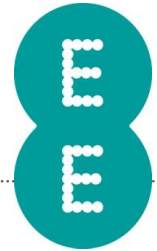


# EE briefing: EU Telecoms Single Market Proposals



## Background

In September 2013 the Commissioner for the Digital Agenda, Neelie Kroes, published her Telecoms Single Market proposals. These proposals were in response to growing concern over the lack of investment in European telecoms infrastructure. Commissioner Kroes focused on the abolition of EU roaming, a commitment to Net Neutrality, permitting early contract termination and a range of other issues.

## EE's Response

We agree with the analysis that EU consumers had suffered from a shortage of investment in broadband and network coverage. However, we are concerned about the proposals and believe that they will fail to encourage further investment. Rather, they could reduce the profitability of the EU market and thereby further undermine future investment

## Roaming

EE is committed under existing EU rules to lower the difference in cost between roaming and home call rates. We believe that encouraging market innovation is important. All EE 4G double speed tariffs include calls and texts back to any UK number from over across the EU, with data roaming switched off by default so that consumers do not suffer from bill shock upon their return to the UK.

## Consumer Rights

EE believes that providing clear and transparent details to consumers is important, and this is why we provide clear Key Facts Information documents on all our mobile and fixed plans.

## Net Neutrality

We believe the use of network management tools are essential to ensure the best experience for everyone on our network. Customers will benefit from operators having the freedom to manage their network in a way which ensure the best experience for everyone. Key to this working is operators being transparent in the way that services are managed. As already mentioned EE provides clear information on all tariffs, including how service is managed.

## Current Position and Next Steps

Prime Minister Cameron and Chancellor Merkel proposed a smaller package ahead of the 2014 European election, which they would like to see adopted before the appointment of a new Commission. The kernel of the Anglo-German proposal is to simplify regulation wherever possible and to focus on:

- A clear end date for mobile roaming charges
- Basic rights for consumers at EU level
- Commitment to Net Neutrality and an open internet by preventing operators from blocking or throttling rival services

The UK and German governments are currently working on having their proposals accepted by other Member States, and the incoming Italian Presidency has committed to concluding the Telecoms Single Market dossier under the present Commission. The short timetable calls for prompt action from the new Parliament to ensure that the proposals receive sufficient scrutiny and that the Telecoms Single Market proposals that are adopted both support investment and protect consumers.

## About EE

EE is the UK's most advanced digital communications company and the first in Britain to offer superfast 4G mobile services alongside fibre broadband. EE services customers on EE, Orange and T-Mobile plans, with a vision to deliver the best network and the best service to its 27 million customers.