



Media Release

### **TPG changing the NBN game with free Mobile promotion**

Sydney, 26 October 2017 – TPG, the telco well known for its aggressive pricing strategy, is taking yet another step in delivering deals with exceptional value.

This time TPG is including 3 months of free Mobile SIM only plan on any NBN 18 month plan. What makes this deal attractive is that an NBN customer can select any TPG Mobile plan with Included Value, which means mobile plans with as much as 12GB of Included Data. With this bundle, TPG will also waive any SIM fees.

TPG Mobile is a 4G prepaid service and customers do not have to continue after the 3 months if they do not wish to. The standard monthly fee will apply after 3 months should the end user decide to continue.

The market value being provided is worth \$160 when considering the typical Mobile retail pricing.

Typical usage scenarios for the Mobile bonus are:

- A second SIM card for tablet devices
- An additional mobile service for kids or family
- A Mobile Broadband service whilst waiting for NBN to be installed
- A way to try TPG Mobile as an alternative without making a long-term commitment

Craig Levy, TPG's Chief Operating Officer said that TPG has always strived to do the right thing by the Aussie consumers.

“We focus on giving more than we get in return – it’s our formula of always striving to over deliver. As we become more aggressive in the Mobile space we expect to introduce Mobile offers that are distinctively different to what the market has seen before. Our culture is to disrupt and we don’t see that ever changing. The mobile component of the bundle is via our MVNO arrangement. It’s very exciting when you consider how many Mobile users there are in Australia and that NBN Co is rolling out more than 40,000 services per week.” Mr Levy said.

The TPG brand has certainly lifted its game when it comes to customer service. This bundle is about delivering a great package which is broken down into price, included value and excellent service.

TPG has thousands of employees who strive to provide excellent service through its technical support, accounts and billing, service delivery and engineering teams. In its FY17 financial results, TPG Consumer presented +35 NPS score which is amongst the highest in the telco industry.

Earlier this year, TPG launched its [Community](#) which is an online avenue for customers to ask questions and find answers without having to call. TPG has also increased its customer service presence on social media where Facebook and twitter cases are typically dealt within a few hours.



TPG has planned a national marketing campaign which kicks off from 30th October and will promote the new exciting bundle via social media, out of home media and digital.

For more information on TPG's new NBN and Mobile bundle deal, visit [www.tpg.com.au/nbn](http://www.tpg.com.au/nbn).

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