

amaysim answers consumers' demands with the nation's first truly unlimited mobile data offer

Research reveals Aussies are hot and bothered over summertime data drain

[amaysim](#) has launched what it thinks is Australia's first truly unlimited mobile data offer in time for the Christmas holiday break, continuing its history of consumer focused disruption in mobile services.

The amaysim unlimited mobile data offer is available over summer for \$40 for each of the first three renewals (available until 31st January 2020). From 1st December, existing loyal customers on the \$40 and up plans will automatically be upgraded and get to enjoy unlimited mobile data for their next three renewals.

This comes following new research revealing that as temperatures soar for summer, so does our data usage! Aussies use 7% more data over the Christmas period (19 December – 27 January)¹, another cost burden during the most expensive time of year and a major drain on their wallets according to 74% of folks asked.²

Additional research (conducted by amaysim in partnership with YouGov) of over 1,000 Australians reveals that savings matter, with two-thirds (65%) of Aussies believing they would save almost \$98 over summer (\$33 on average per month) by switching to an unlimited mobile data offer. Australia's bigger data users on a plan of 50GB or more, believe switching could save them as much as \$131 over summer (almost \$44 on average per month) on their mobile phone costs.

Aussies are thirsty for more mobile data, with two-thirds (66%)³ of the nation feeling panicked when they run out. This may be why 75% of smartphone users are ready to consider switching mobile providers to access an unlimited mobile data plan.

amaysim Chief Executive Officer and Co-Founder, Peter O'Connell said, "Aussies love data but until now have often been sold so-called 'unlimited' or 'endless' mobile data, only for their data to be slowed down and capped, draining the value.

"Unlike anything else currently available, our new summer plans will give total freedom and flexibility to our customers during what is the highest mobile data use period in the year. We want our customers to enjoy summer and the holidays with as much mobile data as they need with the comfort of knowing we won't be imposing any speed or data restrictions on our Unlimited offer, and then the summer feeling continues if they choose to stay with us, and they will enjoy 60GB a month."

It's no surprise Aussies are a data hungry bunch: consider this; over the summer months amaysim expects to see its customers stream an equivalent of 6.9 million hours of Netflix in SD and spend 44.4 million hours on Facebook⁴, that's close to 7 million GB. After analysing existing customer usage behaviour, amaysim is also giving loyal customers on equivalent \$40 and above plans, unlimited mobile data to enjoy an endless summer of data at no extra cost.

¹ amaysim, DnA customer research, November 2019

² The Clever Stuff survey for amaysim, November 2019, n= 1,019

³ You Gov survey for amaysim, November 2019 n= 1,034 18-49 years

True unlimited mobile data is now within the grasp of Aussies this holiday period, and when asked what they would do if this was a possibility over summer, the research reveals two-thirds (65%) of Aussies would increase their Netflix hours and stream their favourite TV series whenever and wherever they want. Cool, right?

O'Connell noted that while data limits across the board have been increasing, more than half of Aussies admit to still exceeding their data limit.

"Our research shows that around 1.6 million people claim they cannot last an entire month without going over their allocated data limit. That's probably why seven in ten smartphone users agree that a truly unlimited data offer for summer would help ease their data usage burden over the holiday period and make it an epic summer".

"Having just celebrated our 9th birthday, we are even more committed to ensuring our customers, both existing and new, are on the best value plans in the market. We exist to champion the needs of our customers and we listen when they tell us what they need. In this case, it was an endless summer of data."

The amaysim unlimited mobile data offer is available over summer and is \$40 for the first three renewals, available until 31st January 2020. Following the end of the offer, the \$40 plan goes to 60GB, however, with no lock in contracts, customers are free to leave whenever they choose. Alongside the \$40 Unlimited offer, for summer amaysim has increased the inclusions on all its plans. Visit amaysim.com.au/plans/mobile-plans for additional information or see below.

other key statistics available

- Every year, almost two-thirds (63%) of Australians admit they receive at least one or more gifts that they don't like or won't use while 76% of Aussies would prefer a practical gift this Christmas, like a gift card or Unlimited mobile data that they could use every day.
- Men (57%) are more likely than women (43%) to exceed their monthly allocated mobile data limit and are also more likely than women to be exceeding it every month (19% compared to 13%).

product info

amaysim's mobile plans use the Optus 4G Plus network:

- Following the end of the offer, the \$40 plan goes to 60GB, and \$50 plan comes back to 80GB permanently.
- Other new plan monthly inclusions from amaysim include:
 - \$10 for 1.5 GB (up from 1GB)
 - \$20 for 8GB (up from 10GB)
 - \$30 for 40 GB (up from 30GB)

amaysim ✓ On the Optus 4G Plus network ✓ No lock-in contracts

| UNLIMITED 1.5GB \$10 /28 days | UNLIMITED 8GB \$20 /28 days | UNLIMITED 40GB \$30 /28 days | UNLIMITED 60GB \$40 /28 days | UNLIMITED 80GB \$50 /28 days |
|---|---|--|---|---|
| 1GB | 5GB | 30GB | 45GB | 60GB |
| now 1.5GB data | now 8GB data | now 40GB data | unlimited mobile data for first 3 renewals | unlimited mobile data for first 3 renewals |
| Unlimited talk & text Standard numbers in Australia | Unlimited talk & text Standard numbers in Australia | Unlimited talk & text Standard numbers in Australia | Personal mobile use only - not a home or mobile broadband replacement | Personal mobile use only - not a home or mobile broadband replacement |
| | | Unlimited international Standard calls to 10 countries | after 3 renewals get 60GB / 28 days | after 3 renewals get 80GB / 28 days |
| | | | Unlimited talk & text Standard numbers in Australia | Unlimited talk & text Standard numbers in Australia |
| | | | Unlimited international Standard calls to 10 countries | Unlimited international Standard calls to 10 countries |
| | | | 300 mins international Standard calls to 22 countries | 300 mins international Standard calls to 22 countries |
| Offer ends 31 Jan 1.5GB for as long as you stay on this plan. T&C's apply. | Offer ends 31 Jan 8GB for as long as you stay on this plan. T&C's apply. | Offer ends 31 Jan 40GB for as long as you stay on this plan. T&C's apply. | Offer ends 31 Jan Must redeem all 3 renewals before 31 Mar to get all benefits. T&C's apply. | Offer ends 31 Jan Must redeem all 3 renewals before 31 Mar to get all benefits. T&C's apply. |

All for use in Australia. Personal use only. Plans automatically renew every 28 days. If you run out of data, you can add more at any time. Additional data is 7.2c/MB or \$10/1GB. Terms & Fair Go policy apply, refer to our Critical Information Summaries.

- Existing customers will get access to new inclusions on the above plans.
- From 1st December, existing customers on the \$40 and up plans will also automatically get upgraded to unlimited mobile data for their next 3 renewals. At the end of the promotion, existing customers will renew on their standard plan inclusions.
- The plan is intended for personal mobile use only, and should not be considered a home broadband or mobile broadband replacement.
- For more information, visit: amaysim.com.au/plans/mobile-plans.

about amaysim

amaysim exists to make the lives of its customers amazingly simple, and is removing the unnecessary hassle from everyday life by simplifying mobile and energy services. Australia's fourth largest mobile service provider and a proven market disruptor, amaysim launched in late 2010 and now has more than 1 million subscribers.

In 2019, amaysim is bringing the best of its ground-breaking approach to mobile into the energy sector to help drive a fundamental shift in the industry towards simplicity, transparency and flexibility. amaysim is a technology-driven company, and offers customers smart tools, DIY account management and award-winning, online-first customer support. All of amaysim's products also feature no lock-in contracts, transparent pricing, and are built to deliver a great customer experience and convenience. For more info about amaysim visit amaysim.com.au.