



Save an average of £12 per month 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, Vodafonefone and Three) website pricing.
- Pricing was compared across a 3-month (16/04/21 – 09/07/21) period, taking the Friday morning price as indicative for the full week.
- We compared all handsets ranged by iD Mobile on like for like 24m contracts
- We compared total cost of ownership (monthly cost x24 + 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:

Competitor	Total TCO saving	No. of matches	Average TCO saving	Average save per month
EE	£427,778	1,469	£291.20	£12.13
O2	£612,314	2,142	£285.86	£11.91
Three	£120,871	657	£183.97	£7.67
Vodafonefone	£393,684	954	£412.67	£17.19
Total	£1,554,646	5222	£297.71	£12.40

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

Promotion Terms & Conditions:

Average saving based on 24-month handset contracts between 16/04 – 09/07, directly comparing 5222 like-for-like deals (mins, text & data), handsets and total cost of ownership (total cost of ownership is calculated as: monthly cost x24 + upfront cost + cashback) vs. Vodafonefone, O2, EE and Three direct prices.

Subject to credit check, eligibility and 24-month minimum term. Monthly cost may increase in line with Retail Price Index (RPI). Standard Network Terms and Conditions apply. See website for details: <https://www.idmobile.co.uk/legal/terms-and-conditions>

Pricing comparison by week:

Date	Competitor	Total TCO saving	No. of matches	Average TCO saving	Average save per month
16/04/2021	EE	£40,682.95	138	£294.80	£12.28
16/04/2021	O2	£54,637.62	176	£310.44	£12.94
16/04/2021	Three	£8,231.36	50	£164.63	£6.86
16/04/2021	Vodafone	£40,625.50	87	£466.96	£19.46
23/04/2021	EE	£34,878.58	120	£290.65	£12.11
23/04/2021	O2	£52,631.76	169	£311.43	£12.98
23/04/2021	Three	£10,192.36	54	£188.75	£7.86
23/04/2021	Vodafone	£38,870.52	83	£468.32	£19.51
30/04/2021	EE	£36,751.07	118	£311.45	£12.98
30/04/2021	O2	£50,615.75	167	£303.09	£12.63
30/04/2021	Three	£10,360.12	53	£195.47	£8.14
30/04/2021	Vodafone	£33,802.49	83	£407.26	£16.97
07/05/2021	EE	£34,869.55	120	£290.58	£12.11
07/05/2021	O2	£50,761.75	172	£295.13	£12.30
07/05/2021	Three	£9,847.12	53	£185.79	£7.74
07/05/2021	Vodafone	£34,474.21	86	£400.86	£16.70
14/05/2021	EE	£35,026.50	124	£282.47	£11.77
14/05/2021	O2	£46,984.43	185	£253.97	£10.58
14/05/2021	Three	£9,195.14	49	£187.66	£7.82
14/05/2021	Vodafone	£34,150.22	86	£397.10	£16.55
21/05/2021	EE	£35,386.50	124	£285.38	£11.89
21/05/2021	O2	£47,419.01	187	£253.58	£10.57
21/05/2021	Three	£8,794.87	52	£169.13	£7.05
21/05/2021	Vodafone	£33,810.22	86	£393.14	£16.38
28/05/2021	EE	£33,895.01	118	£287.25	£11.97
28/05/2021	O2	£44,328.44	163	£271.95	£11.33
28/05/2021	Three	£9,515.61	51	£186.58	£7.77
28/05/2021	Vodafone	£33,747.51	83	£406.60	£16.94

04/06/2021	EE	£32,999.00	118	£279.65	£11.65
04/06/2021	O2	£43,352.57	160	£270.95	£11.29
04/06/2021	Three	£9,473.36	50	£189.47	£7.89
04/06/2021	Vodafone	£33,153.01	81	£409.30	£17.05
11/06/2021	EE	£31,323.57	112	£279.67	£11.65
11/06/2021	O2	£46,516.03	158	£294.41	£12.27
11/06/2021	Three	£9,378.13	49	£191.39	£7.97
11/06/2021	Vodafone	£33,655.79	80	£420.70	£17.53
18/06/2021	EE	£28,876.13	106	£272.42	£11.35
18/06/2021	O2	£45,822.59	158	£290.02	£12.08
18/06/2021	Three	£9,378.13	49	£191.39	£7.97
18/06/2021	Vodafone	£33,655.79	80	£420.70	£17.53
25/06/2021	EE	£25,778.72	84	£306.89	£12.79
25/06/2021	O2	£39,428.80	142	£277.67	£11.57
25/06/2021	Three	£8,979.61	47	£191.06	£7.96
25/06/2021	Vodafone	£13,607.12	37	£367.76	£15.32
02/07/2021	EE	£27,329.99	89	£307.08	£12.79
02/07/2021	O2	£46,252.67	156	£296.49	£12.35
02/07/2021	Three	£8,666.12	49	£176.86	£7.37
02/07/2021	Vodafone	£15,273.80	41	£372.53	£15.52
09/07/2021	EE	£29,980.16	98	£305.92	£12.75
09/07/2021	O2	£43,563.04	149	£292.37	£12.18
09/07/2021	Three	£8,858.60	51	£173.70	£7.24
09/07/2021	Vodafone	£14,857.55	41	£362.38	£15.10
	Total	£1,554,646.45	5,222	£297.71	£12.40