



UNDER STRICT EMBARGO UNTIL 2.01am, Friday 5 May

amaysim launches amazingly simple nbn™ plans amidst calls for greater competition and transparency with consumers

Fourth largest mobile service provider announces plans to put broadband customers back in charge

Friday, 5 May 2017 – Australia’s fourth largest mobile services provider, amaysim has today launched its highly anticipated suite of nbn™ broadband plans to the market, while calling on competitors to provide greater consumer pricing transparency.

The suite of plans, first revealed in February, have been designed to bring a dose of much needed simplicity to the nbn™ market in Australia, and includes a range of industry firsts:

1. Three speed options all with unlimited data, no lock-in contracts and no standard activation fees
2. No cost to switch between plans, allowing customers to easily change speeds to satisfy their varying needs
3. A unique single sign-on process enabling existing amaysim mobile customers to order direct from their handsets in just two touches of a button

Recent research found that well over half (55.4 per cent) of people are confused by their options when it comes to the nbn™, while nearly 2 in 5 (38.5 per cent) say they feel overwhelmed by the prospect of having to move to the nbn™.

According to amaysim’s Commercial Director of Broadband, Rob Appel, the simple structure of the new plans reflects amaysim’s belief that Aussie telcos should be making things easier and clearer for consumers, not harder and more confusing.

“Ever since the nbn™ began rolling out, we’ve seen the major carriers playing on consumer confusion to maintain market share through their retail products. They are employing some of the same pricing constructs they’ve used with previous broadband offerings to deliver greater margin through their wholesaling,” Appel said.

“But the reality is, the nbn™ has been built in a way that eliminates the need for many of those ‘hidden costs’,” he said.

Despite the nbn™ network being built in a way which ensures a ‘level playing field’ for all operators, he said the total market share of many larger telcos has continued to grow over the last year.

Appel said amaysim would employ its trademark customer-centric approach to disrupt that dominance through simple plans, transparent pricing and exceptional user experience.

“The major players are surviving on legacy margin made up substantially of fees unrelated to the delivery of services, and the end result is that consumers are paying more than they should be, without even realising it,” Appel said.

“The major carriers enforce this model not only on their own customers directly, but also through wholesale aggregation deals where fees unrelated to nbn™ costs are being maintained.”

Appel said amaysim was challenging the major carrier pricing construct by doing away with unnecessarily complex and often unscrupulous contract termination and plan change fees.

“Our approach to entering the nbn™ broadband market has been to create a model which is built around consumer needs, and that means dropping the hidden fees usually associated with signing up, changing plans or terminating services to put customers back in the driver’s seat.”

Similar to the Australian mobile market, where amaysim was the first to deliver SIM-only no-contract plans, Appel says, “customers want flexibility and transparency above all when selecting their nbn™ broadband provider and if they like us, they will stay.”

“Offering unlimited data on all plans, no lock-in contracts to make switching plans simple, and no activation fee all represent our leadership in this category. These risk-free products aim to deliver a simpler and more appealing customer offering,” Appel said.

He added that the simple month-to-month subscription model on every plan meant customers could adjust their plan any time they want, ensuring amaysim broadband customers benefited from accessing the speed and data they need, when they need it.

“With our plans, what you see is what you get,” he said.

To further combat the confusion, amaysim has developed an amazingly simple, 90 second guide to the nbn™, which can be viewed at www.stuffmadesimple.com.au/NBN.

For more information about amaysim’s suite of nbn™ broadband plans, visit the [amaysim website](#).

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For more information or to arrange an interview with amaysim’s Commercial Director of Broadband, Rob Appel, please contact:

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About amaysim

amaysim is a leading Australian mobile service and broadband provider with a multi-vertical business model built on innovative technology and exceptional user experience. amaysim’s mobile offering is powered by the Optus 4G Plus network, delivering simplicity and choice courtesy of SIM-only mobile plans, while its suite of nbn™ plans provides superfast broadband alongside simple and transparent pricing. All plans across mobile and broadband feature no lock-in contracts, while amaysim’s DIY account management is backed by award-winning, online-driven customer support featuring Live Chat, email and social media customer service. amaysim’s mobile and broadband products can be found online at www.amaysim.com.au, with SIM packs also available from over 14,000 retail outlets.

¹ Figures taken from the Australian Competition & Consumer Commission’s [NBN Wholesale Market Indicators Report 31 December 2016](#)