

## ASX RELEASE

1 December 2014

# ZipTel Secures Landmark Distribution Agreement with 7-Eleven Aussiesim's Retail Footprint Triples in Size

### Highlights

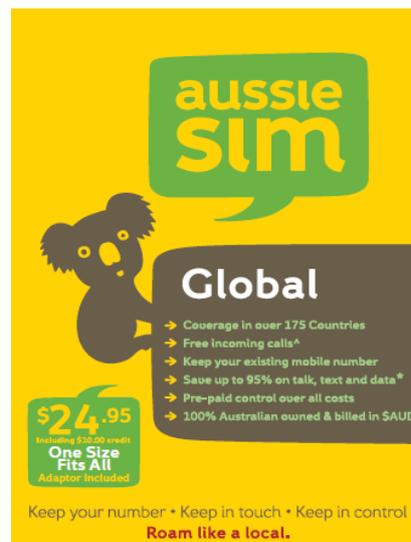
- Agreement with 7-Eleven, Australia's largest petrol and convenience retailer, takes effect 1 December 2014
- AussieSim products to be distributed and sold in over 450 7-Eleven stores nationally with the ability to upscale to over 600
- More than triples current retail points of presence
- Expands product base for AussieSim across more than 650 retail locations across Australia
- Historically circa 65% of AussieSim's revenue is generated from retail partner network vs online
- Significant opportunity to accelerate AussieSim's customer base

ZipTel Limited (**ASX:ZIP**) ("**the Company**"), the Australian owned and operated telecommunications business is pleased to announce that it has signed a landmark agreement for the sale and distribution of its AussieSim products with Australia's largest petrol and convenience retailers, **7-Eleven** which have in excess of 600 locations.

The deal will commence on the 1<sup>st</sup> December 2014 and will see the AussieSim and DataCard product go on display in over 450 7-Eleven stores with the ability to scale up to more than 600 locations. The agreement will run for 18 months, until July 2016,

As part of this agreement, ZipTel will have access to over 600 7-Eleven stores for the sale of its AussieSim products.

Securing a momentous partnership with a leading retailer, will more than triple the current distribution channels available for AussieSim products across Australia.



Historically, 65% of revenue has been generated from AussieSim's retail partner network meaning an expanded presence in retail outlets has the potential to grow customers and revenues.

The first phase of the agreement will see ZipTel supply 7-Eleven with a minimum of 1,350 AussieSim sim cards across participating 7-Eleven stores. 2,250 display cards

and 2,250 brochures will also be supplied, with approximately 5 per store and 200 at 7-Eleven's head office. Each staff at the 7-Eleven stores will receive detailed information and training regarding the product and its features so as to effectively promote the AussieSim products to their customers.

AussieSim's second product, the data only DataCard (for overseas travellers) will be rolled out through the 7-Eleven distribution network early next year.

The in store retail price for AussieSim sim card will be \$24.95 with \$10 included credit.

**ZipTel's Co-founder and CEO Bert Mondello commented:**

*"The agreement with 7-Eleven is of great importance to ZipTel. The 7-Eleven brand and its credibility is well-recognised throughout Australia and securing this partnership with a leading retailer to display our products in store, not only validates our product and brand, it creates a significant opportunity to boost AussieSim sales and significantly expand our distribution channels to facilitate further customer growth."*

**-Ends-**

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**About ZipTel**

ZipTel is an Australian owned and operated telecommunications business focused on providing international roaming and calling solutions to the consumer, using state of the art technologies developed and wholly owned by ZipTel Limited. ZipTel listed on the ASX in July 2014 with its core focus primarily on the distribution of three core communications products, both domestically and internationally.

For more information please visit [www.ziptel.com.au](http://www.ziptel.com.au).

**About AussieSim DataCard**

DataCard is the second product to be launched under the AussieSim brand and is designed specifically for travellers overseas who only require data usage. The card enables customers to access low cost mobile broadband data overseas, is easy to activate and connects to all tablets and mobile broadband devices.

## About AussieSim

AussieSim is a wholly owned subsidiary of ZipTel (ASX:ZIP). AussieSim is an international pre-paid travel Sim Card offering consumers up to 95% savings on talk, text and data whilst travelling overseas across more than 180 countries.

Over the past two and a half years AussieSim has developed a fully integrated retail and online trading solution for the travel sim marketplace. This includes, infrastructure, such as SMS based top up technology, along with a call forwarding platform, which enables customers to receive international calls on their Australian mobiles while travelling overseas. AussieSim has direct partnerships with a number of international telecommunications networks. It has also developed an online trading platform which is scalable, can be rebranded, and is capable of being deployed offshore with domestic currency and different languages.

For more information please visit [www.aussiesim.com.au](http://www.aussiesim.com.au).

## About 7-Eleven

7-Eleven is the largest petrol and convenience retailer in Australia. Today 7-Eleven Stores Pty Ltd. operates approximately 600 stores in Queensland, New South Wales, Victoria, the Australian Capital Territory, and most recently, Western Australia. Through its store network, 7-Eleven Stores Pty Ltd. conducts more than 180 million transactions a year, serving an average six customers per second.