



Introducing amaysim: Australia's New Low Cost Mobile Service Provider

Complicated plans, confusing pricing and sky high phone bills are set to become a thing of the past with the launch of **amaysim**. Based on a successful European business model, **amaysim** simplifies the mobile experience by cutting out unnecessary costs. Bringing simplicity and fairness to mobile consumers, the average Australian mobile phone user can expect to save up to half their mobile phone bill with **amaysim**, based on the European experience.

Promising that customers only ever pay for what they use, **amaysim** has no complex price plans, and no recharge fee. With simple low rates to any network at anytime and no minimum term contract or flagfall Australia wide, **amaysim** wants to put money back into the pockets of consumers.

Aiming to remove the confusion and dissatisfaction that currently surrounds the mobile phone industry, **amaysim** offers a fair and straightforward pricing structure; with standard calls costing 15c per minute Australia wide, any network, anytime. Standard SMS are charged at 12c each and data at 5c per MB.

For **amaysim**, low cost definitely does not mean having to compromise on service; instead they are committed to delivering the same high quality customer service, which has won them awards in Europe. **amaysim** customers will benefit from the high quality Australian-based service centre that operates seven days a week and accepts enquiries by email or telephone.

Powered by the Optus 3G network, **amaysim** also offers a high quality network service covering over 96% of the Australian population. **amaysim** sim cards are 3G compatible and work with the majority of (unlocked) mobile handsets on the market.

amaysim mobile phone service features:

- **Transparency** – Simple low rates for standard calls, SMS and data Australia wide, any network, anytime
- **Low cost pricing** - 15c per minute for calls, 12c per SMS and 5c per MB for data
- **No long term commitments** - No minimum contract term or price plan
- **Simple price structure** - No flagfall fee Australia wide (on all calls except roaming) or any other hidden costs attached
- **Compatibility** - 3G service compatible with the majority of unlocked mobile phones
- **High quality service** - Australian-based customer service centre
- **Easy self admin** - Account management online at www.amaysim.com.au
- **Pre and Post Pay Options** – Get the same low rates without minimum contract terms on either payment option. Post pay available to approved customers

Simply purchase an **amaysim** sim card, insert it into any mobile phone and have complete control. With no complicated plans, long term contract or minimum monthly payment fees, **amaysim** offers the choice of an automatic or manual pre-pay option and a post-pay billing system, giving you the freedom to customise your recharges and payments to suit you.

amaysim mobile users can be kept informed and in control through a single online portal that displays itemised billing, real time usage and recharge history. The personal, secured site also lets you change your data settings and recharge credit instantly. Moreover you can manage different SIM cards within the same login – perfect for the family.

amaysim SIM cards and recharge vouchers can be purchased online at www.amaysim.com.au or from one of more than 2,000 shops nationwide, including: 7-Eleven, Harvey Norman, Woolworths petrol, Newslink and selected BP stores.

amaysim SIM cards can also be recharged conveniently using an automatic or manual system via the website, or by purchasing recharge vouchers to the value of \$10, \$20, \$30 and \$50, at over 14,000 shops nationwide, including: 7-Eleven, Harvey Norman, Woolworths, Dick Smith, BP, Myer, Coles Express, Franklins and Caltex.

For further information, to purchase a SIM card or recharge your account visit amaysim: www.amaysim.com.au.

Ends

For more information please email media@amaysim.com.au or contact:

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About amaysim

amaysim is changing the way Australians think about mobiles, forever. Founded in November 2010, **amaysim** is Australia's first low cost mobile service provider and is dedicated to delivering simplicity, fairness and low prices to mobile consumers with its customer-centric mobile services and low cost guarantee. Supported by a high quality Australian customer service centre and a state-of-the-art consumer website, **amaysim** is delivered over the Optus Mobile network and is distributed via www.amaysim.com.au and an Australia-wide third party retail network.