



Media Release

TPG Releases ‘Best Value in Australia’ Mobile Plans

Sydney, 16 September 2011 – TPG has today released a new range of mobile plans labelled as Super Value. True to their namesake, these plans are designed toward delivering incredible value to the end consumers.

“Dollar for dollar, we believe these plans offer the best value anywhere in Australia.” said Craig Levy, TPG’s General Manager of Sales & Marketing.

Mr. Levy also ascertains that the Super Value plans give the best overall value in Australia which can save customers more than \$20 a month.

In 2008, TPG introduced the SIM Only No Contract mobile plans into the Australian market place. TPG’s mobile business has since then experienced steady growth and this is expected to continue with the introduction of the Super Value plans.

TPG believes the main stand out point of the Super Value plans is the introduction of unlimited calls to TPG Mobile and TPG Home Phone on the two most popular plans. TPG has experienced continued On-Net Home Phone growth in the last 24 months (End of Year Financial Report Results will be released on September 20). The unlimited calls feature to TPG Home Phone is geared toward building a bridge between TPG’s two products – Home Phone and Mobile.

“We believe this product will change the mobile landscape in Australia. We are not aware of any other provider giving unlimited mobile to fixed line calls of some type at this price point in the consumer space” said Mr. Levy.

Compared to TPG’s previous mobile plans, the Super Value plans offer a significantly increased overall value as shown in the table below.

Plans	‘Any Network Value’ Before	‘Any Network Value’ Now
Starter	\$125	\$180
Medium	\$330	\$550
Heavy	\$600	\$1,000

The Included Value in the Super Value plans can be used for Calls, SMS and MMS to Australian (including 13/18) and International Numbers.



“TPG is laser focused on delivering value to our end consumers, these plans are built with 100% consumer value and savings in mind. For example, we had customers asking for 13/18 numbers to be part of the Included Value and we have listened” Mr. Levy adds.

Over the past 12 months, TPG has been increasingly recognised as more than an ADSL2+ Internet Service Provider. TPG’s mobile offering has won multiple awards such as the People’s CHOICE Award 2011 for Best Value Mobile Phone Service, CANSTAR Blue 2011 Most Satisfied Customers Award for Mobile Phone Carriers, Money Magazine Award 2011 for Cheapest Postpaid Mobile Plan – Medium Usage, PC & Tech Authority 2010 and 2009 Best Tech Awards for Best Mobile Phone Service Provider.

TPG’s mobile business model involves customer making order online or over the phone. Customers will then receive the SIM card via post after which they can activate it online. All usage information is available online only. To assist customers from not accruing excess charges, TPG sends SMS alert at 75% usage level.

For more information on TPG Super Value Mobile plans, visit www.tpg.com.au/mobile

Media Inquiries

media@tpg.com.au