



## MEDIA RELEASE

### amaysim launches small but mighty mobile plans to meet the needs of lower data users

- 50% of Aussies use less than 1GB/month of mobile data but battle limited choice in lower data plans
  - New plans include 1GB plan for \$10 and 2.5GB plan for \$20, both with unlimited talk and text

**Friday, 27 October 2017** – Today, amaysim has launched two small but mighty mobile plans to provide better options to Australians wanting unlimited talk and text with lower data inclusions. amaysim's two new SIM-only plans offer 1GB for just \$10 and 2.5GB for \$20, representing the best value in the market at those price points.

While data consumption continues to grow for some, close to 10 million Aussies (50%) use less than 1GB of mobile data a month<sup>1</sup>. According to amaysim's Commercial Director of Mobile, Maik Retzlaff, these findings reveal a huge need for products catering for consumers battling with limited choice when it comes to smaller data plans with a price tag to match.

Recent research also shows that more than 20% of Australians spend \$20 or less on their monthly mobile bill.<sup>2</sup> With amaysim's new mobile plans, Australians with lower data needs can finally get a plan that truly suits their actual usage and budget.

"Having true choice means not being forced to pay for inclusions you don't need. Our new small but mighty plans are the most competitive in the market at this price range. amaysim customers can now choose just what they need from across our entire product suite, including mobile data from 1GB to 14GB, electricity and gas, broadband and the latest mobile handsets," Maik Retzlaff said.

"While the major telcos have been caught up in an 'arms race' of providing ever-larger data inclusions, we've taken notice of the hefty proportion of people who simply want to find a great value, lower data plan that doesn't compromise the benefits that are often associated with higher cost plans."

"amaysim's new plans are perfectly suited for many Aussies. Think of parents who are looking for no lock-in mobile plans for their kids that come with unlimited talk and text and enough data for basic needs, or the cost conscious and Wi-Fi-savvy mobile users. Everyone will love our \$10 and \$20 plans."

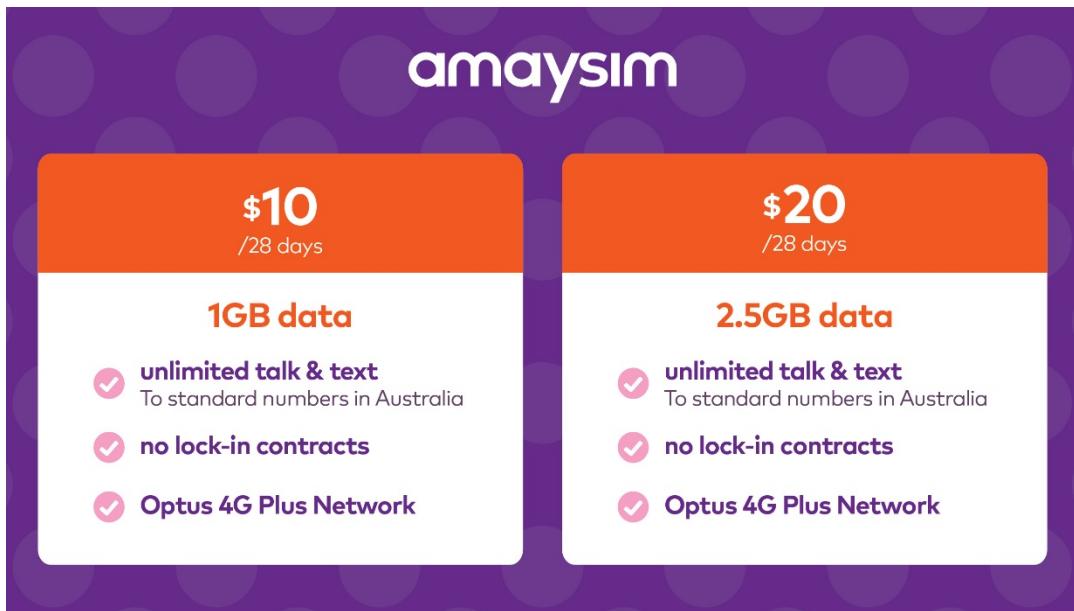
The two new low-cost options expand on amaysim's existing suite of amazingly simple mobile plans, all of which are backed by the telco's award-winning customer service and industry-leading single-sign-on customer experience. amaysim's subscribers are never locked in and can change their plan at anytime online or through the app in less than a minute with no extra charge.

"We're listening to our customers and know that what matters most to them is having great value, simple, flexible plans supported by excellent customer service – it's not just about the price tag. Customers are considering the whole package of their mobile plans to ensure they're getting the best deal for their needs and then choose a provider they can rely on."

Please see our new mobile plans on [www.amaysim.com.au/plans/mobile-plans](http://www.amaysim.com.au/plans/mobile-plans).

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For more information, visit [www.amaysim.com.au](http://www.amaysim.com.au)



<sup>1</sup>Telsyte Digital Consumer Study 2017; aged 16 or above; Nov 2016

<sup>2</sup>Representative research conducted by The Clever Stuff for amaysim; 18-69-year-old mobile phone users, Jul 2017

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**About amaysim group**

amaysim is a multi-vertical business making household services amazingly simple. At its core, amaysim is a technology-driven company which has grown to be Australia's fourth largest mobile service provider with over a million subscribers. In addition to mobile, amaysim also offers broadband, energy and sells devices. All of amaysim's products feature no lock-in contracts and transparent pricing and are centred around a great customer experience, convenience and outstanding value. amaysim empowers its subscribers with DIY online account management backed by award-winning, online-driven customer support. All amaysim products are available online at [www.amaysim.com.au](http://www.amaysim.com.au) and SIM cards are also available from over 14,000 retail outlets.