



# 2024 Highlights Report





“ 2024 has been an incredible year for felix, and we owe it all to our amazing customers. Thanks to your support, we reached a major milestone in our mission to help the planet, **planting over 2 million trees and setting a new, even more ambitious goal of 5 million trees.**

It was also a great honour to be recognised as **Canstar’s Most Trusted Mobile Plan Providers and for the Most Satisfied Customers for Prepaid Mobile SIM-Only for 2024.** Thank you for being a part of our journey – we can’t wait to share what we have in store for 2025!

”

**Juliana,**  
Head of brand  
felix mobile

# Our purpose

Making it easy to connect to what matters.

Over the past 4 years, we've been able to stay true to our purpose by strongly committing to our planet initiatives and growing our base of conscious customers.

One tree planted for every month you're with us

Certified carbon neutral

Powered by 100% renewable electricity

Members of 1% for the Planet





# 2024 highlights



Reached our goal of planting

**2 million trees**

in June 2024.

As of December 2024, we've planted

**2,673,158 trees in total**

with **1,196,705** of those trees planted in 2024.

**55,000**

trees planted to help regenerate koala wildlife right here at home in Australia.

Renewed our carbon neutral certification and maintained our commitment to being powered by

**100% renewable electricity.**

**Won 5 big awards,**

including Canstar's Most Trusted Mobile Plan Providers and Most Satisfied Customers Prepaid Mobile SIM-Only Provider.

You asked and we listened!

**We rolled out our 5G network**

in selected areas across Australia, bringing an improved network experience to 5G coverage areas on compatible devices at no extra cost.



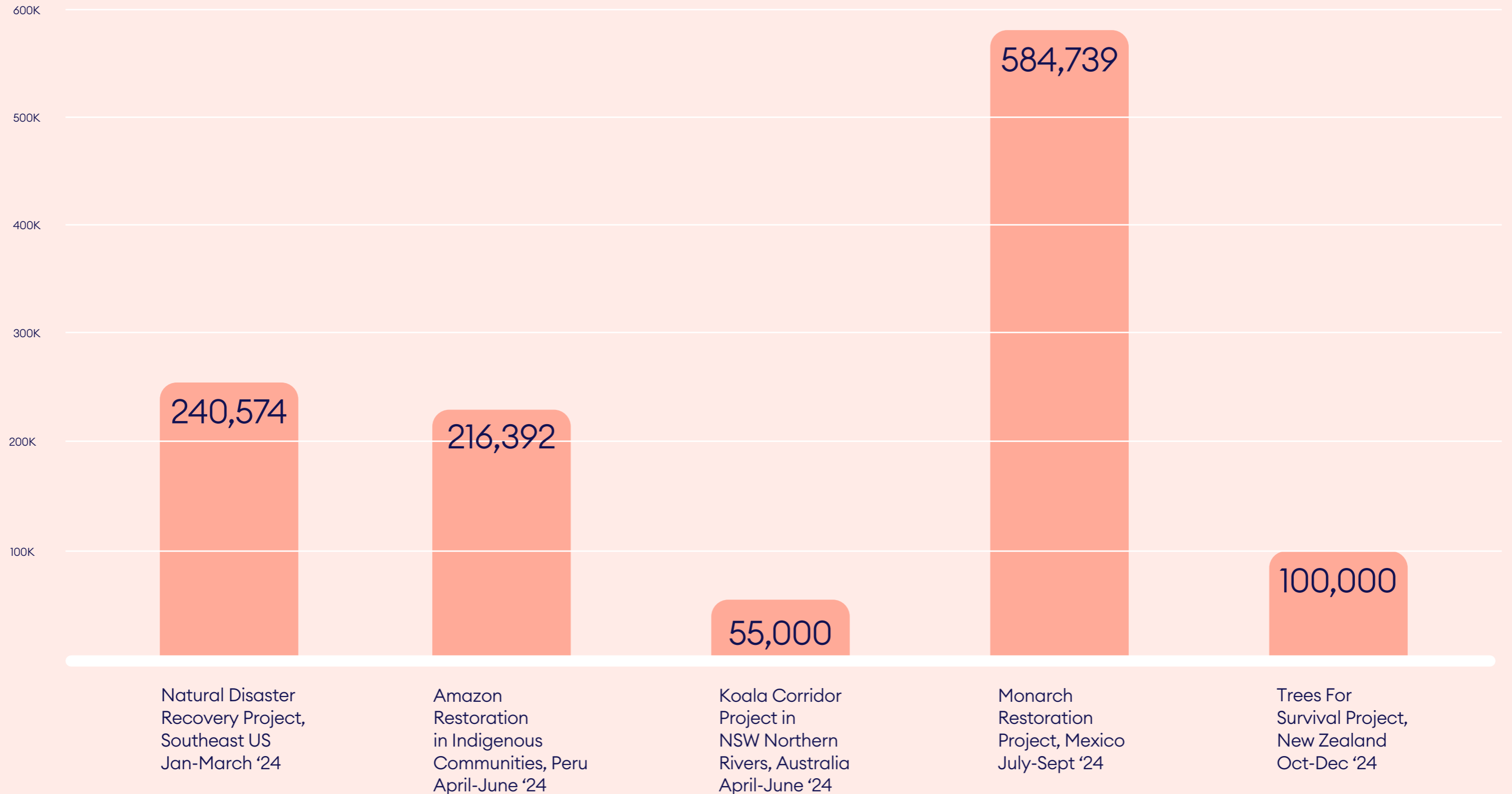
## Leafing an impact with **One Tree Planted**

Our partnership with One Tree Planted helps to restore forests, create habitats for biodiversity, and support communities all around the world.

After achieving our enormous milestone of planting 2 million trees around the world so far, we're so excited to share that we've set a new goal of reaching 5 million trees to keep growing this initiative that's rooted in doing good for the planet. This simply wouldn't be possible without our amazing customers, so thank you!

# Our 2024 tree donations

Total: 1,196,705



# Our 2024 tree projects

Total: 1,196,705

## Natural Disaster Recovery Tree Project, Southeast US

**240,574 trees donated**  
January – March 2024

- ✓ 145 hectares reforested
- ✓ 4 tree species planted
- ✓ 40 jobs supported

## Amazon Restoration in Indigenous Communities, Peru

**216,392 trees donated**  
April – June 2024

- ✓ 151 hectares reforested
- ✓ 3 tree species planted
- ✓ 1,110 jobs supported
- ✓ 120 volunteers involved

## Koala Wildlife Corridor in NSW Northern Rivers, Australia

**55,000 trees donated**  
April – June 2024

- ✓ 70 hectares reforested
- ✓ 73 tree species planted
- ✓ 55 jobs supported
- ✓ 175 volunteers involved

## Monarch Restoration Project, Mexico

**584,739 trees donated**  
July – September 2024

- ✓ 701 hectares reforested
- ✓ 27 tree species planted
- ✓ 481 jobs supported
- ✓ 6,800+ volunteers involved
- ✓ 3,300+ farming families will benefit

## Trees For Survival Project, New Zealand

**100,000 trees donated**  
October – December 2024

- ✓ 11 hectares reforested
- ✓ 31 tree species planted
- ✓ 27 jobs supported
- ✓ 2,948 volunteers involved



Thanks to you,  
the felix  
community

[See our tree planting projects](#)

