

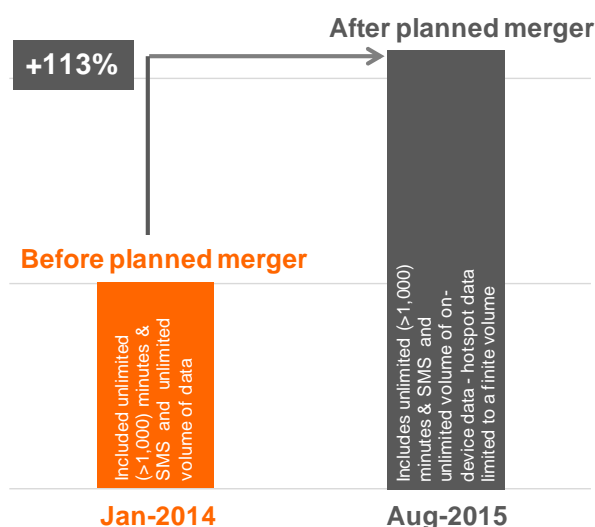
The 4 to 3 consolidation effect – Hutchison Three UK doubled the price of its flagship smartphone plan

- Ahead of its planned merger with Telefonica O2 in the UK Hutchison Three has more than doubled (+113%) the price of its flagship 4G LTE smartphone plan
- Will GSMA claim¹ again, as they did for Austria using dubious² economics, that “...there is no evidence that prices increased...” even though consumers are asked to pay twice as much to purchase a smartphone plan that includes less data?

Rewheel / Digital Fuel Monitor premium research note, 31st August 2015

Maybe prices did not increase in a parallel GSMA universe but in this universe the price doubled!

Hutchison Three UK price for flagship 4G LTE smartphone tariff



The premium 3-page DFMonitor research note includes tariff screenshots taken from Three's UK website³ and conditions of use taken from Three's price guides. More information regarding all Hutchison Three UK price hikes that follow the planned merger with Telefonica O2 can be found in the DFMonitor premium research note “*The 4 to 3 consolidation effect – Hutchison Three UK increases prices, again!*”⁴.

¹ http://www.gsma.com/publicpolicy/wp-content/uploads/2015/05/Assessing_the_case_for_in-country_mobile_consolidation.pdf

² http://www.dfmonitor.eu/insights/2015_mar_premium_frontier/

³ http://www.three.co.uk/Store/SIM/Plans_for_phones

⁴ http://www.dfmonitor.eu/insights/2015_apr_premium_three_uk/