MEDIA RELEASE
UNDER EMBARGO UNTIL 12.01AM, THURSDAY 5 MARCH 2015

VIRGIN MOBILE ANNOUNCES GAME-CHANGING AUSTRALIAN TELCO FIRST
THE TELCO LEADS THE WAY, RESCUING AUSSIES’ UNUSED DATA WITH DATA ROLLOVER
ON NEW POSTPAID MOBILE PLANS

Thursday 5 March 2015: Virgin Mobile Australia has today announced an Australian first with the launch of Data Rollover – a product that will rescue Aussies’ unused data on new Postpaid mobile plans, allowing consumers a second chance to use what they’ve paid for. The premise is simple – any unused data from a customer’s monthly allowance rolls over into the next month so they get another chance to use it.

Virgin Mobile CEO, David Scribner, explains why he is on a mission to rescue Aussies’ lost data each month:

“Data Rollover will revolutionise how Australians view their telco’s data offering and will change the mobile industry for good. People are hungry for data and it’s not fair that something they’ve paid for is snatched away after a month – they should get another chance to use it. I’m proud to say that we are the only telco rescuing people’s data.”

Virgin Mobile has listened to its customers, who have been requesting this feature for some time. When looking at customer data usage, the mobile provider could clearly see this would be a product of genuine value for consumers. David Scribner explains further:

“There is an interesting dynamic at play – although less than one in five of our customers use all their data in any given month, many customers are ‘occasional breakers’ and over a six-month period, around 40 per cent will break their data limits at least once. We looked into it and discovered that almost half of these people would have paid nothing or at least reduced excess charges if they had Data Rollover. Think of the money they could have saved.”

A broader study conducted by Virgin Mobile of Aussie smartphone users has revealed:

- 94 per cent of Australians think it’s unfair that something they have paid for is taken away with no second chance to use it.
- 95 per cent wish they could hold onto their unused data.
- 93 per cent said that having the ability to rollover data would be of value to them.
- Almost a quarter of Aussie smartphone users (22 per cent) are dissatisfied with their current data usage plan.
- The cost of additional data or breaking data limits had the highest rate of dissatisfaction for Aussie smartphone users (40 per cent).
- Getting value for money when it comes to data is the number one thing that would make Aussie smartphone users consider switching their mobile plan or provider (52 per cent).
- When it comes to the most important aspects of a mobile phone plan:
  - 99% of Aussie smartphone users say it’s value for money;
  - 94% say it’s flexibility in included data;
  - 94% say it’s the amount of data included in their plan.

These are compelling facts that Virgin Mobile CEO, David Scribner, could not ignore:

“Last year we pledged to make mobile better and being flexible with our data offering is one way to do this. Data is a big issue, not just for our customers but the majority of Australian smartphone users.

“People want a plan with the flexibility that allows them to live their life without worrying about their data usage. Life is unpredictable and some months are busier than others – one month you might have your head down in work, and the next you might be planning a party on your work commute or uploading photos to Facebook after a holiday. Knowing you have extra data up your sleeve to cater for this means our customers can worry less about nasty bill shock.”

Virgin Mobile was one of the first Australian mobile providers to offer customers the ability to roll over calls and texts and it’s on the front foot again with this announcement. Data Rollover joins the suite of other benefits new Virgin Mobile customers enjoy on Postpaid mobile plans, including great coverage on the Optus
network, unlimited calls and texts Virgin to Virgin within Oz, rollover on unused calls and text, free Voicemail within Oz and included international calls and text.

Data rollover will be available on all new Postpaid mobile plans from today. New and upgrading customers can sign up in store or online at http://virginmobile.com.au.

David Scribner concludes:

“We’ve come a long way over the years to consistently better the mobile experience for Australians. And we have no intention of slowing down. As part of our commitment to make mobile better, we plan to continue rolling out products and benefits that will make a real difference to the lives and lifestyles of our customers.”

For more information on Data Rollover, visit www.virginmobile.com.au

For more information on how Virgin Mobile is Making Mobile Better, visit http://www.makingmobilebetter.com.au

~ ENDS ~

For further information or to arrange an interview with a Virgin Mobile spokesperson, please contact:
Matea Rojas | One Green Bean | Phone: 02 8020 1819 | Matea.Rojas@onegreenbean.com
Katie Raleigh | One Green Bean | Phone: 02 8020 1827 | Katie.Raleigh@onegreenbean.com
Olivia Loughnan | Virgin Mobile | Phone: 02 8085 1970 | Olivia.Loughnan@virginmobile.com.au

About Data Rollover
Data rollover is available to new and upgrading customers. Existing customers must switch to a data rollover plan. Only the data not used in last month’s data inclusion rolls over into the next month. Included data will always be used first, then any data value adds, then roll over. Data only accrues from plans with the data roll over feature, meaning if you swap from a data roll over plan to one without data roll over, you can’t take any roll over with you. Data is for use in Oz, is counted per kilobyte and includes uploads and downloads.

About the research study
- The study was conducted online among 1,059 Australian smartphone owners aged 18+.
- Fieldwork commenced on Friday 13th of February 2015 and was completed on Tuesday 17th of February 2015.
- This study was conducted online amongst members of a permission based panel.
- After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

About Virgin Mobile Australia: Making Mobile Better
Virgin Mobile launched in Australia 14 years ago, based on Richard Branson’s belief that we could do mobile better. Better for our customers, and better for our planet. We’ve been rocking the boat ever since, and we’re not stopping now, because it’s just how we work. Innovative products and a commitment to great value for money are in our DNA.

For years we’ve believed our customers should have unlimited calls or texts to their friends and family on our network within Oz, and on our Postpaid plans, they can. We also roll over unused calls, text and data: our customers have paid for it, so we figure they deserve a second shot at using it.

Backing all this is the power of the Optus 3G/4G Plus network (thanks guys!) which just keeps getting stronger, and allows us to focus on what’s most important – our customers.

We’re committed to making the mobile industry better by keeping pressure on the big guys and making mobile better for customers through innovative products, great service and a commitment to great value for money – it’s a fairer and better way to do business.

We’ve also looked at some of the most silly mobile phone behaviours we’re all guilty of and found ways to turn them into good and show the true potential of the mobile phone while we’re at it. Our #mealforameal campaign has delivered over 200,000 meals alongside our partner, OzHarvest, and we’re still going!

To learn more about how Virgin Mobile is making mobile better, visit: www.makingmobilebetter.com.au