

For immediate release

November 27, 2015

finder.com.au completes acquisition of PhoneChoice.com.au

November 27, 2015, Sydney, Australia – One of Australia’s leading comparison websites finder.com.au¹ today announced it has completed the acquisition of mobile and landline telecommunications comparison website PhoneChoice.com.au Pty Ltd.

Fred Schebesta, Co-founder and Director of finder.com.au and the recently launched finder.com in the USA, says the acquisition of the privately-owned business was a strategic move to launch a new market-leading mobile phone comparison in Australia: www.finder.com.au/mobile-plans.

“We are thrilled to have acquired phonechoice.com.au, which has allowed us to build on a well established destination for mobile phone comparison,” he said.

“It was a strategic opportunity to learn from and create an even better platform for finder.com.au/mobile-plans that is up-to-date and the best in the market. It will change the way Australians shop for mobile phones.

“Australia’s telecommunications industry is one of the most difficult and confusing markets to understand for consumers. Our research shows that there was a serious need for a quality comparison service where Australians can compare mobile phone handsets and plans easily.

“There are more active mobile phone plans in Australia (over 31 million) than our population (about 24 million) and we’re the third-highest country for online searches of mobile phone comparisons, behind the UK and India. We’ve seen more than triple the number of people searching for mobile phones on finder.com.au and it’s one of the biggest issues being discussed on online forums.”

finder.com.au/mobile-plans was officially launched on October 29, 2015, and currently features over 220 contracts and SIM-only deals from 32 providers, as well as 67 current smart phone models. The latest technology allows consumers to compare up to four mobile handsets at once.

¹ Based on Experian Hitwise, since 2013

Mr Schebesta says the acquisition was part of the company's broader growth strategy, which includes a multi-million dollar marketing campaign, new technology and niche comparisons in Australia and the USA, and further global expansion of new hires – there is currently 57 staff based at the finder.com.au Headquarters in Sydney and more than 20 overseas including a Developer Centre in the Phillipines.

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