



MEDIA RELEASE

amaysim reveals online device store, lifting the bar on value for everyone looking for an upgrade

- *Savings of up to \$200 on devices compared to other stores*
- *Store wide launch discount of 10% for a limited time*

24 October 2017 – Today, amaysim launched its device store, offering great value mobiles and tablets from the most popular brands to enable Australians to get their hands on some of the latest products for less. The store features flagship devices such as Apple iPhone 8 and Samsung Galaxy Note8 and offers a 10% launch discount on all products until October 31.

Launching in response to Australians' growing demand for the latest handsets at the best prices, amaysim device store customers can save as much as \$200 on popular devices compared to other stores while benefiting from amaysim's award-winning customer service featuring a quick and simple order process and a two-year warranty.

"Australia leads the world, second only to Singapore, in its appetite for smartphones, with 85% of Aussies owning a smartphone, and it has been estimated that 4.7 million smartphones will be sold in Australia by the end of the year.¹ As one of the country's most popular telco providers, we want to offer a highly competitive and convenient option for this growing market," says Darren Bell, Commercial Director Devices at amaysim.

This launch is just the first stage for the amaysim device store, as its product range will expand to be a true online tech store focussing on connected devices at highly competitive prices. Starting with smartphones, the store will soon feature additional product categories such as laptops, drones, personal audio, gaming, VR and related accessories.

Darren Bell adds, "With our new device store, amaysim will offer customers everything they need to get a great value mobile phone, paired with one of our competitive, no lock-in mobile plans. We are giving Aussie's simplicity and control to chose the phone and plan that is right for their needs."

Everything at the online store can be purchased outright and soon the store will offer financing options too. To really shake it up, the financing will not be linked to customers' phone plans which means they remain free to change providers at any time without being forced to pay-out the leftover balance all in one go.²

The launch of amaysim's store further builds on the company's diverse, customer-driven offering across its award-winning mobile plans, unlimited broadband and simple energy plans, all underpinned by online convenience, no-lock in contracts and great value.

For more information about amaysim's new store visit shop.amaysim.com.au

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¹ Telstye Australian Smartphone & Wearable Devices Market Study 2017-2021

² Financing is facilitated through RateSetter

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About the amaysim group

amaysim is a multi-vertical business making 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 centred around a great customer experience, convenience and outstanding 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.