



amaysim ups the ante on data-only plans with two new supersized options

50GB and 70GB plans added to existing suite

11 May 2017 – amaysim has today upped the ante on its data-only plans by adding 70GB and 50GB offerings to their existing suite, the latest move in the mobile service provider’s mission to add greater value and choice to the lives of Aussie consumers with big data appetites.

The additions to amaysim’s data-only offering come after recent Telsyte research¹ revealed a trend in big data appetites, as mobile data usage grew by more than 60 per cent last year, with more than half (53 per cent) of Aussies aged 16 and over using both tablets and smartphones.

Telsyte also found nine out of ten tablet users connect their device to the internet when outside of home.

Available from 11 May, new and existing amaysim customers will have the option of a massive 70GB plan for \$80 or 50GB plan for \$65 per 28-day renewal, joining the existing 2GB and 6GB plans.

In line with amaysim’s no-contract approach, customers will find it simple to move freely between data-only options with no penalty, enabling them to find the plan that best suits their needs and budget.

amaysim’s Mobile Commercial Director, Maik Retzlaff, said the new plans were part of amaysim’s ongoing commitment to reviewing and responding to current and changing consumer needs.

“We know Aussies are data hungry and there’s limited bang for your buck in high data plans on the market right now,” Retzlaff said.

“The new data-only offerings are perfect for iPads, tablets or dongles, and will provide peace of mind for high data users, whether they’re streaming the latest Netflix release, working on the go, or indulging in some online shopping.”

The high data plans come hot on the heels of amaysim’s newly-released nbnTM offering, available at www.amaysim.com.au/plans/nbn, with the new data-only options making the perfect alternative for those who don’t yet have access to the nbnTM, but want fast speeds and generous data downloads without lock-in contracts.

For more information about all of amaysim’s mobile and data plans, visit www.amaysim.com.au.

¹ Telsyte Australian Digital Consumer Study 2017

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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.