

21 July 2016

Telkom launches ground-breaking data-lead mobile packages.

Telkom today announced a complete overhaul of its mobile product offering with the launch of its ground-breaking FreeMe product.

FreeMe flies in the face of years of mobile industry tradition, where customers had to navigate confusing contracts, seemingly endless Ts&Cs, high peak rates and pricey extras, by prioritising simplicity, ease of use and value.

"Telkom FreeMe offers our customers smartphone plans that liberate them from everything they've ever hated about their network," said Telkom Consumer CEO, Attila Vitai. "Data has become the central requirement for most smartphone users, so that is what we have prioritised", he said.

The Six Plans

Beginning 25 July, customers will choose the amount of data they want from a simple plan, available in six data sizes. By choosing one of the new Telkom FreeMe plans, customers will have access to Telkom's fast network with no hidden costs and no confusing contracts.

"We have listened to our customers and we know that they are data hungry – so that is what we are giving them: six simple plans in six data sizes," he explains.

"In addition, we are driving a value revolution with free texts, free high quality IM calls, free calls to Telkom Mobile and Telkom Fixed Line numbers and free Wi-Fi across all six plans, and on our two top end products, free calls to any network as well."

"We have reviewed our spectrum capacity to allocate it more efficiently to achieve greater coverage and deliver faster data speeds and ultimately drive Over The Top services.

This has allowed us to bypass the interconnection fees charged by other networks to offer our customers true value innovation. With zero rated calls over WhatsApp, Viber and BlackBerry BBM – our customers now have access to over 1 billion call options worldwide and over 6000 WiFi hotspots absolutely free."

Seamless Online ordering

Soon Telkom customers will also be able to complete their FreeMe orders online in just fifteen minutes with next day delivery in metropolitan areas and within two to three days in other areas. "Everything will be easier and more affordable in ways that weren't possible before," Vitai said.

Additional Information

The top two data packages (20GB and Unlimited data) are priced at R599 and R999 respectively. They include free calls to any network, free text messages and free Wi-Fi.

The remaining four packages (1, 2, 5 and 10GB data packages) are priced between R99 and R399. These all include free texts, free.

The six packages range in price from R99 to R999. "We believe this is the most competitive pricing in the industry," Vitai said.

The smallest data package offers 1GB of data and includes free WhatsApp calls, free on-net calls (to Telkom mobile phone and landlines), free texts and free Wi-Fi, priced at just R99 a month.

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ABOUT TELKOM:

Telkom is a leading communications services provider in South Africa. We had consolidated operating revenue of R37.3 billion and normalised profit after tax of R4,052 million for the year ended 31 March 2016. Total assets amounted to R46.8 billion and equity attributable to the owners of Telkom to R26.1 billion as of 31 March 2016. The group generated normalised free cash flow of R3.9 billion for the year ended 31 March 2016.

As of 31 March 2016, we had approximately 3.2 million telephone access lines in service and 1,077,939 ports connected via MSAN access. We offer business, residential and payphone customers a wide range of services and products, including:

- fixed-line retail voice services using PSTN (Public Switched Telephone Network) lines, including ISDN (Integrated Services Digital Network) lines, and the sale of subscription based value-added voice services and calling plans;
- fixed-line customer premises equipment rental and sales services both voice and data needs and these include PABX, Computers, Routers, Modems, Telephone handsets and other ancillary equipment;
- interconnection services, including terminating and transiting traffic from South African mobile operators, as well as from international operators and transiting traffic from mobile to international destinations;
- fixed-line data services, including domestic and international data transmission services, such as point-to-point leased lines, ADSL (Asymmetrical Digital Subscriber Line) services, packet-based services, managed data networking services and internet access and related information technology services;
- Data Centre Operations includes e-commerce, application service provider, hosting, data storage, e-mail and security services;
- W-CDMA (Wideband Code Division Multiple Access), a 3G next generation network, including fixed voice services, data services and nomadic voice services;
- mobile communication services, including voice services, data services and handset sales through our mobile navbar-brand called Telkom Mobile;
- information and communication services including cloud services, infrastructure services, workspace services, global service integration management and hardware and network equipment sales locally, in seven African countries, the UK and Dubai through Business Connexion Group; and
- other services including directory services, through Trudon (Pty) Ltd, wireless data services, through Swiftnet (Pty) Ltd.

Convergence is one of our key strategic initiatives in building a sustainable future for Telkom. We will lead the provision of converged services in South Africa in support of our mission statement: Seamlessly connecting people to a better life.