

# Data Roaming

Transparency and Price  
plans of mobilkom austria

# Agenda

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Transparency & Overspending Measures

Product portfolio, new prices & better products 07/08

## **A1 has a number of measures in place to provide transparency and to avoid overspending**

<b>Website Roaming</b>	mobikom austria provides all relevant roaming information on websites (voice and data)
<b>Push SMS</b>	all customers of mobikom austria receive push SMS on handsets and data devices with free of charge service line for information on roaming tariffs (voice and data). Inclusion of information of data prices being investigated
<b>High Usage Notification</b>	mobikom austria's customers receive SMS information in case of high roaming usage. If usage exceeds certain limits the SIM is deactivated and requires reactivation by customers with customer service.
<b>Data Cards &amp; Modems</b>	Software shows used national and roaming data volume separately. Shows used network and allows manual selection of networks.
<b>Portal Browsing</b>	Roaming notification for portal browsing on Vodafone Live



## **Further measures are planned for 2008 that will further improve customer protection**

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**Launch of GSMA website:** A1 will include data roaming price plans in the official GSMA website

**Further improving cost management applications:** improving the speed and the reliability of information regarding roaming usage in all touchpoints.

**Push information concept:** making the most relevant data roaming information available automatically to the user (e.g. SMS alerts)

**Fraud & High Usage measures:** Existing fraud & high usage procedures will be further improved (Near Real Time Roaming Data Exchange Project)

**Implementing results of GSMA project:** handset application for measuring data roaming volume will be implemented when available

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# A1 Data Roaming Portfolio addresses the needs of different customer groups

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## **A1 Europedata:**

- special low prices for roaming in Europe
- given to all data customers automatically (since 10/2007)
- no obligation / monthly fees

## **A1 Breitband Roaming Packages:**

- for high usage customers
- in 3 different sizes for monthly packages
- daily package for 1-day usage

## **Blackberry Roaming Packages:**

- 2 different sizes for Blackberry users with a monthly allowance

## **MMS:**

- MMS are charged event based and not charged according data volume!

**Generally, we expect all data roaming tariffs to decrease further in 2008**

# Price for A1 Europedata was sharply reduced in 2007

<i>Product Name</i>	<i>0-100Kb</i>	<i>101Kb -1Mb</i>	<i>More then 1Mb</i>	<i>Monthly fee</i>	<i>Rounding</i>
<b>A1 Europedata</b>	€ 0,79	€ 0,69	€ 0,39	€ 0	100Kb

- **Launch Date: June 1<sup>st</sup> 2007**
- **Decrease in Price up to 40%**
- **Standard Data Tariff since 1.10.2007 to protect data customers from bill-shock**
- **We expect this data roaming tariff to decrease further over time**

# The validity zone of A1 Europedata will be extended and covers whole Europe

## Additional Operators to Europedata roaming zone:

GOLD Operators:

- Turkey - Vodafone
- Lithuania - BITE
- Latvia - LTM
- Cyprus - Vodafone
- Estonia - Elisa
- Iceland - Vodafone
- Malta - Vodafone
- Luxembourg – P&T





## A1 BREITBAND ROAMING Daily Package was also sharply reduced

***"15€ per Day "***

***very competitive price for one day usage in comparison with WiFi / WLAN***

	DAILY
Allowance	30 MB
Price, VAT incl.	€ 15.00

- only 50 cent per MB
- only on those days when needed
- Launch Date: October 1<sup>st</sup> 2007
- simple SMS activation
- *only A1 offers this type of product*

# A1 BREITBAND ROAMING Monthly Packages

	<i>SMALL</i>	<i>MEDIUM</i>	<i>LARGE</i>
<i>Allowance</i>	<i>15 MB</i>	<i>60 MB</i>	<i>180 MB</i>
<i>Price, VAT incl.</i>	<i>€ 30.00</i>	<i>€ 90.00</i>	<i>€ 180.00</i>
	€ 2/MB	€ 1.50/MB	€ 1/MB

- **tailored to the needs of travellers (from frequent to heavy travellers)**
- **Launch Date: June 1<sup>st</sup> 2007**
- **Decrease in Price up to 40%**
- **No Binding**
- ***Lowest prices in the market***

# A1 BREITBAND ROAMING Packages are now valid in 41 countries including whole EU

## Additional Operators to MBB roaming zone from December 2007:

- Albania – Vodafone
- Australia – Vodafone\*
- Cyprus – Vodafone
- Estonia - Elisa
- Hong Kong – Vodafone\*
- Iceland – Vodafone
- India – Vodafone\*
- Latvia – BITE
- Luxemburg – P&T
- Lithuania – BITE
- Malaysia – Calcom\*
- Malta – Vodafone
- Singapore – Singtel\*
- Turkey – Vodafone
- Egypt – Vodafone
- New Zealand – Vodafone\*

**NEW Zone**  
**41 countries**  
*(EU included)*  
**1.12.2007**

\* not valid for A1 MBB Daily Roaming package – 33 Countries

# A1 BLACKBERRY ROAMING Monthly Packages

	<i>SMALL</i>	<i>LARGE</i>
<i>Allowance</i>	<i>1,5 MB</i>	<i>5 MB</i>
<i>Price, VAT incl.</i>	<i>€ 15.00</i>	<i>€ 25.00</i>

€ 10/MB                      € 5/MB

- tailored to the needs of frequent and very frequent travellers
- Launch Date: June 1<sup>st</sup> 2007
- Decrease in Price up to 55%
- No Binding

**Thank you for your attention!**