

## MEDIA RELEASE

### Big data for little dollars: amaysim's new mobile plans provide best value in market

- \$50 unlimited mobile plan comes with 20GB data
- Mobile plans range from 1GB to 20GB, for \$10 to \$50 respectively
  - Mobile data-only plans now offer 100GB for \$70

**30 November 2017** – Watch out data-holics, amaysim offers the country's best-value data inclusions for its \$40 and \$50 UNLIMITED mobile plans. Australia's fourth largest mobile service provider has upped its game for two of its top mobile plans, just in time for Christmas, when connecting with friends and family is high on the agenda.

amaysim's \$40 and \$50 UNLIMITED SIM-only mobile plans now come with a whopping 15GB and 20GB of data – a 5GB and 6GB boost respectively with no change to the cost.

According to amaysim's Commercial Director of Mobile, Maik Retzlaff, the increase to these high-end data inclusions embraces the evolving behaviours of Australian mobile consumers.

"Once again, we offer best value mobile plans to meet the needs of more Aussie's; 15GB for \$40 and 20GB for \$50 – both including unlimited talk and text to standard domestic numbers and 10 selected countries and also featuring no lock-in contracts – are perfect for customers with an insatiable appetite for data," he said.

"With our mobile plans now ranging from 1GB to 20GB from \$10 to \$50, amaysim delivers exceptional value to even more customers. amaysim subscribers are never locked into a specific plan and can change their plan based on their needs at any time online or through the app at no extra cost in less than a minute."

<b>\$10</b> /28 days	<b>\$20</b> /28 days	<b>\$30</b> /28 days	<b>\$40</b> /28 days	<b>\$50</b> /28 days
<b>1GB data</b>	<b>2.5GB data</b>	<b>5GB data</b>	<b>15GB data</b>	<b>20GB data</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 talk &amp; text</b> To standard numbers in Australia
		<b>unlimited international</b> Standard calls to 10 countries	<b>unlimited international</b> Standard calls to 10 countries	<b>unlimited international</b> Standard calls to 10 countries
			<b>300 mins international</b> Standard calls to 22 countries	<b>300 mins international</b> Standard calls to 22 countries

All for use in Australia. Personal use only. Plans automatically renew every 28 days. If you run out of data, you can add more at any time. Additional data is 15.4c/MB or \$10/1GB. Terms & Fair Go policy apply, refer to our Critical Information Summaries.



At the same time, amaysim has today refreshed its suite of mobile data-only plans, which includes a new 100GB plan. The plans are a great alternative for Australians struggling with home internet options and a welcome joy to mobile broadband customers seeking more data. amaysim's data-only plans now offer 2GB for \$15, 5GB for \$25, 20GB for \$45, 50GB for \$60 and 100GB for \$70.



All data plans are for use in Australia. Personal use only. Plans automatically renew every 28 days. Data usage calculated in 1KB increments per session. Additional data (if you run out) is 15.4c/MB or \$10/1GB. Terms & Fair Go policy apply, refer to our Critical Information Summaries.

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

**-ENDS-**

\*See attachment for full mobile plan table with all inclusions

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**About amaysim**

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.