



MEDIA RELEASE

amaysim sees explosive growth with 120,000 Aussies joining in just 75 days

More than 120,000 Australians have made the switch to [amaysim](#) in the past 75 days, with record growth being driven by its two new \$10 and \$20 unlimited mobile plans. The small but mighty plans help customers to get rid of the unnecessary and give them more of the things they need.

Having seen over 1.1 million customers join since launch in 2010, Julian Ogrin, CEO of amaysim, said the new mobile plans are the recent catalyst for the fastest and broadest business growth to date.

“amaysim pioneered the SIM-only mobile space by removing all of the unnecessary BS and complexity. But we are not just a telco – customers who join us for mobile, are now taking up our home internet, energy and tech offers to enjoy the same great value and customer experience across the board. We exist to make peoples’ lives simpler and more convenient leaving them time for the more important things,” said Ogrin.

“Our focus is to deliver services in a way customer have never experienced before by providing solutions based on real insights. We offer customers the unique feature to switch plans or add new services at any time with the click of a button. All of our plans come with lasting value, and we back them with no lock-in contracts – it’s an approach which has underpinned our sustained growth and success to date.”

According to Ogrin, consumers aren’t looking for their next promotional high, they’re after genuine value, reliability and want to be treated like a real person.

“The massive uptake of our \$10 plan¹ and it winning Money Magazine’s Best Value Prepaid Mobile Plan are clear indicators that we are delivering on our vision. We’re confident consumers will appreciate these benefits and continue voting with their feet.”

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About amaysim

amaysim exists to make household services amazingly simple. At its core, amaysim is a technology-driven company which has grown to be Australia’s fourth largest mobile service provider with over a million subscribers. In addition to mobile, amaysim also offers broadband, energy and sells devices. All of amaysim’s products feature no lock-in contracts and transparent pricing and are centered around a great customer experience, convenience and outstanding

¹ Includes 1GB of data and unlimited standard talk & text. All for use in Australia. Ongoing price is \$10, renews every 28 days.



value. amaysim empowers its subscribers with DIY online account management backed by award-winning, online-driven customer support. All amaysim products are available online at www.amaysim.com.au and SIM cards are also available from over 14,000 retail outlets.