



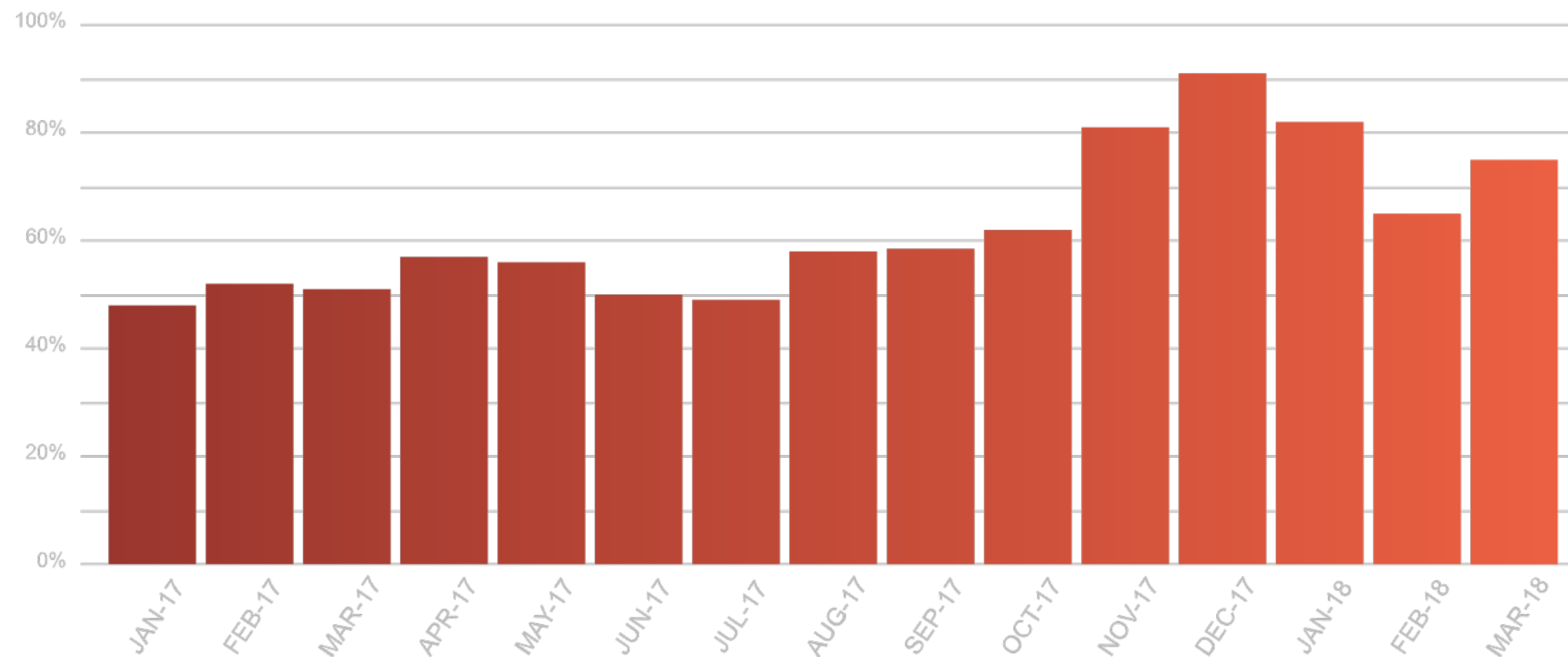
*WhatPhone***Plans**

EVERYTHING YOU NEED TO KNOW ABOUT UNLIMITED DATA PLANS

The Majority Of Plans Chosen On WhatPhone Have Unlimited Voice

Recently, more than 70% of plans chosen on this site have unlimited voice minutes and SMS

Below: Proportion of Plans Chosen On WhatPhone Which Are Unlimited



Source: WhatPhone Analysis

Why Do Australians Want A Mobile Plan With Unlimited Data?

Australians are more mobile than ever and want predictable costs for their data



17% OF PEOPLE
use all mobile products already



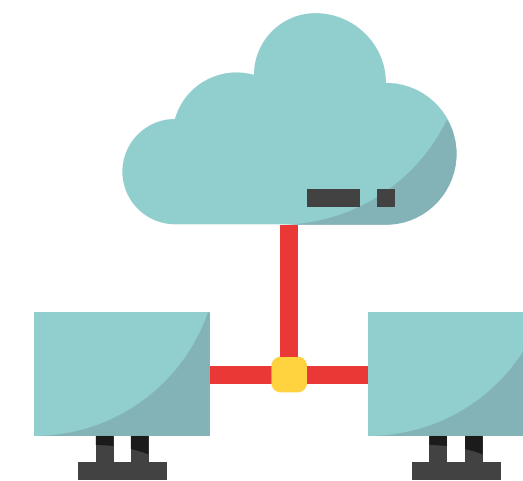
17 CONNECTED DEVICES
in the average Australian home



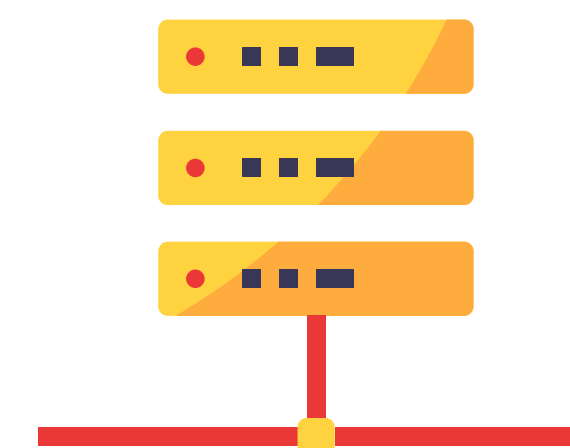
30 INTERNET CONNECTED DEVICES
per home by 2030



30% OF EMPLOYEES
already work from home



80% OF WORK
is now done in the cloud



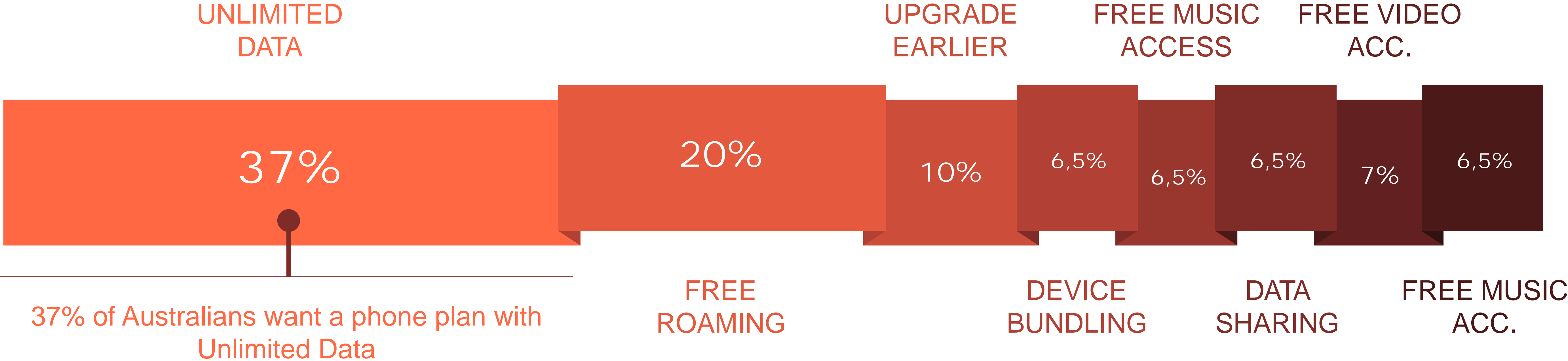
62% OF BUSINESSES
are preparing to support more mobile workers in the next 12 months

Source: Multiple

More than 35% of Australians Want a Phone Plan With Unlimited Data

Although experience overseas shows that a smaller proportion will actually buy one

Below: Proportion of Australians who Want Unlimited Data In Their Phone Plan



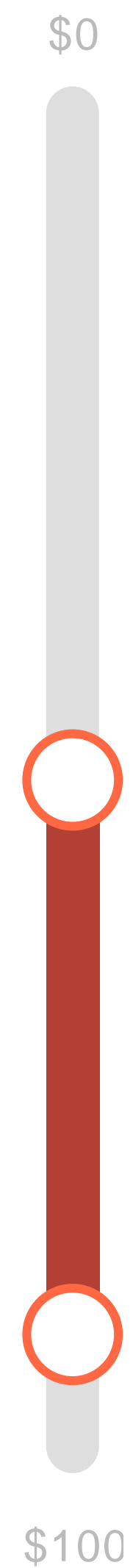
Source: Australian Edition: Deloitte Global Mobile Consumer Survey July 2016

Phone Plans With Unlimited Data Are Expensive

The USA is a useful example.

There, phone plans with unlimited data are expensive and only 2% of people use them

Below: Key Facts About Phone Plans With Unlimited Data



\$50-\$90
USD

Cost of Unlimited Data
on a mobile plan in the US

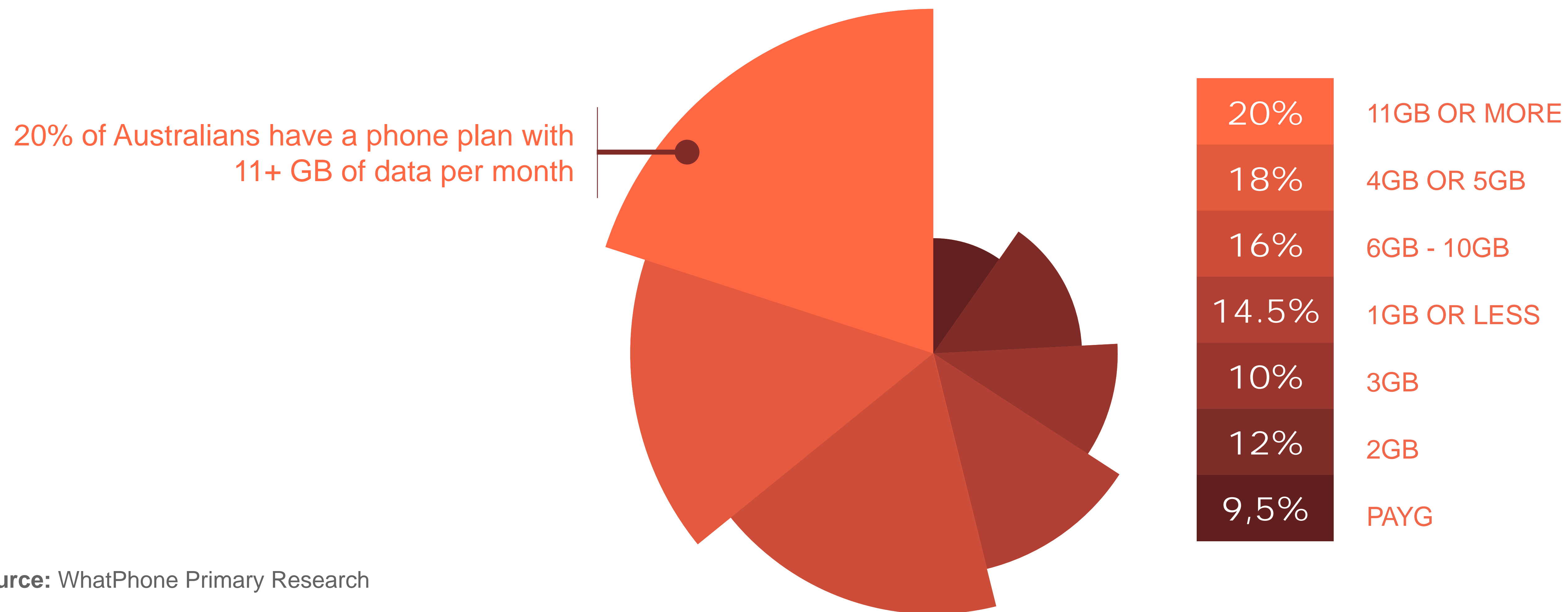


Only 2% of American
Phone Users have an
Unlimited Data Plan

Only 20% of People Need A Phone Plan With 11GB+ Per Month

This is the maximum number of people who should consider an phone plan with unlimited mobile data

Below: Proportion of people with each data entitlement in their plan



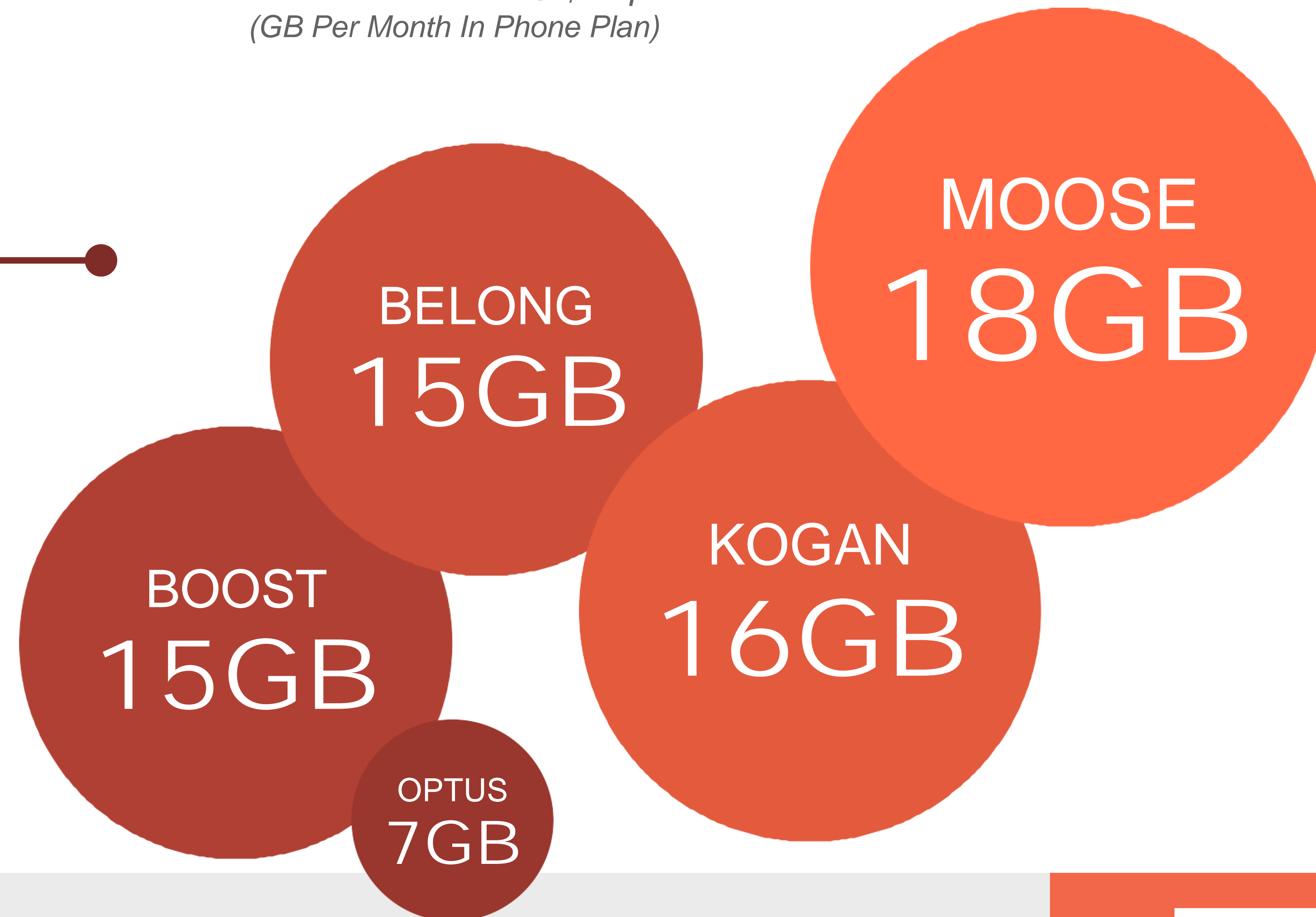
Source: WhatPhone Primary Research

You Don't Need A Phone Plan With Unlimited Mobile Data

Spending \$40 per month, even at current rates, will give almost everyone more than they need

*Below: Data Entitlements @ \$40 per month
(GB Per Month In Phone Plan)*

Among smaller phone companies,
\$40 per month will suit almost all
data usage requirements

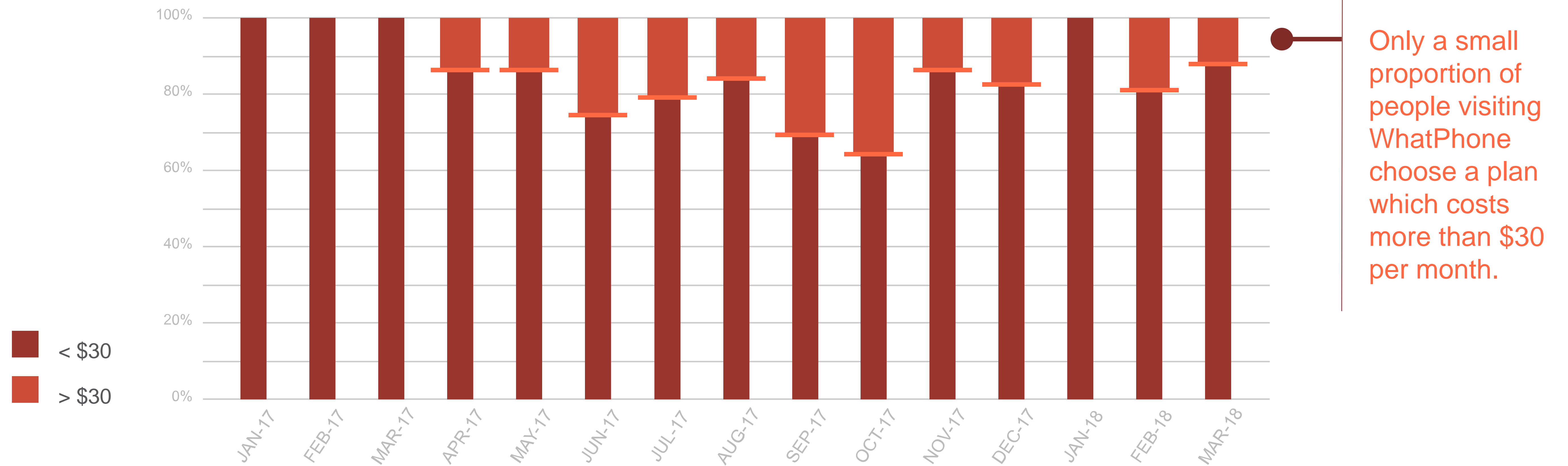


Source: WhatPhone Primary Research

You Don't Need A Phone Plan With Unlimited Mobile Data

Most people buy a phone plan costing less than \$30 a month these days

Below: Percentage of plans chosen on WhatPhone Over and Under \$30 per month



Only a small proportion of people visiting WhatPhone choose a plan which costs more than \$30 per month.

Source: WhatPhone Primary Research