

amaysim wins two Canstar Blue Most Satisfied Mobile Customers awards

*Takes out the prepaid category two years in a row
Also takes gold in Mobile Phone Plan Provider category*

25 June 2014 - amaysim, Australia's largest mobile virtual network operator (MVNO), has for the second year in a row been honoured with *Canstar Blue's Most Satisfied Customers Award - Prepaid Mobile Services*. In addition, and showing the increasing appeal of BYO handset mobile plans, amaysim has also received gold in the *Canstar Blue Most Satisfied Customers Award - Mobile Phone Plan Providers*.

Beating out industry stalwarts and newcomers alike, amaysim achieved five-star rankings for customer service, value for money, accessibility, billing and overall customer satisfaction in both award categories.

"The Canstar Blue awards are based on direct customer feedback and experiences, so they're the ones that count," commented Julian Ogrin, amaysim's Chief Commercial Officer. "While we're not in the mobile services business for the kudos, receiving this kind of accolade reinforces that we're on the right track with our simple, increasingly online-driven customer-first approach to mobile services."

The Canstar Blue awards make it a trifecta for amaysim, following on from the low-cost mobile service provider winning the *Roy Morgan Morgan Customer Satisfaction award for 2013* in the mobile services category earlier this year. amaysim also recently received the highest overall rating for mobile customer satisfaction in the *Telsyte Australian Mobile Services Market Study 2013 – 2017*.

With an industry-leading Net Promoter Score* (NPS) of positive 64 per cent and an e-commerce led service model with online customer service such as Live Chat (which consistently receives daily satisfaction ratings of 95 per cent), amaysim has well over 600,000 active customers across Australia, all achieved in less than four years of operation.

Ogrin continued, "The fact that a relatively new company like amaysim is winning these awards shows that if the old-school telcos don't walk the new customer experience talk that they finally seem to be catching onto, people will increasingly wise up to the fact that there are greener pastures out there."

"For me, and the whole amaysim crew, that's the most satisfying part of winning these awards," Ogrin said, while thanking Canstar Blue and all customers surveyed for the honour of receiving the awards.

"In an increasingly competitive market, mobile phone service providers need to tick a lot of boxes to keep their customers – and keep them happy," said Megan Doyle, Canstar Blue's Business Unit Leader. "But amaysim is clearly doing that."

"Receiving our awards in both the prepaid and plan categories is a truly fantastic achievement and a great endorsement of the amaysim brand."

* Net Promoter Score is a simple, survey-based metric which gauges customer satisfaction and loyalty.

Ends

About amaysim

Founded in November 2010, amaysim is Australia's low cost mobile service provider offering simple, high-value plans backed by local, online-driven customer support and no long-term lock-in contracts.

amaysim's three SIM-only mobile plans - *amaysim UNLIMITED*, *amaysim FLEXI*, and *amaysim AS YOU GO* - deliver simplicity, fairness and unbeatable value to mobile customers. *amaysim MOBILE BROADBAND* Data Packs satisfy the online needs of Aussies without ridiculous data charges or long-term lock-in contracts. Supported by a high quality, 100% Australian customer service centre and a self-service website, amaysim is delivered over the Optus 3G Mobile network.

amaysim won gold at the *Money* magazine Best of the Best 2012 awards as well as the *Money* magazine Best of the Best 2013 awards.

Shortlisted as a finalist for "Most Successful MVNO" at the global Mobile Virtual Network Operator Industry Summit in 2013, amaysim has won the Canstar Blue Most Satisfied Mobile Customers Award in the Prepaid Category for 2013 & 2014, the Most Satisfied Customers in the Plan Category in 2014 and the Roy Morgan Most Satisfied Mobile Customers Award for 2014.

amaysim SIM packs are available at amaysim.com.au and from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, Dick Smith, Myer, Coles Express, Franklins, Coles, Australia Post and many more. Keep up to date with amaysim at facebook.com/amaysim, amaysim.com.au/blog and twitter.com/amaysimAU.