



MEDIA RELEASE

THE AMAYSIM GROUP PASSES ONE MILLION CUSTOMER MILESTONE *MARKET TREND TO NO-CONTRACT PLANS REACHES TIPPING POINT*

amaysim Australia Limited (**ASX: AYS**) today announced that it now has over one million customers in the amaysim Group.

This milestone announcement comes as amaysim celebrates six years in the Australian market, highlighting the company's success in shaking up the mobile landscape by pioneering the BYO, subscription model and putting customers at the centre of the telco experience.

Julian Ogrin, Chief Executive Officer of amaysim, said that when amaysim entered the market in 2010, contract plans dominated, prices were inflated, competition was scarce and customer service was poor.

"The creation of the BYO category shook up the mobile market and Aussie consumers have been the real winners. There is now true choice, with simpler plans available and telcos having to work harder than ever to keep customers as the trend of no lock-in contracts continues to rise.

"Customers are now in the driver's seat and this is reflected in the expansion of the BYO market in Australia, which is growing faster than any other mobile market segment with 65% of people who switch providers choosing no lock-in contracts ¹.

"amaysim has stood out from day one in a crowded and confusing market because it is a customer champion that takes an online-driven subscription approach to mobile services and delivers a convenient DIY customer experience. Our customer complaint levels are consistently the lowest in the industry which is a testament to how we've raised the bar," said Ogrin.

"Focusing on what matters most to the consumer has enabled us to create an amazingly simple proposition that is clearly resonating with Aussie mobile users – value driven plans with no contracts and the ability to move up or down plans at any time based on your needs."

Ogrin went on to say that the amaysim Group implemented a dual brand strategy earlier in the year with the acquisition of online mobile service provider, Vaya.

¹ Telsyte Australian Mobile Services Market Study 2016

“The addition of Vaya to the amaysim Group stable, alongside our core amaysim brand, has enabled us to remain a true price fighter while continuing to evolve as a customer champion for Aussies, expanding our range of plans and becoming relevant to even more households.”

amaysim and Vaya have the same access to the Optus network, which covers 98.5% of the Aussie population. amaysim’s achievement has been applauded by Rob Parcell, Managing Director Optus Wholesale, Satellite and SMB.

“We’re proud to be working with such an innovative team and we congratulate amaysim on reaching such scale in a dynamic mobile market.”

“We are impressed by the amaysim Group’s growth to become Australia’s largest mobile virtual network operator and the fourth largest mobile service provider nationally in six short years. The amaysim Group is a strong case study in running a lean, sustainable, customer-centric MVNO,” said Parcell.

Ogrin concluded by saying that the amaysim Group now has almost 30% of the MVNO market and close to 3% of overall mobile market share.

“We’re seeing a new normal with Aussies catching on to a better way of mobile and shaking off the shackles of traditional telco contracts. Aussies mobile users are at a real tipping point of change with over three million people on lapsed contracts² that haven’t yet made the move and the BYO market becoming more popular than ever before.”

amaysim will celebrate its six birthday on 23 November 2016. For more information about amaysim visit the [amaysim website](#).

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About amaysim

amaysim is a leading Australian mobile service provider with a business model built on innovative technology. Powered by the Optus 4G Plus network. amaysim offers simplicity and choice courtesy of SIM-only mobile plans. amaysim's DIY account management is backed by award-winning, online-driven customer support featuring Live Chat, email and social media customer service. amaysim’s SIM packs are available online at www.amaysim.com.au and from over 14,000 retail outlets.

² Telsyte Australian Digital Consumer Study 2016

Snapshot of amaysim

