

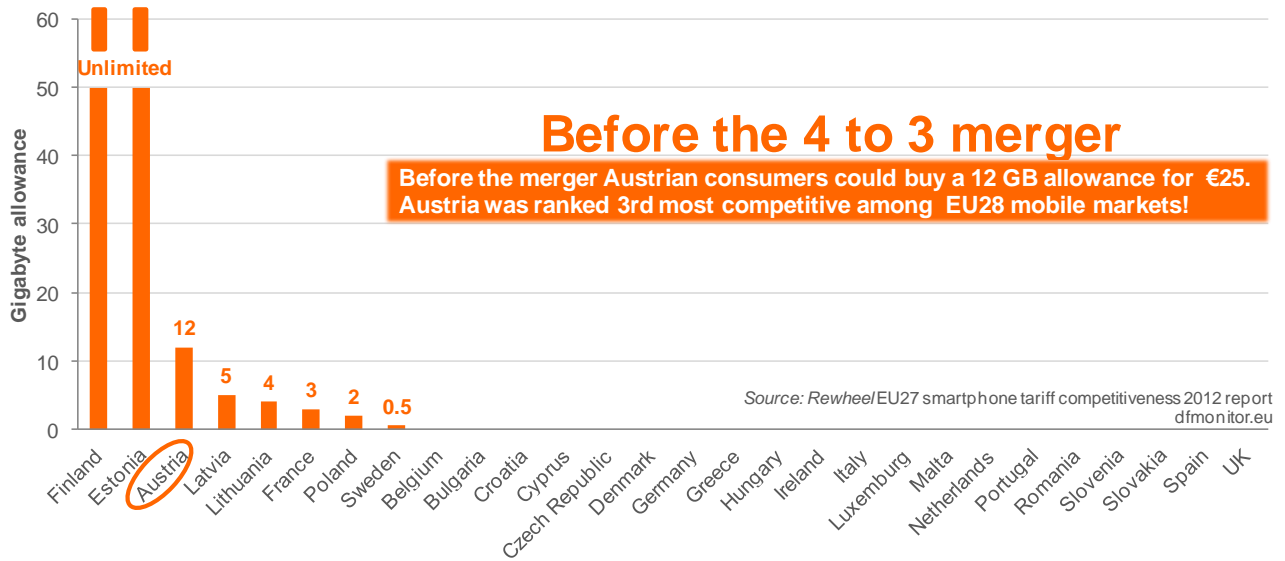
Three years after the 4 to 3 merger €25 buys Austrians only half the gigabyte allowance than it did before the merger approval

- Moreover, before the merger in December 2012 Austria was ranked as the 3rd most competitive mobile market among EU28. €25 bought¹ Austrian consumers a 12 gigabyte allowance and more than 1,000 minutes & SMS. Only Finns and Estonians got more value (unlimited gigabyte, minute & SMS allowance) by spending €25.
- Three years after the merger approval², in October 2015 Austria has fallen behind in competitiveness and is now ranked 10th among EU28 in this metric.

Rewheel / Digital Fuel Monitor public flash research note, 14th March 2016

Maximum gigabyte allowance that €25 or less bought accross EU28 mobile markets in December 2012

On-device gigabyte allowance in smartphone plans with unlimited (>1,000) minutes & SMS

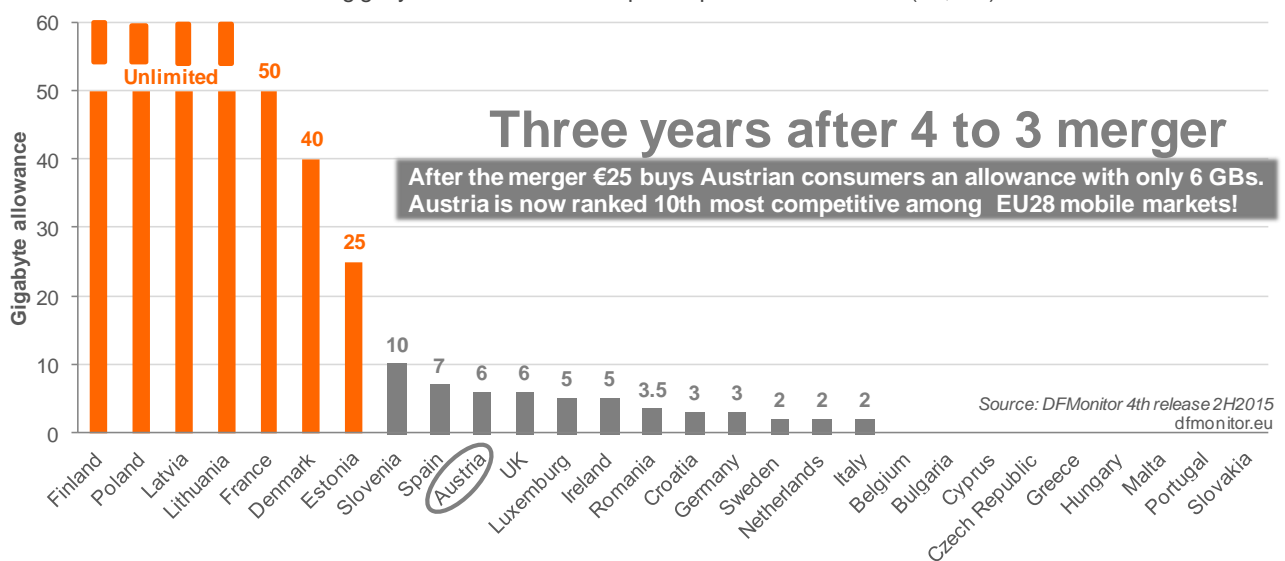


Including MNO main/discount brands and MVNOs

Countries where such plans were not available or were more expensive than €25 are depicted alphabetically with no value

Maximum gigabyte allowance that €25 or less bought accross EU28 mobile markets in October 2015

On-device gigabyte allowance in smartphone plans with unlimited (>1,000) minutes & SMS



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¹ http://www.dfmonitor.eu/insights/2016_feb_austria_prices/

² http://dfmonitor.eu/insights/2015_jan_premium_austria/