



MEDIA ALERT

AMAYSIM LAUNCHES UNLIMITED DATA BANKING AS DATA USAGE INCREASES BY 146% IN LOCKDOWN

SYDNEY, 27th September – Leading telco amaysim, famous for loving its customers as much as they love them, has unveiled its next act of big love by announcing **unlimited** data banking for all customers – one of the only telcos in market to provide such an offer to customers!

Recent usage trends from amaysim demonstrate the increasing importance of data for mobile users, particularly with more than half of the nation having recently faced or still facing life in lockdown. In fact, figures from amaysim show that data usage among their customers is up an incredible 146% during lockdown, based on a comparison of 16-month periods between October 2018 to February 2020 and March 2020 to July 2021. Calls and SMS usage also both increased during these periods, up 11.55% and 10% respectively.

amaysim prides itself on going above and beyond for customers and are excited to announce that all customers will now enjoy their unlimited data banking. Where most other telcos cap their data banking allowance, customers on amaysim plans can rollover their unused data for as long as they like, with no expiry period unless their plan is cancelled, their phone number is ported to a different provider or they change their plan.

amaysim's data banking launch adds another powerful feature to what are already some of Australia's best value mobile plans. Alongside their unlimited talk and text and the impressive international call inclusions, the new unlimited data banking feature will ensure amaysim customers are able to stay connected to the friends, family and things that matter most to them.

Isaac Ward, amaysim's Chief Operating Officer, is pleased to announce this new value add for customers.

"We have a simple objective at amaysim and that is to provide great value mobile plans with outstanding customer service. Our customers have been asking us for the data banking feature recently, so in true amaysim style, we listened and delivered. We put our customers first in everything we do and have always offered amazing value mobile and data but now with this exciting new feature our plans are certainly among the best available in market."

It's no surprise that amaysim holds the market leading NPS at +56 and is one of the top rated telcos according to Google's 5 Star rating, sitting at 4.4/5 Stars, with the more reviews than any other telco.

"At the heart of our business is the philosophy of 'big love' for our customers which is enabled by our unique amaysim values and our incredible culture. In fact, we believe in our culture so much that it has become our competitive advantage. We will continue to provide our customers more exciting new features and the best customer service in market to match!" says Ward.

Unlimited Data Banking is now available for all existing and new amaysim customers.

For more information, visit <https://www.amaysim.com.au/plans/mobile-plans/>.

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About amaysim

At amaysim, 10 years of being the least complained about telco comes with certain responsibilities. With award-winning customer service, amaysim goes above and beyond to show 'Crazy Customer Love' by providing great value, frictionless connection and what you need most: no lock-in contracts, more data for your buck, access to the Optus 4G Plus network and surprising bonuses. In other words, the amaysim SIM is a little love machine, powered by customer love.

We're the fourth largest mobile service provider, servicing over 1.2 million subscribers. We exist to courageously champion our customers, giving them amazingly simple connectivity, smart tools, DIY account management, and transparent products with a whole lotta heart. For more info about amaysim visit www.amaysim.com.au.