



felix simplifies customer connections with launch of eSIM technology enabling sign-up in minutes

1 February 2022 – felix is making it easier than ever for customers to connect to award-winning mobile services with the launch of its new eSIM technology which will enable customers to sign up and activate their mobile service in a matter of minutes while also helping eliminate plastic e-waste from going to landfill.

The launch of the new technology has been enabled through felix’s home-grown app that offers Australian customers a fully digital experience when signing up to the budget friendly, and sustainable mobile brand.

By removing the need for a physical SIM card, customers can now activate their mobile service through the felix app in minutes, instead of waiting days for a physical SIM card to be mailed out.

“We are on a mission to make it simpler than ever for customers to connect with felix, and eSIM plays a huge role in that. We think this will be a game-changer for competition and choice for customers and we are thrilled to be able to offer customers the ability to connect to a felix service in minutes through the felix app,” said felix general manager Paul Tierney.

“So, say good-bye plastic SIM cards and hello to simple, award-winning, mobile connectivity with felix.”

eSIM works in compatible handsets by using a built-in, programmable chip to connect customers instead of removable plastic SIM cards. eSIM also allows customers to use multiple services on the same device, eliminating the need to switch between personal, business or travel SIMs.

“We are very excited about the potential of eSIM technology as an enabler of excellent customer experience and choice and also because it is more environmentally-friendly than traditional plastic SIM cards,” Mr Tierney said.

It is estimated that approximately 100 tonnes of CO2 per year would be saved from entering the atmosphere if all felix customers used an eSIM instead of a traditional plastic SIM card.

“Millions of SIM cards are produced and distributed in Australia each year so using eSIM means less plastic, less manufacturing, less packaging and no delivery. This is better for the planet and reinforces felix’s commitment to reduce waste and avoid single-use plastics going into landfills,” Mr Tierney said.

The launch of felix’s eSIM sign-up process comes as the mobile operator recently celebrated its first anniversary since launching in November 2020. In its first twelve months of operations, felix has achieved a number of significant milestones including becoming Australia’s first telco to be powered by 100 per cent renewable electricity, planting more than 200,000 trees on



behalf of its customers and being named the Best Mobile Phone Service Provider in ProductReview 2022 Awards.

“We are meeting or exceeding all of our business goals and delighting customers along the way. It’s been a fantastic first year for us and we are looking forward to many more,” Mr Tierney said.

felix’s eSIM is available on its one simple plan, which for \$35 a month offers unlimited calls and text, and unlimited data of speeds up to 20Mbps. felix has been certified as a Carbon Neutral service by the Australian Government’s Climate Active initiative and plants one tree for every month a customer is connected. Eligible handsets include the iPhone 13, Samsung Galaxy S21 and Google Pixel 6 devices.

For more information about felix and its eSIM, visit <https://felixmobile.com.au/plan/esim>.

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Notes to editors:

At 20Mbps you can stream music and HD video, browse the web and socials, but uploading very large files may be slow. For more information of what you can and can’t do at speeds of 20Mbps go to: <https://www.felixmobile.com.au/plan/data-speed>.

About felix:

felix is one of Australia’s newest telco brands offering just one simple plan, at one price: unlimited mobile data at speeds up to 20Mbps on a lock-in contract for \$35/mth. felix plants one tree for every month a customer stays with it and has a goal to plant 1,000,000 around the world through non-profit partner, One Tree Planted. For more on felix, head to www.felixmobile.com.au or follow on Facebook, Instagram or LinkedIn.