



EE Annual RPI Price Increases

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Increases to monthly recurring costs on pay monthly plans: for new & upgrading EE customers

So that we can keep pace with inflation, the price of our pay monthly plans increases in line with RPI each year. These plans include those for your phone, like Max, Essential and SIM Only plans, as well as other plans, such as our 4GEE WiFi.

The monthly price of your plan will increase every year from March by an amount equal to the increase in the Retail Price Index published in January of the same year. The annual price increase is based on the full price of your plan and/or additional services you take from us. Please note, the cost of these additional services you take from us may increase or decrease while you're an EE customer.

Frequently Asked Questions

What is Retail Price Index?

Retail Price Index, or "RPI", is a figure published by the Office for National Statistics as a measure of inflation. RPI is widely-used across a number of industries and reflects the increase in the costs to run and invest in the network and services we provide.

How can I find the new price of my plan?

We'll always let you know before any increase to the rate of RPI and how much your plan is increasing by.

What if I have a discount on my monthly plan?

If you have a discount then this will not change. The price increase is applied to your original price plan charge and then your discount is applied afterwards. You can log into **your account** to see more information about your price plan.

Can I cancel my contract?

Of course we don't want to see you go, but if you'd like to leave before the end of your contract, you may need to pay an early termination charge.