

## Save an average of £250 per year

Exact Number: £252.88

Average saving is based on pricing of a new 24-month handset contracts, between 13<sup>th</sup> December 2024 and 6<sup>th</sup> March 2025. iD Mobile were cheaper for 98.2% of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same handset, minutes, texts and data combination. Comparing sample of 7556 price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback. For verification see idmobile.co.uk/save.

Pay monthly prices subject to credit check, eligibility, and minimum term of 24 months on selected tariffs. All of our 24 months' Pay Monthly plans are subject to an annual price increase. For more information, visit idmobile.co.uk/price-increase.

### Long Terms:

Save an average of £250 a year on your phone plan at iD Mobile vs. going to a major network.

### Methodology:

- We compared iD Mobile (idmobile.co.uk) pricing versus MNO (EE, O2, Vodafone and Three) website pricing.
- Pricing was compared across a 3-month (13/12/2024 – 06/03/2025) period, taking Thursday or Friday morning price as indicative for the full week. Where the either day's data was incomplete, or due to seasonality and resource, we used an alternative day.
- We compared all handsets ranged by iD Mobile on like for like 24m contracts.
- We compared total cost of ownership (monthly cost x 24 + any upfront – any cashback).
- 'Like-for like' match criteria consisted of handset, minutes, texts, and data allowances.
- The average save was calculated by adding up the TCO delta (positive and negative) and taking the mean average.

### Pricing comparison summary:

Network	TCO Saving	No. of matches	Average Save (TCO)	Average Save per month	Losses	Loss %	Win %
EE	£1,000,662	1766	£566.63	£23.61	6	0.3%	99.7%
O2	£1,743,158	3675	£474.33	£19.76	104	2.8%	97.2%
Three	£378,443	817	£463.21	£19.30	7	0.9%	99.1%
Voda	£699,286	1298	£538.74	£22.45	21	1.6%	98.4%
Total	£3,821,549	7556	£505.76	£21.07	138	1.8%	98.2%

See the following pages for this date split by week throughout the 3-month period tracked.

### Promotion Terms and Conditions:

Average saving is based on pricing of a new 24-month handset contracts, between 13<sup>th</sup> December 2024 and 06<sup>th</sup> March 2025. id Mobile were cheaper for 98.3% of times we were able to directly compare the total cost of ownership of the deal on idmobile.co.uk vs. the network's direct price (Vodafone, O2, EE and Three). Match criteria uses the same handset, minutes, texts and data combination. Comparing sample of 7076 price comparisons. Total cost of ownership is calculated by: monthly cost x 24 + upfront cost - cashback. For verification see idmobile.co.uk/save.

Pay monthly prices subject to credit check, eligibility, and minimum term of 24 months on selected tariffs. All of our 24 months' Pay Monthly plans are subject to an annual price increase. For more information, visit idmobile.co.uk/price-increase.

### Pricing comparison by week:

Date	Network	Total Save	Number of matches	Average TCO Save	Win %	No of loses
13-Dec	EE	£45,733.36	87	£525.67	100.00%	0
13-Dec	O2	£135,268.70	276	£490.10	97.10%	8
13-Dec	Three	£26,561.84	60	£442.70	100.00%	0
13-Dec	Voda	£74,343.96	113	£657.91	100.00%	0
20-Dec	EE	£52,287.44	100	£522.87	100.00%	0
20-Dec	O2	£133,024.50	271	£490.87	97.05%	8
20-Dec	Three	£26,372.60	59	£446.99	100.00%	0
20-Dec	Voda	£61,715.00	109	£566.19	99.08%	1
27-Dec	EE	£53,594.76	102	£525.44	100.00%	0
27-Dec	O2	£135,741.70	276	£491.82	97.10%	8
27-Dec	Three	£28,037.88	59	£475.22	100.00%	0
27-Dec	Voda	£59,484.20	111	£535.89	100.00%	0
03-Jan	EE	£57,472.92	104	£552.62	100.00%	0
03-Jan	O2	£143,853.54	280	£513.76	97.14%	8
03-Jan	Three	£29,871.20	61	£489.69	100.00%	0
03-Jan	Voda	£62,332.36	111	£561.55	99.10%	1
09-Jan	EE	£86,985.76	149	£583.80	100.00%	0
09-Jan	O2	£141,916.54	280	£506.84	97.10%	8
09-Jan	Three	£29,072.20	61	£476.59	100.00%	0
09-Jan	Voda	£60,913.36	111	£548.77	98.20%	2
17-Jan	EE	£87,181.80	154	£566.12	100.00%	0
17-Jan	O2	£132,164.54	277	£477.13	97.10%	8
17-Jan	Three	£29,250.24	61	£479.51	100.00%	0
17-Jan	Voda	£51,346.64	103	£498.51	96.10%	4
24-Jan	EE	£87,016.12	154	£565.04	100.00%	0
24-Jan	O2	£122,457.54	277	£442.08	97.11%	8
24-Jan	Voda	£28,007.72	61	£459.14	100.00%	0
24-Jan	Three	£51,366.64	103	£498.71	96.12%	4

31-Jan	EE	£87,336.48	163	£535.81	100.00%	0
31-Jan	O2	£126,359.62	290	£435.72	97.24%	8
31-Jan	Three	£27,441.08	63	£435.57	100.00%	0
31-Jan	Voda	£53,841.92	109	£493.96	96.33%	4
07-Feb	EE	£91,356.76	155	£589.40	100.00%	0
07-Feb	O2	£131,455.38	293	£448.65	97.27%	8
07-Feb	Three	£26,087.52	60	£434.79	98.33%	1
07-Feb	Voda	£62,463.40	127	£491.84	100.00%	0
14-Feb	EE	£86,948.96	145	£599.65	100.00%	0
14-Feb	O2	£132,549.61	299	£443.31	97.32%	8
14-Feb	Three	£25,794.56	60	£429.91	98.33%	1
14-Feb	Voda	£62,714.92	125	£501.72	100.00%	0
21-Feb	EE	£93,075.64	153	£608.34	100.00%	0
21-Feb	O2	£132,550.99	283	£468.38	97.20%	8
21-Feb	Three	£26,316.80	57	£461.70	98.20%	1
21-Feb	Voda	£40,490.08	72	£562.36	95.80%	3
28-Feb	EE	£81,938.76	143	£573.00	97.90%	3
28-Feb	O2	£136,806.67	283	£483.42	97.17%	8
28-Feb	Three	£26,119.20	56	£466.41	100.00%	0
28-Feb	Voda	£40,809.52	73	£559.03	95.89%	3
06-Mar	EE	£89,733.40	157	£571.55	98.09%	3
06-Mar	O2	£139,008.47	290	£479.34	97.24%	8
06-Mar	Three	£26,151.52	57	£458.80	100.00%	0
06-Mar	Voda	£40,822.52	73	£559.21	95.89%	3

# SIMO:

**Save an average of £12 per month on SIM only plans at iD Mobile vs. going to a major network.**

- Save on average £12 per month on SIM only plans versus the major networks
- Exact number £12.79
- Win 100% of 100%

## Methodology:

- 1, 12 & 24m SIM only contracts included. PAYG and data-only SIMs excluded
- iD Direct (idmobile.co.uk) versus MNO direct (EE, O2, Vodafone and Three)
- Comparing effective monthly cost (EMC) on like for like contract lengths
- EMC is calculated by multiplying monthly recurring cost by contract length, deducting the value of upfront cashback, gift cards or half price line rental, then dividing by the original contract length
- Match criteria: contract length, minutes, texts, and data (where iD Mobile has slightly more, comparison is still made. Where iD Mobile has lower inclusions than a competitor, comparison is not made)
- Average save is calculated by adding up the EMC delta (positive and negative), and taking the mean average
- Pricing is compared over a 3 month / 13-week period (taking Thursday or Friday morning price as indicative for the full week. Where the either day's data was incomplete, or due to seasonality and resource, we used an alternative day).

## Pricing comparison summary:

13wk Total	Save	Matches	avg Save
EE	£474	46	£10.30
O2	£1,702	121	£14.06
Three	£923	97	£9.51
Voda	£1,303	80	£16.28
Total Save	£4,401	344	£12.79

	Matches	Wins	Win %
EE	46	46	100%
O2	121	121	100%
Three	97	97	100%
Voda	80	80	100%
Total	344	344	100.0%

## Terms & Conditions:

### **Save an average of £12 per month on SIM only plans at iD Mobile vs major network**

Average saving based on pricing of new SIM only plans, between 13th December 2024 and 6th March 2025. Comparing the effective monthly cost of plans on idmobile.co.uk vs. network's direct price (Vodafone, O2, EE and Three). iD Mobile were cheaper for 100.0% of the 344 like-for-like plans matched. Match criteria: same contract length, minutes, texts and data combination. Total cost of ownership is calculated by: ((monthly cost x contract length) – (discounted line rental x discounted months) – cashback) / contract length. For verification see idmobile.co.uk/save.

Week	Network	Total Save	Number of matches	Per Month	Win %	Win no
13-Dec	EE	£43.00	5	£8.60	100%	5
13-Dec	O2	£154.98	11	£14.09	100%	11
13-Dec	Three	£60.00	7	£8.57	100%	7
13-Dec	Voda	£84.00	6	£14.00	100%	6
13-Dec	Average Save		29	£11.79	100%	29
20-Dec	EE	£43.00	5	£8.60	100%	5
20-Dec	O2	£154.98	11	£14.09	100%	11
20-Dec	Three	£62.50	7	£8.93	100%	7
20-Dec	Voda	£82.00	5	£16.40	100%	5
20-Dec	Average Save		28	£12.23	100%	28
27-Dec	EE	£40.00	4	£10.00	100%	4
27-Dec	O2	£160.35	11	£14.58	100%	11
27-Dec	Three	£71.63	7	£10.23	100%	7
27-Dec	Voda	£100.63	6	£16.77	100%	6
27-Dec	Average Save		28	£13.31	100%	28
03-Jan	EE	£40.00	4	£10.00	100%	4
03-Jan	O2	£160.35	11	£14.58	100%	11
03-Jan	Three	£71.63	7	£10.23	100%	7
03-Jan	Voda	£100.63	6	£16.77	100%	6
03-Jan	Average Save		28	£13.31	100%	28
10-Jan	EE	£40.00	4	£10.00	100%	4
10-Jan	O2	£160.35	11	£14.58	100%	11
10-Jan	Three	£71.63	7	£10.23	100%	7
10-Jan	Voda	£100.63	6	£16.77	100%	6
10-Jan	Average Save		28	£13.31	100%	28
17-Jan	EE	£38.00	4	£9.50	100%	4
17-Jan	O2	£150.97	11	£13.72	100%	11
17-Jan	Three	£64.25	7	£9.18	100%	7
17-Jan	Voda	£80.75	6	£13.46	83%	6
17-Jan	Average Save		28	£11.93	96%	28
24-Jan	EE	£38.00	4	£9.50	100%	4
24-Jan	O2	£150.97	11	£13.72	100%	11
24-Jan	Three	£64.25	7	£9.18	100%	7
24-Jan	Voda	£83.00	6	£13.83	100%	6

24-Jan	Average Save		28	£12.01	100%	28
31-Jan	EE	£23.00	2	£11.50	100%	2
31-Jan	O2	£106.98	8	£13.37	100%	8
31-Jan	Three	£86.00	9	£9.56	100%	9
31-Jan	Voda	£125.00	7	£17.86	100%	7
31-Jan	Average Save		26	£13.11	100%	26
07-Feb	EE	£23.00	2	£11.50	100%	2
07-Feb	O2	£107.97	8	£13.50	100%	8
07-Feb	Three	£83.00	9	£9.22	100%	9
07-Feb	Voda	£125.00	7	£17.86	100%	7
07-Feb	Average Save		26	£13.04	100%	26
14-Feb	EE	£23.00	2	£11.50	100%	2
14-Feb	O2	£107.97	8	£13.50	100%	8
14-Feb	Three	£83.00	9	£9.22	100%	9
14-Feb	Voda	£125.00	7	£17.86	100%	7
14-Feb	Average Save		26	£13.04	100%	26
21-Feb	EE	£23.00	2	£11.50	100%	2
21-Feb	O2	£107.97	8	£13.50	100%	8
21-Feb	Three	£81.00	9	£9.00	100%	9
21-Feb	Voda	£128.00	8	£16.00	100%	8
21-Feb	Average Save		27	£12.59	100%	27
28-Feb	EE	£50.00	4	£12.50	100%	4
28-Feb	O2	£88.97	6	£14.83	100%	6
28-Feb	Three	£62.00	6	£10.33	100%	6
28-Feb	Voda	£84.00	5	£16.80	100%	5
28-Feb	Average Save		21	£13.57	100%	21
06-Mar	EE	£50.00	4	£12.50	100%	4
06-Mar	O2	£88.97	6	£14.83	100%	6
06-Mar	Three	£62.00	6	£10.33	100%	6
06-Mar	Voda	£84.00	5	£16.80	100%	5
06-Mar	Average Save		21	£13.57	100%	21