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AMAYSIM GROUP ANNOUNCES ACQUISITION OF CLICK ENERGY
Move signals further expansion of amaysim's ambitious multi-vertical model

10 April 2017 – Australia's fourth largest mobile services provider, amaysim Australia Limited (ASX: AYS) has today announced it will wholly acquire Click Energy Group Holdings, as the next step in an ambitious vision to become the 'remote control' for the smart home.

The announcement follows the recent unveiling of amaysim's nbn™ broadband plans, and sees the company continue to build on a multi-vertical model which is underpinned by a philosophy of untangling unnecessary complexity to deliver the simplest and most consumer-centric offering possible.

Like amaysim, Click Energy is an asset-light, online-led business that has successfully attracted a strong and loyal customer base with a value proposition of low cost, no lock-in contracts, monthly billing and a DIY self-service platform.

Julian Ogrin, Chief Executive Officer of amaysim, said the acquisition represents a natural extension of amaysim's success in disrupting the mobile telco market since entering it in 2010.

"When amaysim entered the mobile market in 2010, contract plans dominated, prices were inflated, competition was scarce and customer service was poor," Ogrin said, noting that amaysim had since grown to over one million customers.

"We see this as the perfect opportunity to bring the same amazingly simple, customer-centric approach that has enabled us to disrupt the mobile telco space into a new market which has consumers crying out for better options," he said.

"Click Energy is a 100% online energy company, which means compared to other energy retailers, it's able to offer very competitive rates to customers and no lock-in contracts or exit fees, making it a perfect fit with the attributes that have enabled amaysim to excel in telco."

Click's CEO and Managing Director Dominic Drenen commented, "The emergence of multi-retail product offerings in the home has been a part of Click's strategic plan, as we have seen this evolve in other markets globally. We are delighted to be a part of amaysim and take the lead in the Australian market place."

Ogrin said the synergies between the two companies meant customers of both brands could look forward to a more integrated offering in the future.

"We're aiming to have an amaysim-branded energy product as part of our suite of offerings, alongside mobile, data-only and NBN plans, by the second half of FY18," he said.

Click, which currently offers electricity in four states (Victoria, NSW, Queensland and South Australia) and gas in Victoria and NSW, also 100% owns a utility connection service provider in Australia called "On the Move" which offers customers a convenient way to connect utilities when they move house.

Ogrin said that while launching amaysim's nbn™ broadband plans to market and continuing to innovate in areas of customer experience across mobile remained the strong focus, the retail energy market in Australia is ripe for disruption.

"Customers are increasingly moving towards self-services and are expecting greater transparency and value for money when it comes to their energy costs," he said.

"The amaysim technology platform and single sign-on capability is core to our vision and essential to providing customers with a superior user experience."

"It allows us to extend our simple and transparent offering to other household services like energy, and enables customers the ability to subscribe and manage multiple products easily," Ogrin said.

For more information about amaysim visit the [amaysim website](#). For more on Click Energy, go to the [Click Energy website](#).

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