



Media release

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**Exceeding mobile caps costs Australians \$170 million
amaysim launches unlimited standard national talk and text to combat cap confusion**

amaysim has today announced the launch of *amaysim UNLIMITED*, a simple plan designed to help consumers reduce mobile costs and bring greater simplicity to Australians.

The new plan from amaysim, Australia's first low cost mobile service provider, offers unlimited standard talk, text and MMS, unlimited voicemail access and unlimited social networking to Facebook, Twitter, LinkedIn, Foursquare, Myspace and eBay, plus a huge data allowance of 4GB, all within Australia.

amaysim UNLIMITED has no lock-in contracts and is designed with simple and easy to understand terms with no hidden costs. It also offers low cost pricing at \$39.90 for a 30 day commitment.

The launch comes as amaysim releases its *Uncap Australia* research, which reveals that complex and confusing mobile costs have caused half (49%) of Australians on cap plans to overspend millions of dollars in the last year, despite most (86%) believing they would never exceed the advertised cap rate.

According to the research, these consumers are exceeding their cap by an average of \$20, typically doing so once a quarter. In fact, more than 15% have been hit with excess charges of \$100 in a single month.

Rolf Hansen, the founder and CEO of amaysim said, "More than 2.7 million Australians over spent on their caps in the past year purely because they don't know what is and what isn't included in their offering and what the penalties and consequences are if they exceed their cap."

"The new *amaysim UNLIMITED* is designed to address this issue and give consumers what they want – low price calls and texts and lots of data, all within Australia. The aim is to provide a plan that is as simple as possible, while being completely transparent about what is and isn't included. We want to give consumers the freedom to talk, text and socialise in Australia as much as they like without having to worry about being punished with unexpected bills."

amaysim UNLIMITED is not just transparent about what services are included but also what's going to cost a little extra. Consumers can choose if they want to opt for these additional services. These include calls to 1300 and 1800 numbers, premium SMS, satellite calls and international calls and roaming. *amaysim UNLIMITED* is designed for personal use only.

In addition, once customers utilise the included 4GB of data in any given 30 days (they will receive multiple notifications if they near the full use of 4GB) they can revert to amaysim's extremely low data costs of five cents per megabyte until *amaysim UNLIMITED* is ready for the next 30 day renewal. Alternatively users can purchase a 1GB data pack for \$9.90, with no excessive usage charges or speed throttling that will impact the user experience. This is in stark contrast to other plans.

"So-called cap deals with bonus minutes and free money are being used to entice consumers but in many cases they simply don't translate into the best value. We believe that *amaysim UNLIMITED* is what the market is looking for, particularly for chatterboxes and frequent texters and we built this plan with the input of Australian consumers."

Since amaysim's launch six months ago, it has been responsive to consumer needs and committed to driving change in the market. Offering Australians better value and simpler mobile services, *amaysim UNLIMITED* offers financial freedom to frequent mobile users and together with its existing *amaysim AS YOU GO* plan, the company now has a plan to suit both ends of the spectrum.

amaysim continues to expand its retail presence promising easy access for customers to purchase SIMs and recharge vouchers. Its retail network has significantly expanded since launch, increasing to more than 8,000 retail outlets include 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, 7-Eleven, Harvey Norman, Woolworths, Dick Smith, Myer, Coles Express, Franklins, Caltex, Coles, Australia Post and many more.

Further information can be found at www.amaysim.com.au.

Key survey findings:

- Eight in 10 mobile cap users admit they do not know their precise call rate and only one in 10 know what the call charges are if they exceed their cap
- 80% of consumers surveyed admit they are uncertain about the cost of a text message if they go over their cap
- 88% of consumers are unclear about charges if they need additional data over their cap plan
- Two-fifths (42%) of current mobile cap plan users feel locked in by their cap plan and this rises to 57% among those who habitually exceed their cap
- One in four say they were conned by their telco into their contract
- Almost three quarters (74%) of people who exceeded their cap do so not once but multiple times in a year
- Many continue to stay on a cap plan because they are on a contract and cannot leave without paying a large fee (34%) or are unaware of any better alternatives (21%)
- The main gripes about capped plans are the additional costs for data, texts and calls (28%) and not being notified when consumers reach or exceed the cap (33%)
- The majority (79%) of consumers on a capped plan do not know precisely what they are charged for calls inside their existing plan. While some indicate that they have a vague idea (35%) many admit that they just don't know (20%) or have forgotten (24%)
- The main motivation in choosing cap plans is the desire to have predictability of spend (88%)
- Over one third (35%) indicate that they find it hard to track the costs of their cap plan

Ends

Contact information

To receive the *amaysim UNLIMITED* fact sheet, for further information or consumer case studies who've exceeded mobile cap plans, please email amaysim@openhaus.net.au or contact:

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About amaysim

amaysim is changing the way people think about mobile phone plans and is helping to Uncap Australia. Founded in November 2010 in Australia by a team of Australian and European entrepreneurs, amaysim is Australia's first low cost mobile service provider. With a plan for most Australians, both *amaysim As You Go* and *amaysim Unlimited* deliver simplicity, fairness and the best value to mobile customers. Supported by a high quality, 100% Australian customer service centre and a state-of-the-art consumer website, amaysim is delivered over the Optus 3G Mobile network. It is distributed via www.amaysim.com.au and an Australia-wide third party retail network and hundreds of independent mobile phone outlets. Keep up to date with amaysim at www.facebook.com/amaysim

amaysim SIM packs are available for \$2 online at www.amaysim.com.au or from over 8,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, 7-Eleven, Harvey Norman, Woolworths, Dick Smith, Myer, Coles Express, Franklins, Caltex, Coles, Australia Post and many more.

Research

The research was conducted by Galaxy on behalf of amaysim in May 2011, involving a representative sample of over 1,000 respondents from across Australia, aged 20 – 49 years, who own or use a mobile phone and have a mobile phone cap plan. The data has been weighted and projected to reflect the population of Australia.

Annual revenue from exceeding cap plan - \$175 million:

(Population who report having exceeded cap in last year) x (Average number of times they exceed cap plan per year) x (Average dollar amount cap exceeded by per month)

- Australian population aged 20 to 49 years - 9.44 million
- Population on a capped plan – 5.56 million
- Population who have exceeded cap plan in the last year– 2.7 million
- Average number of times per year those who exceeded plan in last 12 months did so (3.4)
- Average dollar amount those who exceeded plan in last year go over their cap plan per month (\$19.1)

Number of people that exceed cap plan – 2.7 million

There are 5.556 million Australian on a mobile cap plan. Of those, 49% have exceeded their cap in the past year. 49% x 5.556 million = 2.7million mobile cap customers.