

MEDIA RELEASE

amaysim eliminates energy anxiety and bill shock for Australians with game-changing energy plans

From telco provider to energy heavyweight, amaysim shakes up the energy industry with amazingly simple subscription energy plans

amaysim is putting the power back into Australians' hands when it comes to their electricity bills with a range of ground breaking new subscription products, featuring fixed monthly prices, flat rates and no lock-in contracts. Customers using amaysim's subscription energy products can now plan and control their electricity use.

New research conducted by amaysim in conjunction with PureProfile of over 1,000 Australians reveals that more than half the nation (55%), and almost two thirds of Victorians (59%), have experienced bill shock in the last year¹.

Additionally, three quarters (73%) of Australians and almost eight in ten (77%) Victorians don't know how much their next electricity bill is going to be, making managing household budgets near impossible¹. Most shockingly the research also reveals that 82% of Aussies are now more concerned about the cost of electricity than housing affordability (70%)².

Launching in Victoria first (due to its extensive smart meter roll out), the amazingly simple subscription plans provide the ability for subscribers to plan their electricity use, monitor usage and top-up or carry forward unused electricity month-to-month.

Peter O'Connell, CEO of amaysim, said: "The energy market has the hallmarks of the mobile sector of ten years ago. Aussies are confused by electricity pricing structures, pricing comparisons and unnecessary billing complexities: this has resulted in universal distrust of electricity service providers. amaysim seeks to hand the power to plan electricity usage back to the subscriber and provide a number of new features."

"The government's mandate to energy providers to ensure customers will be able to access default energy prices is a start but it is nowhere near enough. People want more transparency and bill predictability. Victorians want the power to plan for their electricity cost, as well as they want certainty around billing."

"We have a proven track record of disrupting cozy telecommunications markets and providing customer friendly subscription services. We want to eliminate bill shock and energy anxiety with our amazingly simple subscription electricity plans."

O'Connell said that amaysim's new electricity plans will give customers greater control, transparency and bill predictability.

"Our customers will pay a fixed price each month for a set amount of energy based on their individual needs, just like their mobile. There is also a clear and consistent flat kilowatt rate, so there are no hidden prices, complex rates or fees and no nasty surprises. And like all

amaysim products, our new subscription energy plans feature no lock-in contracts, which means customers can switch plans or providers at any time."

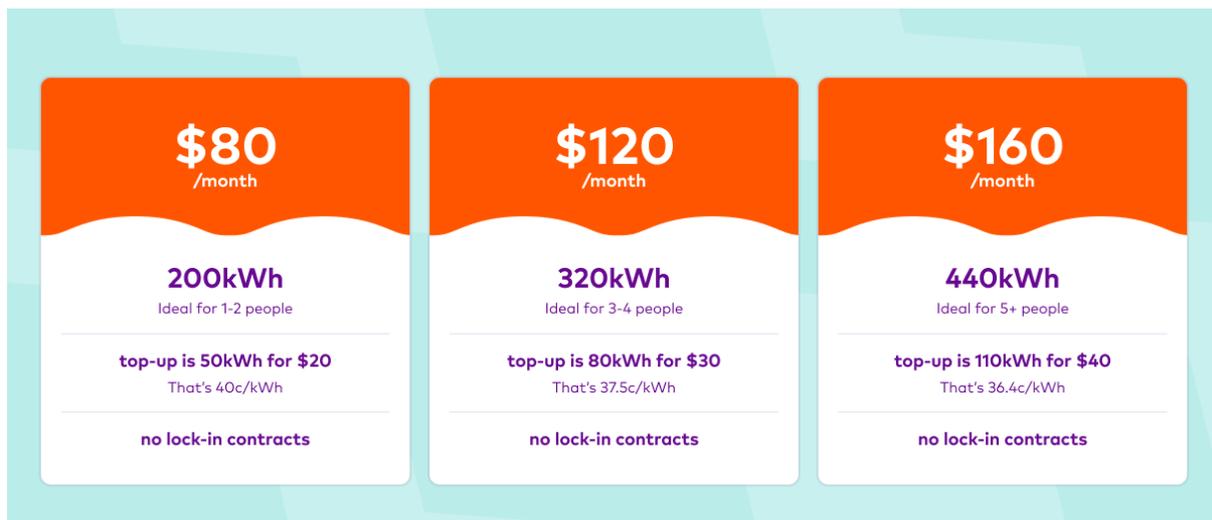
"This represents a fundamental shift within the energy sector, and will raise the bar and encourage the industry to deliver more meaningful products for Australians."

For more information on amaysim's subscription energy plans, visit amaysim.com.au/energy.

product info

amaysim's new subscription energy plans:

- available in Victoria from April 10 before rolling out in NSW, QLD and SA later in the year
- will smooth out shocks with bill predictability
- offer full transparency - enable customers to monitor energy usage via smart meter technology and amaysim's app
- provide the flexibility to top-up and allow customers to roll over unused energy month-to-month
- feature flat rates and no lock-in contracts – switch plans or providers easily



notes:

¹ Pure Profile survey of 1,000 nationally representative Australians, November 2018

² Project Spark by The Clever Stuff for amaysim, April 2018, n=1,002

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 1.1 million 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.