



## **amaysim unveils brand new suite of mobile plans with data inclusions up to 14GB**

**13 July 2017** – amaysim has today lifted the lid on a fresh suite of SIM-only mobile plans, bringing value and competition back to the Aussie mobile market.

The four new plans have dialled up data allowances starting at \$25 for 2GB, \$30 for 5GB, \$40 for 10GB and \$50 for a whopping 14GB of data. They also come with unlimited talk and text to standard Australian numbers and to an additional 10 countries. All amaysim plans run on the Optus 4G Plus network.

Continuing its legacy as pioneers of no lock-in SIM-only mobile plans, amaysim's new offerings are amongst the most competitive non-promotional plans in the market, providing some of the best 'dollar to data' value of any of the major mobile players.

According to amaysim's Commercial Director of Mobile, Maik Retzlaff: "We know that people are data hungry and usage continues to grow rapidly. In fact, mobile data usage increased by as much as 69% between FY15-16<sup>1</sup> - that's why we've upped the ante on all our data inclusions."

"As usual, all our plans come with no lock-in contracts, making it easy for existing and new amaysim customers to pick the plan that's right for them".

Telco expert, John de Ridder, said: "The growth of smartphone data consumption is showing no sign of slowing down and contract plans and inclusions quickly become outdated in just one year. That means that the true value in mobile is now based on flexibility - it pays to take up a no lock-in contract."

Alongside these highly competitive plans, amaysim continues to focus on providing excellent customer experience across its online and app platforms. amaysim's customer-first approach has been recognised yet again with the 2017 Canstar Blue award for Most Satisfied Customers - Mobile SIM Only; the fifth such award since 2013<sup>2</sup>.

"Customers should not only look at the price of a mobile plan but also consider the whole package. We're constantly listening to our customers to provide not only great value mobile plans but also a brilliant customer experience and service across all touch points. Having won the Canstar Blue award once again shows that we're committed to championing our customers," says Mr. Retzlaff.

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<sup>1</sup> ACMA Communications report 2015-16, Released Nov 2016

<sup>2</sup> Canstar Blue Most Satisfied Customers - Prepaid Mobile Services award in 2013 & 2014; Canstar Blue Most Satisfied Customers - Mobile Phone Plan Providers in 2014; Canstar Blue Most Satisfied Customers – Mobile SIM Only Postpaid in 2016 & 2017

amaysim provides simple, flexible plans and an exceptional customer experience and is committed to levelling the playing field so customers only ever have to make one decision: how much data do I need? Straight from the palm of their hands, customers can use the refreshed amaysim app to dial their plan up or down between renewals if they find their needs changing over time – with no switching costs.

Here are our new plans:

<b>\$25</b> /28 days	<b>\$30</b> /28 days	<b>\$40</b> /28 days	<b>\$50</b> /28 days
<b>2GB</b>	<b>5GB</b>	<b>10GB</b>	<b>14GB</b>
<b>unlimited talk &amp; text</b> To standard numbers in Australia	<b>unlimited talk &amp; text</b> To standard numbers in Australia	<b>unlimited talk &amp; text</b> To standard numbers in Australia	<b>unlimited talk &amp; text</b> To standard numbers in Australia
<b>unlimited to 10 countries</b> Talk & text to standard numbers	<b>unlimited to 10 countries</b> Talk & text to standard numbers	<b>unlimited to 10 countries</b> Talk & text to standard numbers	<b>unlimited to 10 countries</b> Talk & text to standard numbers
		<b>22 more countries</b> 300 minutes to 22 countries	<b>22 more countries</b> 300 minutes to 22 countries

All for use in Australia. Excess data is \$10/1GB or 7.2c/MB.  
Personal use only. Terms & Fair Go policy apply.

Terms and conditions apply, for more information about amaysim’s mobile plans visit:  
[www.amaysim.com.au/plans/mobile-plans](http://www.amaysim.com.au/plans/mobile-plans).

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**For further media information, please contact:**

Grace Mallet, Illuminate Communications

T. 02 8353 6903 M. 0400 610 465 E. [grace.mallet@illuminatecomms.com.au](mailto:grace.mallet@illuminatecomms.com.au)

**About amaysim**

amaysim is a leading Australian mobile service provider 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 fast 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](http://www.amaysim.com.au), with SIM packs also available from over 14,000 retail outlets.