

## ASX RELEASE

24 November 2014

### ZipTel Launches AussieSim Global Data Sim Card

#### Highlights

- Expands ZipTel product offering to include mobile data only services
- Significantly lower rates offered for overseas data usage
- Targets a US\$40 Billion mobile data roaming market
- Adds new product and revenue stream to ZipTel's growing product portfolio
- Compatible with all SIM enabled tablets and mobile devices
- Set for Australian National launch 1<sup>st</sup> December 2014

ZipTel Limited (**ASX:ZIP**) ("**the Company**"), the Australian owned and operated telecommunications business is pleased to announce the launch of its new AussieSim Data Sim Card ("**DataCard**") product. This offering expands the ZipTel product range to include mobile data only card.

The AussieSim DataCard is the second product to be launched under the AussieSim brand and is designed specifically for travellers overseas who only require data usage. AussieSim has partnered with Networks internationally, enabling customers to access low cost mobile broadband data in over 180 countries.

These international network partnerships enable seamless connectivity for any mobile broadband device across over 400 mobile carriers at near local rates. Unlike other products in the market it provides a prepaid service with no lock-in contracts and the rates are significantly cheaper than other Australian networks and international Sim Card providers.

The mobile data market is significant and growing continuously. It is estimated to reach US\$100 Billion by 2017, with revenues from mobile data roaming estimated to reach US\$40 Billion (*source: Juniper Research Limited*).

#### Product Details

##### Compatibility

- The Sim Card can be used in any unlocked Global System Mobile (GSM) handset or mobile broadband device
- Compatible with all SIM enabled tablets, including iOS, Android, Windows 8 Tablets, Wi-Fi Dongles and USB modems

## User Friendly

- Easy to activate
- No activation is required with the Sim Card automatically activating on first usage
- Allows tracking of data usage on device and notification when data is close to expiry
- Connects to all tablets and mobile broadband devices and automatically connects users to partner network at destination

### **ZipTel's Co-founder and Executive Director Keaton Wallace commented:**

*"The launch of our global DataCard follows the stellar performance of our flagship AussieSim product. We believe that travelling abroad shouldn't restrict your ability to communicate, which is why we've developed the global DataCard to allow travellers to stay connected wherever they travel; at a fraction of the cost of Australian Telco's.*

*We're targeting a huge market with this product which we expect to bring another significant revenue stream to the ZipTel business, alongside the ZipT app to be launched globally next month."*

**-Ends-**

For more information please contact:

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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 in over 180 countries, 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).

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