

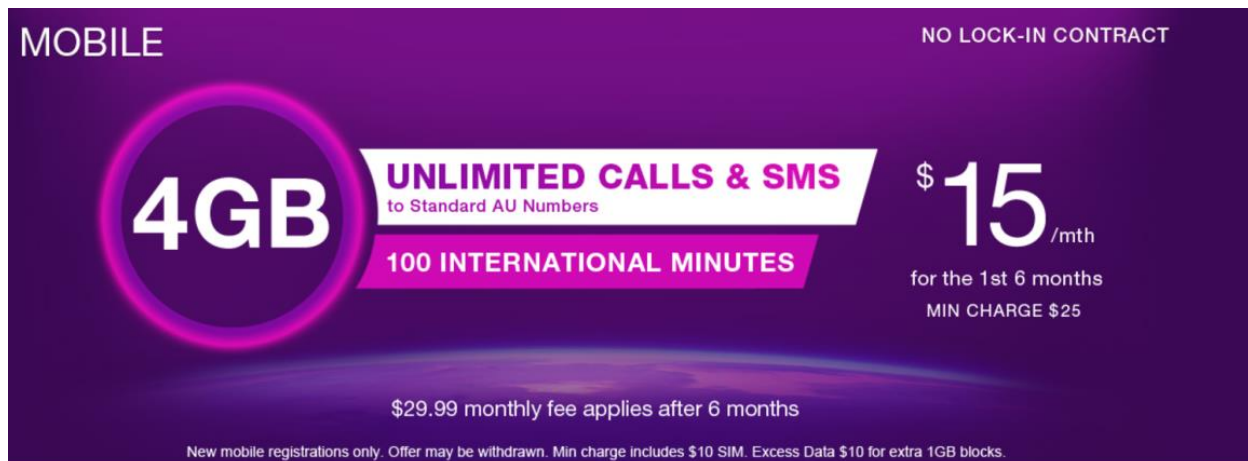
## TPG Rocks the sub \$20 SIM Only Market

Sydney, 11 September 2017 – TPG has updated its Mobile SIM Only plans, addressing the sub \$20 price point.

In 2008, TPG revolutionised the SIM only category which has now become very popular and in 2016 TPG introduced a promotion where customers can get 50% off their monthly charge for the first six months. Now TPG has pushed the envelope even further by offering 4GB for \$15 per month together with Unlimited Calls and Text in Australia.

TPG's Chief Operating Officer, Craig Levy, believes that whilst the new plan is a result of TPG's MVNO arrangement, it offers excellent value and shows just how expensive other SIM only plans are currently positioned in the market.

"As Australia's fourth mobile operator, we continue to work in the background building our own mobile network – but right now we have some exciting deals for cost conscious & data hungry consumers through our MVNO setup. We are driving prices down as well as increasing data allowances." Mr Levy said.



The graphic is a purple and pink promotional banner for a mobile SIM only plan. It features the word 'MOBILE' in the top left and 'NO LOCK-IN CONTRACT' in the top right. The central focus is a large '4GB' in a pink circle, followed by 'UNLIMITED CALLS & SMS to Standard AU Numbers' and '100 INTERNATIONAL MINUTES' in pink boxes. To the right, the price '\$15 /mth' is displayed, with 'for the 1st 6 months' and 'MIN CHARGE \$25' below it. At the bottom, it states '\$29.99 monthly fee applies after 6 months' and includes a small disclaimer: 'New mobile registrations only. Offer may be withdrawn. Min charge includes \$10 SIM. Excess Data \$10 for extra 1GB blocks.'

At the \$15 price point, the plan includes 4GB data which TPG believes is unmatched in Australia.

With Over-the-Top applications like WhatsApp, FaceTime and Viber, the need to call overseas has reduced drastically over time yet TPG's plan includes 100 International Minutes per month to call International Landlines and Mobiles for consumer convenience.

"We cut out all the unnecessary costs, we don't have retail outlets and we post the SIM directly to our customers for online activation. Our research shows that SIM only plans are getting popular because



consumers have become very aware about the plethora of direct hardware options available to them through channels such as eBay, Google, Apple and other retail outlets.” added Mr Levy.

TPG will update the market about its own mobile network when it releases its FY17 financial results on 19 September. Consumers can register their interest at [www.tpg.com.au/register-mobile](http://www.tpg.com.au/register-mobile) to receive updates and offers related to the mobile network.

### New Updated plans

Discounted monthly charge for the first six months (available for new customers)	<b>\$15</b>	<b>\$19.99</b>	<b>\$24.99</b>
Standard monthly charge	\$29.99	\$34.99	\$39.99
Data	4GB	9GB	12GB
Included Value	Unlimited Calls & SMS to standard AU Numbers + 100 International Minutes	Unlimited Calls & SMS to standard AU Numbers + 100 International Minutes	Unlimited Calls & SMS to standard AU Numbers + 100 International Minutes
Once off SIM Charge	\$10	\$10	\$10

For more information on TPG's mobile plans, visit [www.tpg.com.au/mobile](http://www.tpg.com.au/mobile).

### Media Inquiries

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### About TPG Telecom

TPG Telecom (ASX: TPM) is a force in the Australian telecommunications industry. As the second largest fixed operator in Australia, the TPG group has more than 500,000 NBN subscribers which add up to a total of 1.8 million fixed broadband subscribers. TPG owns end-to-end network infrastructure which includes over 400 DSLAM enabled telephone exchanges across Australia, extensive metropolitan fibre optic networks, and the international PPC-1 submarine cable connecting Australia and Guam with onwards connectivity to USA and Japan.

Through this extensive infrastructure, TPG provides a diverse range of communication services to residential users, small and medium enterprises (SMEs), government and large corporate enterprises. TPG offers nationwide ADSL2+, NBN, Fibre Optic and Ethernet broadband access, Fibre to the Building (FTTB) delivered using the group's own infrastructure, telephony services, Internet Protocol Television (IPTV), SIM Only Mobile plans and various business networking solutions.