

4GEE & FIBRE

PLANS AND PRICES

- EE's new plans put consumers and businesses firmly in control of how little, or how much, they spend each month
- Simple plans on 4G devices, Mobile Broadband and Fibre – at home, work and abroad
- Unlimited calls and texts for consumer customers as standard. Just pick the data allowance
- Keep entertained on the move with Deezer music, Live TV and games on your phone



Everything you need to know about EE's plans for consumers and small businesses

Get in touch:

- Need anything else for media? Just let us know:
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- Fancy moving to EE?
Get in touch and we'll make it really easy for you
- Visit our social channels for more information:
Twitter: [@ee](https://twitter.com/ee)
Facebook: facebook.com/ee
LinkedIn: linkedin.com/company/ee-uk
YouTube: youtube.com/ee



SUPERFAST 4GEE PHONE PLANS

Unlimited calls and texts for consumers¹ – just pick your data

All 4GEE phone plans come with unlimited calls and texts – customers select the data allowance that suits them, starting at £36 a month for 500MB of data.

Customers who take a 4GEE phone plan from £41pm will be entitled to an add-on as part of their plan² – choose from music, games or TV³, and a fast-track service that allows them to get straight through to an expert when they call us.

EE also offers small business customers, with up to 50 employees, a range of 4GEE phone plans. Data allowances start from 1GB with 1,000 UK minutes and 1,000 texts (£30/pm ex. VAT) and extend up to 16GB with unlimited UK calls and texts (£50/pm ex. VAT). Small firms can reduce costs by choosing the new 4GEE Sharer Plan. This allows them to share their data allowance across all users and devices within their business, plus get inclusive calls to colleagues and landlines.

Sim only plans

12 month SIM only 4GEE phone plans will be available from 9th November 2012. They are superfast and simple and also include unlimited minutes and texts as standard – just pick your data.

12 month SIM only 4GEE phone plans are £15/month cheaper than our 24 month plans that include handsets – prices start from £21pm.

EE FIBRE BROADBAND

Superfast broadband at home or in the office

EE Fibre Broadband is typically up to ten times faster than the UK average. Fibre Broadband from EE gives customers superfast speeds for up to 20 simultaneous users at home or in the office. Whether customers are streaming HD TV, playing live games, video-conference calling, downloading large attachments or watching a film, they will get superfast speeds.

Combine with 4GEE and save £120

Consumers who take home broadband and a 4GEE phone plan together will be offered a discount of up to £120 on their phone plan.

4G: 5x faster than 3G

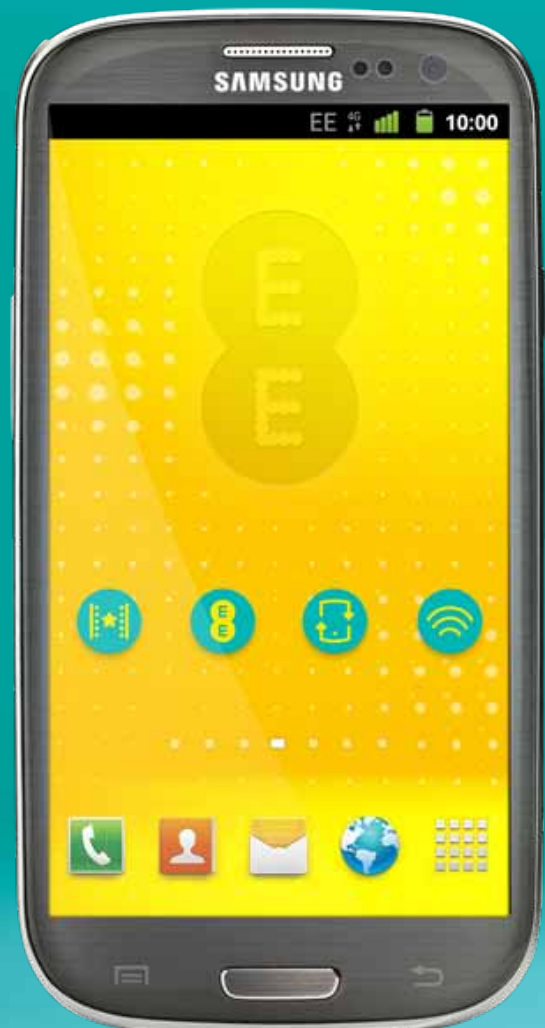
EE lets customers download typically five times⁴ faster than 3G. The average download speeds for 3G is 1.5mb/s while the average download speeds for 4G is expected to be 8-12mb/s, and up to 40mb/s as a typical maximum speed.

Other benefits

Customers can choose any film from the EE Film Store every week on us until 28th February 2013 and they will also get 2 for 1 cinema tickets every Wednesday.

No nasty surprises

Customers will never have to worry about going over their allowance with unlimited calls and texts. And if they burn through their data, they will be reminded when they get near their limit and simply given the option of buying an add-on to carry on using data or waiting until their next data allowance kicks in on their bill date⁵.



AN ADD-ON WITH 4GEE PHONE PLANS

Choose an add-on

Consumers who take a 4GEE phone plan from £41pm, or from £35pm (ex. VAT) for small businesses, will also get to choose from a music, games or TV add-on to enjoy⁶.

Choose from:

Deezer music service

Access to 18 million music tracks to stream or listen to offline on your phone.

Games

Play high-quality games, and download two to keep each month on us, choosing from games including Asphalt 7 and Modern Combat 3. Games will be easy to download and play in HD and multiplayer with 4GEE.

Live mobile TV

Customers will never miss their favourite programmes with access to our Mobile TV service. Combined with 4GEE it means they can stream live TV from up to 19 channels including Channel 4, Eurosport and Cartoon Network.

Key Facts

- Deezer music service allows EE customers access to 18 million music tracks which can be streamed or listened to offline on your phone
- Get access to two games a month, worth £10, to download and keep, including the latest and premium games which are regularly updated and refreshed
- Change the selected service after 30 days and swap for another

MOBILE BROADBAND

4GEE mobile broadband – feel the speed

Thanks to 4GEE mobile broadband, customers will get superfast 4G speeds on the go, on their tablet or laptop even if it's not 4G ready.

Choose how you connect

4GEE mobile broadband is easy to set up and use. Just plug one of our dongles into your USB port. Or with our new mobile 4GEE WiFi devices, you don't even need to do that – it's all done wirelessly. So rather than trying to find a WiFi hotspot, you're surrounded by your own travelling bubble of superfast 4G.

Have ultimate control

We've got a range of 4GEE mobile broadband plans to choose from, too. All with loads of data. What's more, we never let customers run over their data allowance. Instead we tell them when they're running out and let them buy more then and there. So no nasty surprises on their bill.

Devices

USB Stick – Huawei E392 Mobile Broadband USB Stick

- Connect to the superfast 4G network
- Plug into a laptop or tablet via the USB port

Mobile WiFi – Huawei E589 Mobile WiFi Device

- Connect to the superfast 4G network
- Connects to any device which runs WiFi
- Great for iPad, or other tablets with no USB inputs
- Use with up to five devices at once
- No physical connections

PLANS

Consumers (inc. VAT)			
Monthly cost	Length of plan	Features included	Unlimited calls and texts
£36	24 months	500MB data, WiFi	Yes
£41	24 months	1GB data, WiFi	Yes
£46	24 months	3GB data, WiFi	Yes
£51	24 months	5GB data, WiFi	Yes
£56	24 months	8GB data, WiFi	Yes

Small businesses (exc. VAT)		
Monthly cost	Length of plan	Features included
£30	24 months	1GB data, 1,000 mins, 1,000 texts, VoIP and tethering (as part of data allowance), WiFi
£35	24 months	1GB data, unlimited calls, unlimited texts, one add-on, VoIP and tethering (as part of data allowance), WiFi
£40	24 months	4GB data, unlimited calls, unlimited texts, one add-on, VoIP and tethering (as part of data allowance), WiFi
£45	24 months	8GB data, unlimited calls, unlimited texts, one add-on, VoIP and tethering (as part of data allowance), WiFi
£50	24 months	16GB data, unlimited calls, unlimited texts, one add-on, VoIP and tethering (as part of data allowance), WiFi

Small businesses (exc. VAT)														
Monthly cost	Shared data							Shared minutes and texts						
	£20	£40	£80	£120	£160	£240	£320	£20	£30	£40	£60	£100	£140	£200
Limit	4GB	8GB	16GB	24GB	32GB	48GB	64GB	1000/1000	1500/1500	2000/2000	3000/3000	5000/5000	7000/7000	10000/10000
Price plans	£15 per user OR £25 with 4GB personal allowance													

4GEE Sharer is made up of two flat price options, which the customer adds data, minutes and text allowances to.

- £15 per user or £25 with 4GB personal allowance
- Business customers then choose the data, minutes and text allowances from the table above to create their plan
- The Sharer plan gives customers the same benefits (not including data alerts) as EE's 4G phone plan plus unlimited colleague calls and landline calls

ADD-ONS:

Data		Photo messages	Calling abroad (from UK)
Consumer	Small business	50 for £6/mth	100 mins to Europe for £6/mth
50MB for £3	Not available		
500MB for £6	500MB for £5		50 mins to anywhere in the world for £6/mth
2GB for £15	2GB for £12.50		
4GB for £20	4GB for £16.50		

Roaming data add-ons:

These are the standard roaming data add-ons available on a 4GEE phone or mobile broadband plan. Available for consumers and small businesses.

	Europe	Zone A	Zone B	Zone C	Zone D
3MB (phone only)	£1	–	–	–	–
10MB	£2.50	£5	£10	£20	£50
50MB	£10	£15	£40	£80	£195
100MB	£18	£27	£75	£140	–
200MB	£35	£50	£140	–	–
500MB (MBB only)	£70	£100	£280	–	–

4GEE phone plans with roaming benefits are available from an extra £5 per month. Customers can use their unlimited calls and texts abroad and get special rates on roaming data in Europe and other selected countries worldwide. Choose from:

2MB (24 hours)	100MB (24 hours)	250MB (7 days)	1GB (30 days)
£0.50	£2.00	£12.50	£25.00

Roaming calls and text add-ons:

These are the standard roaming minutes and texts add-ons available for consumers on a 4GEE phone plan.

Add-on	Cost
100 EU to UK roaming minutes	£6/month (rolling)
60 anywhere to UK roaming minutes	£6/month (rolling)
200 EU to UK roaming texts	£6/month (rolling)
100 anywhere to UK roaming texts	£6/month (rolling)

4GEE MOBILE BROADBAND PLANS

18 Months		
Consumers (inc. VAT)		
£15.99 pcm 2GB	£20.99 pcm 3GB	£25.99 pcm 5GB
Small businesses (exc. VAT)		
£13.33 pcm 2GB	£17.49 pcm 3GB	£21.66 pcm 5GB

FIBRE BROADBAND PLANS

Consumers			
	£15	£20	£25
Speed (up to)	38Mb/s		76Mb/s
Data allowance	40GB	Unlimited	Unlimited
Calls	Off Peak		
Line rental	£14		
£50 connection fee applies 18 month contract			

Small businesses (exc. VAT)		
	£22	£26.50
Speed (up to)	38Mb/s	76Mb/s
Data allowance	Unlimited	
Mobile monthly discount	£5	
Connection fee	£60	
Line rental	BT Compatible Landline required, costs start from £16.20 a month	

¹ Subject to T&Cs. Excludes international and premium calls
² On 4GEE phone plans costing £41 and above per month and on 4GEE phone and roaming plans costing £46 and above per month
³ Available from November 2012

⁴ Five times faster based on 1.5mb/s UK average speed for 3G (source: most recent Ofcom speed survey) and 8-12mb/s average speed for 4GEE (source: EE data)
⁵ Excludes 4GEE Sharer Plan
⁶ Based on £5/month discount over 24 months