

2023 Highlights Report





“2023 marked a **significant milestone** for felix as **we achieved our ambitious goal of donating one million trees**, a feat we set out to accomplish upon launching a few years ago. Our contributions supported numerous projects, both here at home in Australia and overseas. **While the quantity of trees is important, it’s the tangible impact that truly matters.** I just wanted to thank our community for their contribution over the last year, **without you, this wouldn’t be possible!**”

Kelly,
Head of felix

Our Purpose

We're making it easy to connect to what matters, through a great-value, digital-led mobile plan. Our commitment is to deliver an outstanding product that our community enjoys, while making a positive impact around the world, one tree at a time!

One tree planted for every month you're with us

Certified carbon neutral

Powered by 100% renewable electricity

Members of 1% for the Planet



2023 Highlights



Celebrated reaching our first goal of **planting one million trees**

in May 2023! In total, 779,205 trees were donated in 2023 across eight projects.

\$6,000

donated to Eastern Forest Nursery in northern NSW to cover Claude the koalas snack attack.

83,000

trees donated to regenerate Koala wildlife habitat in Australia.

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

100% renewable electricity.

Improved our digital experience in our app and

introduced new mobile plans

and features including donate data for trees.

Five awards

Awarded the Finder Prepaid Mobile Provider - High Data Award, three Finder Green Awards and one WhistleOut Sustainability Award.



One Tree Planted

We've proudly partnered with non-profit, One Tree Planted since 2020 to help us plant our trees around the world.

A huge thank you to our community and One Tree Planted who helped us reach our first goal of planting one million trees in May of 2023.

In 2023, a total of 779,205 trees were donated on behalf of our customers in Australia, Bangladesh, Brazil, British Columbia, Guatemala, India, Nepal and Panama.

[Read full report](#)

Regenerating Koala Wildlife Habitat

We're so excited to share an ongoing partnership with One Tree Planted and Bangalow Koalas, a project we proudly donated to on behalf of our community in the months of April-June 2023.

The goal of this project was to improve habitat for koalas in the Northern Rivers area of NSW, as well as support the wider koala conservation movement.

Our iconic koalas will benefit from this project from restoring and connecting fragmented habitats, enabling a safe and sustainable habitat network to travel through and feed in.

We're looking forward to continue supporting our koalas again in 2024 and beyond!

Planting trees for our iconic Australian animal, the koala:

83,000 trees planted

79.7 hectares restored

29 families benefited

20 wildlife species benefited

177 volunteers involved to help make this happen (including the felix team!)

48 First Nations people involved

43 tree species planted

Supporting Eastern Forest Nursery



A repeat offender koala was caught breaking into the Eastern Forest Nursery near Lismore in NSW Northern Rivers region, where he ate eucalyptus seedlings which were being grown for koala habitation restoration projects.

Claude the koala's antics may be entertaining, but his presence indicated more needs to be done to protect these iconic animals.

We're very proud to share that we made a \$6000 donation to Eastern Forest Nursery to help replace the lost seedlings from Claude and his families' regular visits.

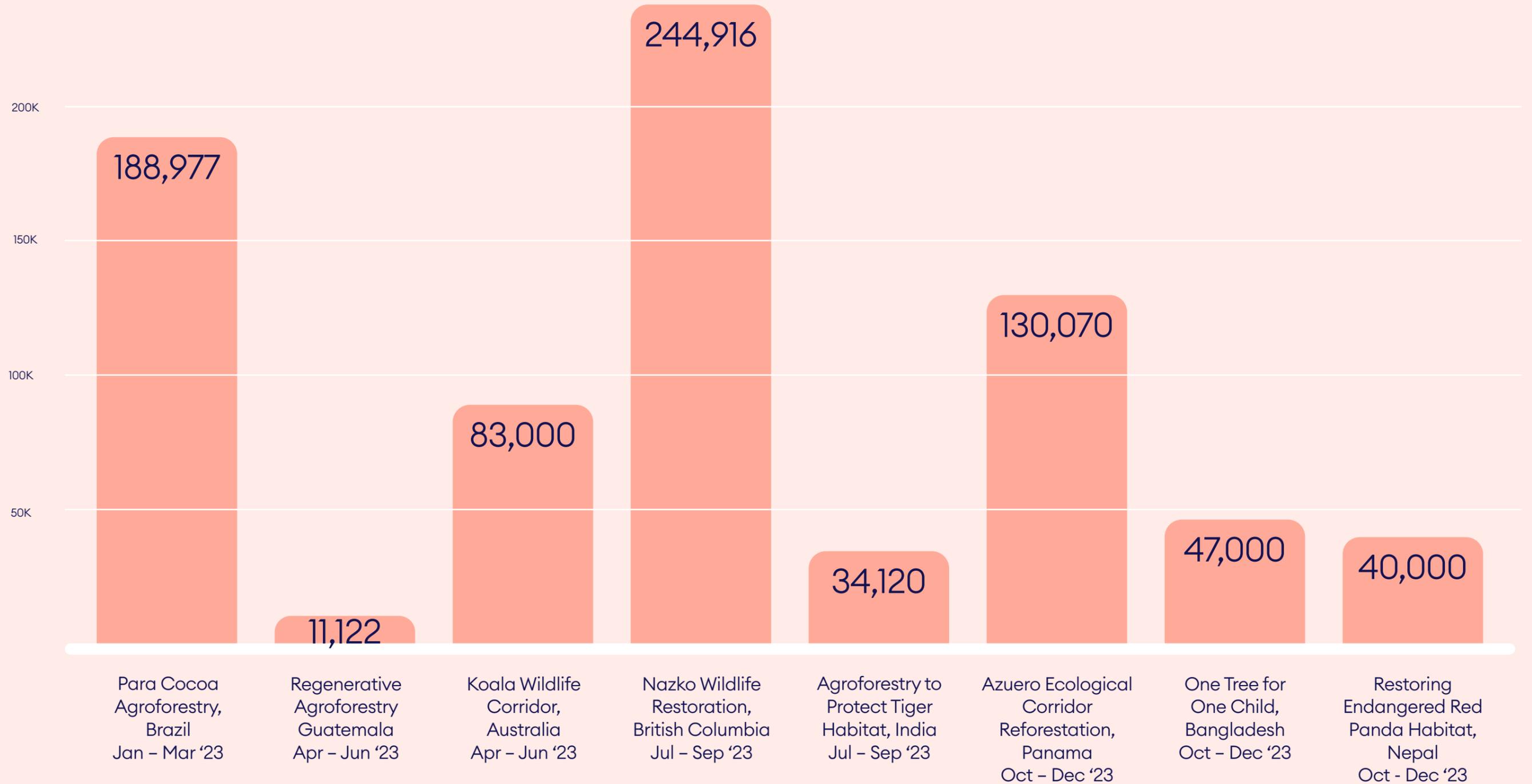
"In multiple raids during July, Claude the koala ate 4,050 koala food tree seedlings at Eastern Forest Nursery near Lismore in the New South Wales Northern Rivers region. felix mobile saw the stories and is covering the cost of Claude's raids. So nursery owner Humphrey Herington is donating the surviving seedlings – Claude's lunch leftovers – to the World Wide Fund for Nature-Australia to create more koala habitat."

- **WWF Australia.**

[Read article](#)

Our 2023 tree donations

Total: 779,205



Our 2023 tree projects

Total: 779,205

Para Cocoa Agroforestry, Brazil

188,977 trees donated
Jan – March 2023

This project is focused on transforming rural communities with the help of sustainable agroforestry systems, with the goal of improving livelihoods and higher incomes while also improving the environment.

Planting for this project is underway and is expected to finish in March 2024.

Regenerative Agroforestry Guatemala

11,122 trees donated
April – June 2023

- ✔ 24.2 hectares reforested
- ✔ 60+ tree species planted
- ✔ 56 jobs supported
- ✔ 5 volunteers involved

Koala Wildlife Corridor, Australia

83,000 trees donated
April – June 2023

- ✔ 79.7 hectares reforested
- ✔ 20 wildlife species benefited
- ✔ 43 tree species planted
- ✔ 29 families benefited
- ✔ 48 First Nations people involved
- ✔ 177 volunteers involved

Nazko Wildlife Restoration, British Columbia

244,916 trees donated
July – September 2023

- ✔ 182.1 hectares reforested
- ✔ 40 wildlife species benefited
- ✔ 5 tree species planted
- ✔ 60 women involved
- ✔ 130 jobs supported
- ✔ 120 people benefited from training

Agroforestry to Protect Tiger Habitat, India

34,120 trees donated
July – September 2023

- ✔ 102.46 hectares reforested
- ✔ 4 wildlife species benefited
- ✔ 16 tree species planted
- ✔ 1,000 families benefited
- ✔ 12 jobs supported

Azuero Ecological Corridor Reforestation, Panama

130,070 trees donated
October – December 2023

- ✔ 162.6 hectares reforested
- ✔ 5 wildlife species benefited
- ✔ 52 tree species planted
- ✔ 126 jobs supported
- ✔ 83 volunteers involved

One Tree for One Child, Bangladesh

47,000 trees donated
October – December 2023

The goal of this project is to improve the environment and public health by planting a tree in the home of every newborn child.

Planting for this project is underway and is expected to finish in April of 2024.

Restoring Endangered Red Panda Habitat, Nepal

40,000 trees donated
October - December 2023

The goal of this project is to restore degraded areas through reforestation and to create jobs in the local community, while providing jobs to thirty families in the area.

Planting for this project is underway and is expected to finish in May of 2024.

We love trees, but why stop there?



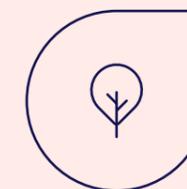
Renewed our carbon neutral certification



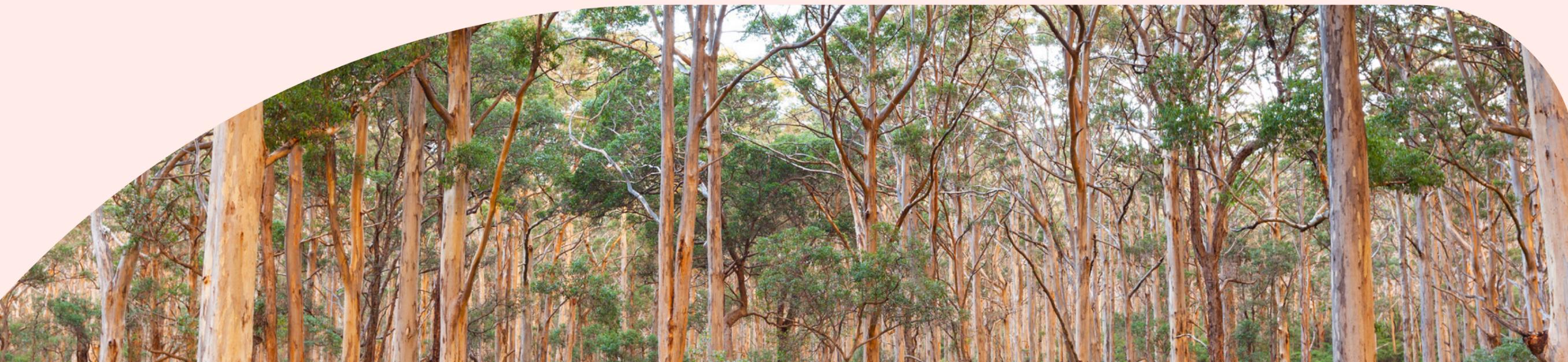
Proud members of 1% for the Planet



Maintained our commitment to being powered by 100% renewable electricity



A new goal set to plant another million trees by the end of 2024



More mobile plans + more benefits

Launched two new plans

25GB for \$25/mth
50GB for \$30/mth

Upgrade or downgrade your plan

In just a few taps in the felix app, you can now upgrade or downgrade your plan at anytime.

Donate data and grow your forest

Plant another tree when you donate 20GB from your data bank.

An easier way to switch

More of our community chose the plastic-free way to switch with eSIM in 2023!

