

# 01 June 2018

## Telkom launches new prepaid campaign which gives even more to consumers.

As part of its new prepaid campaign, Z’Khipha More, Telkom is introducing a new 150MB FreeMe prepaid bundle for R29 from 1 June. The bundle, known as FreeMe 150 MB Bundle, is all-inclusive of voice, data and messaging.

The 150 MB FreeMe Bundle will be available to all Telkom mobile subscribers (including prepaid, post-paid and top-up) as an ad-hoc purchase only. The bundle gives purchasers a data allocation of 150 MB, with 50 free SMSes, 150 minutes of free calls to Telkom mobile and fixed-line numbers and 150MB of instant messaging data which can be used for both messaging and voice calls on WhatsApp, Viber and BlackBerry Messenger (BBM) within the 14day validity period. The bundle is valid for 14 days from the date of purchase, after which unused benefits will expire.

Z’Khipha More also includes Telkom More, which allows customers to double the airtime every time they recharge, and SimSonke, which at 30c a minute to Telkom mobile and fixed-line numbers offers the lowest call rate on the market.

“Over the past few years, Telkom has consistently worked to provide high quality products at reduced prices, thus ensuring we reduce the cost to communicate and broaden access to ICT services for the majority of people. In July 2016, we launched FreeMe, the first data-centric cellphone package which cost just 29c per MB. Now, we’re extending FreeMe benefits even further with the 150MB FreeMe bundles for just R29,” said Telkom’s Managing Executive for Consumer and Mobile Products, Erna Korff.

“FreeMe Bundles, SimSonke and Telkom More help consumers stretch their money even further than ever before. We are committed to improving consumers’ quality of life through better prepaid offerings, with competitive pricing and easy-to-understand packages and offers.”

SimSonke benefits	Telkom More benefits	FreeMe Bundles benefits
Anytime calls to Telkom Mobile numbers @30-c/minute	Double your airtime every time you recharge	Choose your data and everything else is free.
Anytime calls to other network providers @ 75c/minute	Calls to all networks (including Telkom mobile) @ R1,90/minute	Free instant messaging and calling using WhatsApp, Viber and BBM
30c per SMS, MMS or MB of data	50c per SMS and MMS	Free texting to other networks in South Africa
Free recharge for SMS and evening calls	30c/MB of data	Free calls to Telkom numbers, including both fixed and mobile

Telkom and popular local rapper and songwriter, Kwesta have partnered for the launch of Telkom’s new Z’Khipha More Prepaid campaign.

Kwesta’s hit song Spirit has become a local anthem and is up for Song of the Year at the 2018 South African Music Awards.

Telkom believes that Kwesta's energy and personality resonates with the local prepaid target market – making him the ideal ambassador for the Z'Khipa More Prepaid campaign.

As part of the campaign, Kwesta will feature in Telkom's Z'Khipa More Prepaid TV Advert, sales material, social media posts and print advertisements.

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