



Media Release

Embargoed until 6am, Tuesday 23rd November 2010

NEW MOBILE SERVICE PROVIDER AMAYSIM BRINGS SIMPLICITY, BILL RELIEF AND HIGH QUALITY CUSTOMER SUPPORT TO AUSTRALIANS

amaysim, Australia's new telecommunications champion, launched today vowing to relieve consumer frustration prevalent in the mobile phone industry.

Based on a successful European business model, **amaysim** offers value for money voice, SMS and data, making it Australia's first low cost mobile service provider while simplifying the mobile experience by cutting out unnecessary costs such as flagfalls on standard calls within Australia. The average Australian mobile phone user can expect to save up to 50% on their mobile phone bill with **amaysim**, based on the European experience.

amaysim customers will benefit from a simple and transparent pricing structure with customers only ever paying for what they use, incurring no flagfall Australia wide to any network at any time, no complex price plan, no minimum term contract, no minimum usage. A SIM only product powered by the Optus 3G network, standard calls will cost just 15c per minute on any network at any time, standard SMS messages to any network will cost 12c each and data will cost 5c per MB. **amaysim** customers will be supported by a high quality Australian based customer service centre and a state-of-the-art consumer website.

Research commissioned by **amaysim**¹ revealed that two thirds of Australians (67%) are dissatisfied with their current service provider with the most common gripes including high costs (30%) and poor customer service (23%). Despite this consensus, half of respondents feel locked in by the long-term contracts imposed and feel unable to switch providers. Generation Y appears to be the most concerned, with three in four (74%) claiming to be unhappy with some aspect of the service they receive.

Complex pricing and confusing cap plans are also problematic for mobile phone users with 81% completely unaware of the reasons why a flagfall fee is charged at the beginning of each call and with over three quarters considering it a rip-off.

Rolf Hansen, Founder and Chief Executive Officer at **amaysim** says; "The simple fact is that Australians are paying far too much for their mobile phone bills, largely due to the lack of

¹ Research conducted by Galaxy on behalf of amaysim, involving a representative sample of 1093 respondents aged 20-49 years from across Australia.

competition amongst existing providers and a failure to treat customers fairly. The market is ready for a provider who puts money back into the pockets of consumers and provides great customer service, transparency and purity of product.”

Financial services expert, author and consumer advocate Greg Smith comments on the launch: “Mobile phone users in Australia are being forced to accept the high costs and low performance offered by the few major players that dominate the existing market. Lengthy contracts and complex tariffs are leaving us feeling confused and fed up. Most of us don’t even know what we’re paying for, such as what it costs to simply make a call or send a SMS.

“With millions of Europeans already enjoying the benefits of low cost mobile service providers, it’s about time Australians get the same fair deal,” Smith continues.

The Telecommunications Ombudsman recently reported that consumer dissatisfaction was at an all time high, with the number of complaints increasing by 60% in the year 2009².

amaysim SIM packs are available for \$2 online at www.amaysim.com.au or from one of more than 2,000 retail outlets including: 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, and hundreds of independent mobile phone outlets. **amaysim** recharge vouchers can be purchased to the value of \$10, \$20, \$30 and \$50 and are available at over 14,000 outlets including 7-Eleven, Harvey Norman, Woolworths, Dick Smith, Myer, Coles Express, Franklins, Caltex and many more.

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:

Sarah Algar (02) 8353 5793 / sarah.algar@openhaus.net.au
Alex Blundell (02) 8353 5792/ alex.blundell@openhaus.net.au

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.

² Telecommunications Industry Ombudsman