

## Media Release

### ***amaysim ramps up the gigs: new \$60 mobile plan with a massive 60GB***

*Great value with no strings attached: no lock-in, non-promo*

Sydney, 14 November 2018 – On its mission to make consumers' lives amazingly simple, amaysim has launched a new \$60 UNLIMITED plan boasting a huge 60GB of data – that's only \$1 per GB. Without having to lock themselves into pesky contracts, mobile users also get unlimited talk and text to standard AUS numbers and generous international call inclusions.



Recent ABS research shows a 49% increase in smartphone data consumption in the last year alone<sup>1</sup>. At a time where mobile data usage surges, Australia's fourth largest mobile services provider makes data usage hassle free and more affordable than ever.

amaysim CEO Peter O'Connell, said: "Our new \$60 UNLIMITED mobile plan is another example of how we're bringing simple solutions and great value to our customers. At a price point of only \$1 per gig and our commitment to no lock-in contracts, amaysim is now making mobile data usage more affordable and hassle-free on a plan that's here to stay."

The new \$60 UNLIMITED mobile plan boasts 60GB of data, unlimited talk and text to standard AUS numbers, unlimited international calls to 10 countries including the UK, India and the US plus an additional 300 international minutes to 22 further countries.

amaysim's range of amazingly simple mobile plans caters for all needs. Australians can now choose from 1GB of data for \$10/28 days to 60GB for \$60/28 days. The award-winning no lock-in contract plans give customers the flex to switch between data limits to suit their needs at no extra cost. amaysim's mobile app enables customers to conveniently monitor usage and pick the plan that's right for them at the touch of a button.

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

**ENDS**

**Editor's Notes:**

<sup>1</sup>[Australian Bureau of Statistics, 2018](#)

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**About amaysim**

amaysim exists to remove the unnecessary hassle from everyday life by simplifying mobile and energy services. Offering customers DIY account management backed by award-winning, online-first customer support, all amaysim products feature no lock-in contracts, and are built to deliver great customer experience, simplicity and outstanding value. For more about amaysim visit [www.amaysim.com.au](http://www.amaysim.com.au).

**Assets attached**

**\$60**  
/28 days

**60GB**

**unlimited talk & text**  
To standard numbers in Australia

**unlimited to 10 countries**  
Talk & text to standard numbers

**300 mins international**  
Standard calls to 22 countries\*

\* 300 mins to Pakistan, Philippines, South Korea, Italy and 18 more. See [amaysim.com.au/international-calls](http://amaysim.com.au/international-calls) for the complete list.

T&Cs & Fair Go Policy apply. Excess data is \$10/1GB.

**amazingly simple mobile plans**

✓ Optus 4G Plus Network    ✓ No lock-in contracts    ✓ BYO number or pick a new one

\$10 /28 days	\$20 /28 days	\$30 /28 days	\$40 /28 days	\$50 /28 days	\$60 /28 days
1GB	2.5GB	10GB	20GB	40GB	60GB
unlimited talk & text To standard numbers in Australia	unlimited talk & text To standard numbers in Australia	unlimited talk & text To standard numbers in Australia	unlimited talk & text To standard numbers in Australia	unlimited talk & text To standard numbers in Australia	unlimited talk & text To standard numbers in Australia
		unlimited to 10 countries Talk & text to standard numbers	unlimited to 10 countries Talk & text to standard numbers	unlimited to 10 countries Talk & text to standard numbers	unlimited to 10 countries Talk & text to standard numbers
				300 mins international Standard calls to 22 countries*	300 mins international Standard calls to 22 countries*

\* 300 mins to Pakistan, Philippines, South Korea, Italy and 18 more. See [amaysim.com.au/international-calls](http://amaysim.com.au/international-calls) for the complete list.

Correct as at 7 November 2018. All for use in Australia. Auto-renews every 28 days. Excess data rates apply depending on your plan, check [amaysim.com.au/mobile-plans](http://amaysim.com.au/mobile-plans) for details. Terms and Fair Go policy apply.

**amaysim**