

amaysim names Julian Ogrin as Managing Director

Global telco expert to lead operations & growth for Australia's largest MVNO

30 June 2014 - amaysim, Australia's largest mobile virtual network operator (MVNO), has appointed Julian Ogrin to the newly-created role of Managing Director, effective 1 July, as it aims for the one million customer milestone.

Previously in the role of Chief Commercial Officer for amaysim since joining the company in January 2013, Ogrin will take on responsibilities for maintaining the company's online-driven customer experience focus, driving sustained customer growth and maintaining a strong bottom line. Reporting into Ogrin will be a leadership team across marketing, sales, operations human resources and finance.

Ogrin will work closely with amaysim's team of founders, who will maintain their involvement in the business as Executive Directors, focusing on key strategic initiatives and equity-related matters, as the company continues to solidify and grow its position as a low-cost alternative to the carriers in the Australian market.

With a strong track record in steering telcos – and related companies – through accelerated growth and turnarounds, Ogrin has driven business strategies globally. Ogrin's previous appointments include roles in Croatia (where he was CEO of Tele2) and Ireland (where he was Chief Commercial Officer of challenger telco, Meteor).

Rolf Hansen, CEO and Co-Founder of amaysim, commented, "During the past 18 months of explosive growth, Julian has spearheaded a significant customer experience and technology transformation that played no small part in us thriving through a period of intense market consolidation, while becoming profitable and accelerating growth.

"Under his guidance the team has, while staying lean and nimble, built a solid online-centric customer experience platform that will give amaysim scalability to grow as the BYO handset sector continues to take off."

Commenting on his appointment, Ogrin said, "From the founders all the way through to our customer service team, the amaysim crew has a culture and work ethic like no other I've experienced. I'm thrilled at having the chance to lead such a great group in bringing simplicity and a truly satisfying customer experience to Aussies.

"The telco market is heating up, with data the new battleground. My mission is to make sure that our business continues to grow while ensuring the more than 600,000 Aussies who have joined amaysim get value and customer service they'll want to tell their mates about ... for the right reasons," Ogrin concluded.

Ends

About amaysim

Founded in November 2010, amaysim is Australia's low cost mobile service provider offering simple, high-value plans backed by local, online-driven customer support and no long-term lock-in contracts.

amaysim's three SIM-only mobile plans - *amaysim UNLIMITED*, *amaysim FLEXI*, and *amaysim AS YOU GO* - deliver simplicity, fairness and unbeatable value to mobile customers. *amaysim MOBILE BROADBAND* Data Packs satisfy the online needs of Aussies without ridiculous data charges or long-term lock-in contracts. Supported by a high quality, 100% Australian customer service centre and a self-service website, amaysim is delivered over the Optus 3G Mobile network.

amaysim won gold at the *Money* magazine Best of the Best 2012 awards as well as the *Money* magazine Best of the Best 2013 awards.

Shortlisted as a finalist for "Most Successful MVNO" at the global Mobile Virtual Network Operator Industry Summit in 2013, amaysim has won the Canstar Blue Most Satisfied Mobile Customers Award in the Prepaid Category for 2013 & 2014, the Most Satisfied Customers in the Plan Category in 2014 and the Roy Morgan Most Satisfied Mobile Customers Award for 2014.

amaysim SIM packs are available at amaysim.com.au and from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, Dick Smith, Myer, Coles Express, Franklins, Coles, Australia Post and many more. Keep up to date with amaysim at facebook.com/amaysim, amaysim.com.au/blog and twitter.com/amaysimAU.