MEDIA RELEASE
For Immediate Release

Australians are calling out for ‘A Fair Go’
- Virgin Mobile committed to bringing fairness back to telcos -

Sydney, 5 July 2011: Almost nine out of ten (89%) Australians consider being given ‘a fair go’ to be part of Australia’s DNA, yet the majority believe they increasingly aren’t getting a fair go from key Australian service providers including telcos, banks and electricity companies, according to research released today by Virgin Mobile. Going against the grain, Virgin Mobile, already rated number one for member satisfaction, plans to bring fairness back to the people and has announced a new initiative aimed at providing ‘A Fair Go For All’.

The nationwide survey of more than 1,000 Aussie mobile users revealed that attitudes towards the telecommunications industry rated particularly poorly, with nearly two thirds (62%) of Australians out there believing their telco is likely to treat them unfairly. In fact, most Aussies think they are more likely to be treated unfairly by their mobile phone provider than by a parking ranger (57%); their bank (54%) or the tax man (49%).

Throwing down the gauntlet to its competitors, Virgin Mobile’s A Fair Go For All campaign will see the telco launch a range of initiatives over the next several months to make things simpler for consumers, and giving the member more flexibility and control. “We’ve taken a long hard look at ourselves and the industry in Australia. Having researched 5,000 members and consumers over the past few months, we’ve identified the key pain points,” said Virgin Mobile Marketing Director, David Scribner.

“Kicking off with the launch of two new, simpler sets of plans today, we intend to revisit the way we do things, from product offerings through to contractual arrangements and member service channels.”

Most Australians (in fact a whopping 93%) surveyed agreed that telcos need to simplify plans so that they are easier to understand and compare with competitors. In response to this Virgin Mobile
has reduced the number of its mobile phone plans from 19 to just nine. The two new sets of plans – the ‘Big Plan’ and the ‘Fair Go Plan’ - provide clear options and some of the biggest value in Australia.

Virgin Mobile’s new plans:

According to the research, one of the main reasons people think telcos are unfair is not being able not being able to rollover unused cap credit (84%). “We believe it’s only fair that you should get what you pay for so Virgin Mobile remains the only Australian telco to offer free voicemail and the ability to rollover any unused credit to the following month,” said David.

“Our ‘A Fair Go For All’ initiative builds on our existing Virgin philosophy of putting the member at the heart of everything. Bringing fairness back to the people in this industry will be a long journey and we acknowledge that we are just at the start, but we are committed to righting telco wrongs and excited by what lays ahead.”

In a further bid to make its members lives simpler and easier, Virgin Mobile has recently expanded its retail footprint, with over 64 stores and kiosks now available to its 1 million+ members, and several more scheduled to open in the coming months.
Virgin Mobile also offers unlimited calls and text Virgin to Virgin and well as a host of member benefits including 10% credit back on Virgin Australia flights and VIP access to gigs and festivals.

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About Virgin Mobile
Here at Virgin Mobile, we've been putting our Members first for over 10 years. Ever since Richard Branson saw an opportunity to stir up the Aussie telco market in the early noughties, we've been making a splash with our innovative products, cheeky ad campaigns and world-class customer service.

We've certainly come a long way from the early days when each new connection meant a little bell rang in the call centre, to proudly having more than 1 million Members in Australia. And they're happy Members too: we've been rated the No 1 telco for Customer Satisfaction for some time now, and picked up a swag of awards along the way. And because we use the Optus network it means that up to 97% of the population in Oz can get a Virgin Mobile signal. So come on in, more Members are always welcome!

Get personal with us @ www.facebook.com/memberslounge or www.twitter.com/virginmobileaus

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\[i\] The survey was conducted online by Lonergan Research in June 2011. The panel consisted of 1,209 people from around Australia. The data has been weighted to reflect current ABS population statistics

\[ii\] Roy Morgan, June 2011

\[iii\] **Prepaid** - you must recharge to the same voucher type before your credit runs out in order to roll over unused credit. **Postpaid** - Any unused included credit rolls over to following month only and is used once the following month's credit is exhausted. Data does not roll over.