewed financial statements. "Proforma" and "underlying" financial information has not been audited or reviewed. amaysim uses certain measures to manage and report on business performance that are not recognised under Australian Accounting Standards ("non-IFRS financial measures"). These non-IFRS financial measures that are referred to in this presentation include without limitation the following:

- Net Revenue means total service revenue plus 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 the profit/loss before income tax excluding interest income, depreciation and amortisation expense;
- EBIT means earnings before interest and tax; and
- NPATA means net profit after taxation but before amortisation. This measure is intended to remove the effect of non-cash charges of acquired intangibles other than software
- Underlying figures exclude the impact of non-core income and expenses and any acquisition related expenses including consequential changes in the value of tax assets, integration and transaction costs, with a related tax adjustment where applicable

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 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.

Except where otherwise noted, financial information for Click contained in this Presentation has been derived from financial statements, management forecasts and other financial information made available by Click in connection with the Acquisition. Despite due diligence and where amaysim has made adjustment, amaysim is unable to verify the accuracy or completeness of this information.

Disclaimer

No party other than amaysim has authorised or caused the issue, lodgment, submission, dispatch or provision of this Presentation, or takes any responsibility for, or makes or purports to make any statements, representations or undertakings in this Presentation. No person is authorised to give any information or make any representation in connection with the Acquisition or any associated offer, which is not contained in this Presentation. Any information or representation not contained in this Presentation may not be relied on as having been authorised by amaysim in connection with the Acquisition or any associated offer. The advisers and their affiliates, officers, employees, agents and advisors take no responsibility for any information in this Presentation or any action taken by you on the basis of such information. To the maximum extent permitted by law, amaysim, the advisers, their affiliates, officers, employees, agents and advisors exclude and disclaim all liability for any expenses, losses, damages or costs incurred by you as a result of the information in this Presentation being inaccurate or incomplete in any way for any reason, whether by negligence or otherwise, make no representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of the information in this Presentation and, with regards the advisers, their affiliates, officers, employees and agents, take no responsibility for any part of this Presentation. No-one makes any recommendation as to whether you or your related parties should participate in the Acquisition or any associated offer nor does it make any representations or warranties to you concerning the Acquisition or any associated offer or any such information, and you represent, warrant and agree that you have not relied on any statements made by the advisers or any of their affiliates in relation to amaysim shares or the Acquisition or any associated offer generally.

amaysim