



MEDIA ALERT

AMAYSIM'S BIG LOVE FOR CUSTOMERS PAYS OFF WITH BIG WINS AT THE 2021 WHISTLEOUT AWARDS, INCLUDING MOBILE PROVIDER OF THE YEAR!

SYDNEY, 2nd August – Leading telco amaysim, famous for loving its customers as much as they love them, has won big at the 2021 WhistleOut Awards, taking home the *Mobile Provider of the Year* award for having the best overall performance across all mobile plan award categories.

As one of the biggest winners from the WhistleOut Awards, amaysim has also won across three additional individual categories, *Best Prepaid Provider - Large Plans*, *Best Provider International Calls*, and *Best Provider Plans for Kids*.

James Wheatley, Marketing Director at WhistleOut says amaysim has a well-deserved reputation of being a great value, reliable alternative to Australia's big telcos.

"amaysim is one of the most highly regarded mobile providers outside of the big three, and it's clear from the company's repeat award wins that it's been doing the right thing by customers for some time. Winning a single WhistleOut Award is hard enough, so taking out our biggest mobile award along with three other gongs speaks volumes about amaysim's commitment to providing consumers with choice and value," said Wheatley.

Isaac Ward, amaysim's Chief Operating Officer, says these exciting award wins are a reflection of amaysim's dedication to their customers and the big love they have for them. "We are so excited to take home four big wins from the WhistleOut Awards this year, including Mobile Provider of the Year. Our biggest priority has always been our customers and we're proud to always offer great value mobile plans and data offerings – with more exciting offers and features to come!"

Including the four WhistleOut Awards for 2021, amaysim has taken home an impressive haul of nine telco awards in total since the WhistleOut Awards first launched in 2018. It's no surprise that amaysim holds the market leading NPS at +57 and is the number one telco according to Google's 5 Star rating, sitting at 4.6/5 Stars, with the most reviews above any other telco.

"At the heart of our business is the philosophy of 'big love' for our customers - it is a cultural way of life and impacts everything from employee engagement to customer experience and we see this reflected in our market leading customer satisfaction scores through to unsolicited Google five star reviews. Being recognised by WhistleOut for this award shows our customers love us, as much as we love our customers" says Ward.

"amaysim is nothing if not consistent, and consistently good. This is the third year in a row it has won the award for *Best Provider of International Calls*, making it a favourite for those with loved ones overseas," Wheatley said.

amaysim has also won the *Best Prepaid Provider, Large Plans* award for two consecutive years and *Best Phone Plan for Kids* award three years out of four.

For more information, visit www.amaysim.com.au or www.whistleout.com.au.

-ENDS-



For further information, please contact:

Adrienne Steiner | adrienne.steiner@theredrepublic.com | 0400 433 820

Aleisha Gearside | aleisha.gearside@theredrepublic.com | 0420 378 965

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.