



FOR IMMEDIATE RELEASE

amaysim offers unlocked Samsung Galaxy S8 and S8+ while enabling Aussies to sidestep the 24-month contracts

Pre-orders to receive 3 renewals of any amaysim UNLIMITEDⁱ plan plus bonus Gear VR headset

31 March 2017 – Australia’s fourth largest telco, amaysim, has unveiled an offer enabling anyone keen to jump the queue and get their hands on the new Samsung Galaxy S8 or S8+, to do so without tethering themselves to a 24-month contract.

As other telcos rush to reveal their array of lock-in contract options to coincide with the release of the much-anticipated handset, amaysim is offering a chance to pre-order an unlocked S8 or S8+ and receive 3 free renewals of any UNLIMITED plan plus a bonus Gear VR headset and \$50 in Oculus store credit.

The offer – which is available to both new and existing amaysim customers – enables savvy consumers to sidestep the hidden costs that usually go with getting their hands on a new phone as quickly as possible.

“What so often happens with big releases like this is that in their rush to get their hands on the phone, people sign on for a two-year contract which, down the line, may no longer meet their data needs,” amaysim Head of Commercial, Jennifer Snell said.

“We’re here to say it doesn’t need to be that way anymore – we’re making it amazingly simple for Aussies to get their hands on the Samsung Galaxy S8 or S8+, and still have the choice of the best SIM-only plans on the market.”

“By pre-ordering an unlocked phone from amaysim and paying outright, people can still be among the first to get their hands on the device, but they won’t find themselves stuck for the next two years with a plan that has the potential to fall short of their data needs in the future,” Ms Snell said.

Priced at \$1199 for the S8 and \$1349 for the S8+ (both available in midnight black, maple gold or orchid grey), Snell said the added value of three free renewals of any amaysim UNLIMITED plan plus the avoidance of a lock-in contract can add up to significant savings.

Pre-ordered phones will commence shipping from April 21, when anyone not currently with amaysim will also receive a SIM with their order, preloaded with three renewals redeemable on activation. Existing customers will have three free renewals of their current UNLIMITED plan automatically applied to their account.

The pre-sale period will run from 12.01am, Friday 31st March until 11.59pm, Thursday 27th April.

To pre-order a Galaxy S8 or S8+ along with all the extras, go to www.amaysim.com.au/samsung-galaxy-s8. For more information on amaysim’s amazingly simple suite of UNLIMITED mobile plans, visit www.amaysim.com.au.

-ENDS-

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About amaysim

amaysim is a leading Australian mobile service provider with a business model built on innovative technology. Powered by the Optus 4G Plus network, amaysim offers simplicity and choice courtesy of SIM-only mobile plans. 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 SIM packs are available online at www.amaysim.com.au and from over 14,000 retail outlets.

ⁱ amaysim UNLIMITED plans include unlimited standard talk in text for use in Australia. Personal use only. T&Cs and Fair Go Policy applies. Additional data \$10/1GB.