

O2 triples GB volume allowances (for the same price) after the Commission blocked the 4 to 3 merger in the UK

- Before the blocked 4 to 3 merger Telefonica O2 sold in the UK 4G unlimited minute & SMS smartphone plans with data volume allowances of 4, 8 and 16 gigabytes for £19, £24 and £29 respectively.
- After the European Commission blocked the 4 to 3 merger (Hutchison's acquisition of O2) O2 nearly tripled the gigabyte volume allowances of its 4G unlimited minute & SMS smartphone plans by launching new tariffs that pack 10 and 25 gigabytes for £18 and £25 respectively.
- Before the blocked merger £25 bought O2 customers 8 gigabytes. Now O2 customers get three times more gigabytes i.e. 25GB by spending £25.

Rewheel / Digital Fuel Monitor flash research note, 7th July 2016

O2 UK SIM-only smartphone tariffs 6th July 2016:

Our biggest, best value sim tariff

| | | | | |
|------------------------------|---|---------------------------|---|------------------------------|
| 25GB data | + | Unlimited texts & minutes | = | £25 ⁰⁰ a month |
| More details | | 4G ready | | For 12 Months |

Includes : Ends 27 July Free O2 Wifi Exclusive offers with Priority

Our new 10GB tariff

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|------------------------------|---|---------------------------|---|------------------------------|
| 10GB data | + | Unlimited texts & minutes | = | £18 ⁰⁰ a month |
| More details | | 4G ready | | For 12 Months |

Includes : Ends 27 July Free O2 Wifi Exclusive offers with Priority

O2 UK SIM-only smartphone tariffs as of 22nd April 2016:

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| <p style="text-align: center; font-weight: bold;">4GB data</p> <p style="text-align: center;">4G ready Unlimited texts Unlimited minutes</p> <p style="text-align: center;">More details</p> <p style="text-align: center; background-color: #0056b3; color: white; padding: 2px;">New tariff. Introductory price. Ends 27 April.</p> <p style="text-align: center; font-size: 24px; font-weight: bold;">£19⁰⁰</p> <p style="text-align: center;">a month</p> <p style="text-align: center; border: 1px solid #ccc; padding: 5px; width: 100%;">Select</p> | <p style="text-align: center; font-weight: bold;">8GB data</p> <p style="text-align: center;">4G ready Unlimited texts Unlimited minutes</p> <p style="text-align: center;">More details</p> <p style="text-align: center; background-color: #0056b3; color: white; padding: 2px;">New tariff. Introductory price. Ends 27 April.</p> <p style="text-align: center; font-size: 24px; font-weight: bold;">£24⁰⁰</p> <p style="text-align: center;">a month</p> <p style="text-align: center; border: 1px solid #ccc; padding: 5px; width: 100%;">Select</p> | <p style="text-align: center; font-weight: bold;">16GB data</p> <p style="text-align: center;">4G ready Unlimited texts Unlimited minutes</p> <p style="text-align: center;">More details</p> <p style="text-align: center; background-color: #0056b3; color: white; padding: 2px;">New tariff. Introductory price. Ends 27 April.</p> <p style="text-align: center; font-size: 24px; font-weight: bold;">£29⁰⁰</p> <p style="text-align: center;">a month</p> <p style="text-align: center; border: 1px solid #ccc; padding: 5px; width: 100%;">Select</p> |
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