



COMPANY BACKGROUND

amaysim is Australia's first low cost mobile service provider and is dedicated to delivering simplicity, fairness and low prices to mobile consumers with its customer-centric mobile services and low cost guarantee.

Launched in November 2010, **amaysim** was introduced to Australia by a team of successful entrepreneurs with a proven international track record in Australia, Europe, the United States, South America and Asia. **amaysim's** founders are Australian telecommunications investor and advisor, Peter O'Connell (Chairman) and German e-commerce and telecommunication entrepreneurs Rolf Hansen (Chief Executive Officer), Christian Magel (Chief Marketing Officer), Thomas Enge (Chief Financial Officer) and Andreas Perreiter (Chief Operating Officer).

The founders are the largest shareholders in **amaysim** through their specialist technology investment vehicle Shark Holding GmbH, a Düsseldorf-based investment company. The other shareholders are Australian and European-based private equity funds and technology investors, many of whom have successfully invested in low cost mobile equivalents in Europe. Prior to Peter O'Connell joining Shark Holding, it had developed and launched low cost mobile phone service simyo. **amaysim** aims to mirror the success of its former associated brand: by championing fair and transparent pricing for consumers, **amaysim** genuinely challenges the Australian mobile market.

simyo provides the blueprint for many of the consumer benefits to be delivered by amaysim. Launched in 2005, simyo was quick to become the world's largest online-based mobile virtual network operator (MVNO), becoming a market leader in its category in Germany, Spain, France, Belgium and the Netherlands. simyo was awarded "Best Mobile Discount Brand" in 2006, 2007 and 2010 and "Best Innovation" in 2007 by Europe's leading telecommunications publication, *Connect*. In 2009, simyo added to its list of accolades with marketing journal *Best Research* ranking simyo

number 1 for customer satisfaction and “Best Website of the Year 2009”. Supporting its high customer service ratings, simyo was able to consistently score a net promoter score of approximately 60%, measured by independent company comScore.

Ends

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About amaysim

amaysim is changing the way Australians think about mobiles, forever. Founded in November 2010, **amaysim** is Australia's first low cost mobile service provider and is dedicated to delivering simplicity, fairness and low prices to mobile consumers with its customer-centric mobile services and low cost guarantee. Supported by a high quality Australian customer service centre and a state-of-the-art consumer website, **amaysim** is delivered over the Optus Mobile network and is distributed via www.amaysim.com.au and an Australia-wide third party retail network.