



MEDIA RELEASE

amaysim launches into energy to light up the industry with better value and more convenience

Tuesday, 17 October 2017 – Today, amaysim announced the launch of its energy plans as the company delivers on its multi vertical strategy spanning mobile, broadband and energy. amaysim's energy plans offer great value, are easy to understand and reflect the business's 'amazingly simple' proposition.

The simple energy plans are transparent and convenient, offering customers:

- great value pricing and substantial discounts on both usage and supply
- discounts that don't expire
- some of Australia's best solar feed-in tariffs
- no lock-in contracts
- simple monthly billing
- the ability to switch energy providers online in four simple steps
- supported by award-winning service

These features will help cut through the unnecessary complexity of choosing an energy provider and empower consumers to get on with living their lives. Switching to amaysim's energy plans is easy and once with amaysim, energy customers will have access to the company's award-winning customer service and industry-leading customer experience.

According to amaysim's CEO, Mr. Julian Ogrin, "What matters to Australian consumers is clear – they want simplicity, convenience and great value from their energy retailer, and they don't want any surprises.

"amaysim is the new kid on the block in energy and we are applying our 'amazingly simple' proposition in the same way we did in the telco space. With 93% of our mobile customers saying they would recommend amaysim to their family and friends, we aim to translate this positive experience to our new energy customers.

As part of our launch, amaysim customers that sign up to an energy plan will receive an exclusive \$250 energy account credit or \$120 off their mobile bill so they can realise even greater benefits for their household."

Mr. Dominic Drenen, responsible for amaysim's energy business, added: "After successfully integrating online energy retailer, Click Energy, into the amaysim Group, we have been able to expedite bringing amaysim energy plans to the market.

"Australians increasingly want to reduce their household expenses and for many, energy costs are at the core of that ambition. amaysim is the most exciting new entrant in the Australian retail energy market in the last 10 years."

For more information, visit amaysim.com.au/energy

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amaysim's energy plans, fast facts:

- Special launch offer with discounts of up to 40%
- Standard discounts:

Electricity:

- New South Wales: 35% discount off electricity usage and supply charges
- South Australia: 28% discount off electricity usage and supply charges
- Victoria: 31% discount off electricity usage and supply charges
- Queensland: 15% discount off electricity usage and supply charges

Gas:

- New South Wales: 13% discount off gas usage and supply charges
- Victoria: 21% discount off gas usage and supply charges

Solar:

- New South Wales: 25% discount and 17 cents retailer feed-in tariff
- South Australia: 28% discount and 20 cents retailer feed-in tariff
- Victoria: 14% discount and 18 cents retailer feed-in tariff
- Queensland: 7% discount and 14 cents retailer feed-in tariff

These fast facts are current as at 17 October 2017.

For further media information, please contact:

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About amaysim Group

amaysim is a multi-vertical business making household services amazingly simple. At its core, amaysim is a technology-driven company which has grown to be Australia's fourth largest mobile service provider with over a million subscribers. In addition to mobile, amaysim also offers broadband, energy and sells devices. All of amaysim's products feature no lock-in contracts and transparent pricing and are centred around a great customer experience, convenience and outstanding value. amaysim empowers its subscribers with DIY online account management backed by award-winning, online-driven customer support. All amaysim products are available online at www.amaysim.com.au and SIM cards are also available from over 14,000 retail outlets.