



NEWS RELEASE

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Sure introduces unlimited mobile plans in Jersey

Sure is delighted to offer Jersey customers innovative new monthly mobile phone contracts which offer unlimited data, calls and texts from Tuesday 2 March.

The Channel Island telecoms provider is completely restructuring its mobile plans to better cater to its customers' changing consumption habits, as demonstrated by the COVID-19 pandemic which saw calls on mobile phones double during Jersey's first lockdown. Sure is offering a range of unlimited contracts, with plans starting from £23 per month.

Charlotte Dunsterville, chief consumer officer at Sure, said: "As technology evolves and our lives have changed, our customers are using their devices more frequently in their day-to-day lives, streaming more regularly and consuming a higher volume of data. The speed that mobile phones and their complementary services have developed is phenomenal and has been further accelerated by the impact of COVID-19 on islanders' lives.

"To put it into context, the first iPhone launched in 2007 using 2G and platforms such as Netflix were only just launching in the UK 10 years ago with a limited number of films and series, let alone being available to stream from mobile devices. Nowadays, everyone can stream a wide range of shows from their mobile devices. This is one of the habits that has contributed to the increase in data consumption across the Channel Islands, as one hour of streaming video on Netflix or Amazon Prime can easily use over 1GB of data."

The tariffs have been designed in line with islanders' lifestyles instead of data limits and are based on offering the right speed of data that is suitable for that customer's consumption. In addition to the new tariffs, Sure customers can add up to four other household members to their Unlimited Pay Monthly Plan for an additional £16 per month per person thanks to the Sharer Plans.

Charlotte continues: "As evidenced last year, access to the internet is an essential requirement for islanders. Not only are we offering unlimited mobile data plans for all, but they are more accessible as we have reduced the price of our tariffs in comparison to what was previously offered."

Customers' current Pay Monthly contracts will not be impacted by the introduction of the new offers, however if a customer would like to upgrade to a new Unlimited Pay Monthly Plan, they can visit the Sure website for more information: www.sure.com/jersey/pay-monthly

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Notes to editors:

About Sure

www.sure.com

Twitter: <https://twitter.com/SureJSY/>

Facebook: <https://www.facebook.com/SureJersey>

LinkedIn: <https://www.linkedin.com/company/sure-international>

Headquartered in Guernsey, Sure provides telecommunications and related services across the Channel Islands, the Isle of Man and in the British Overseas Territories of Ascension, Falklands, Saint Helena and Diego Garcia.

Sure provides fixed voice, mobile, broadband and Cloud services in the Channel Islands and Isle of Man. In the British Overseas Territories, Sure operates under exclusive licences with full-feature networks delivering voice, broadband data services and, in certain markets, TV. The corporate division of the business, Sure International, specialises in offshore connectivity, enabling those companies that operate in the islands to reliably and efficiently connect and transact with their global partners.

Sure's approach to business is based on its values of simplicity, trust, one team and customer-driven. The last of these values has resulted in annual multi-million-pound investments to provide customers with the best and latest services to meet their needs.

Customer experience is at the heart of Sure's approach and the company was found to have the most satisfied customers in the Channel Islands in a 2018 study carried out by the independent regulator in the islands. In the Isle of Man, Sure was rated the best overall network (Source: a Sure-commissioned independent study carried out by Systemics group, 2017).

Sure is a member of the Batelco Group, a leading telecommunications provider to 14 markets spanning the Middle East & Northern Africa, Europe and the South Atlantic and Indian Ocean.