

Fastweb eliminates hidden costs and duration restrictions also from the landline

With the fourth chapter of #nientecomeprima, Fastweb becomes the first operator in Italy to offer a single price for the landline without any additional costs or duration restrictions

Milan, 27 March 2018 - After eliminating all hidden costs from the mobile phones and after the new changes introduced in 2017, Fastweb writes the fourth chapter of #nientecomeprima and changes the rules of the game for landline telephony with an "All included" invoice and the elimination of all duration restrictions.

Starting today, Fastweb will include in the monthly fee all the items that are normally charged separately - e.g. the activation fee, the additional cost of a modem and the ultra-fibre option. Fastweb will show in its invoice - issued monthly and no longer bimonthly, also in order to improve its clarity - one price only, simple and transparent, which will not increase at the end of the promotional period: Euro 29.95 a month for unlimited Internet use and Euro 34.95 a month for Internet use and unlimited calls to landline numbers. Calls to mobile phones will have an additional cost of Euro 0.05 a minute, up to one sixth of the price charged by the other operators.

However, in addition to the invoice "All included" Fastweb introduces another radical change and also eliminates from the landline, after already removing it from mobile phones, any duration restrictions. Contrary to the commercial practices normally adopted by the market, which often provide for a minimum restriction of 12 or 24 months, Fastweb will give its customers the possibility to end the agreement at any time, with no additional cost for early withdrawal and no fee for the deactivation, as set forth in the applicable regulations.

The strategy #nientecompeprima, launched in May of last year, has already impacted many aspects of the fixed telephony: first, among others, the choice of applying a fixed price that does not change at the end of the promotional period. As in the case of mobile telephony, also for the landline some additional costs for supplementary telephone services, such as voicemail and call transfer, had already been included in the price, as advertised, with no extra charges. Furthermore, Fastweb offers the lowest pay per use rates for the landline market including calls to many international destinations. With Fastweb, all the customers who have already signed up for a family mobile or landline plan, may join any new plan under the same conditions offered to new customers, without any differences, very simply and with no additional costs.

However, the fourth chapter of #nientecomeprima introduces some important changes also for the Mobile phones. Fastweb, in fact, is launching its best mobile plan ever, in a limited edition, with 8GB, 700 minutes and 700 SMS for Euro 6.95 a month for the landline customers (Euro 10.95 a month for mobile only). In addition to the limited edition, the portfolio of the Mobile plan consists of only two, simple parts: an entry level

plan with 180 MB and 90 minutes at Euro 0.95 per month for the landline customers (Euro 1.95 a month for the mobile only customers) - and Euro 10.95 a month for the landline customers (Euro 15.95 a month for mobile only customers) including 10 GB, unlimited minutes and 1,000 SMS. The minutes of traffic included can also be used for calls to 60 international destinations, including Europe, China, Canada and the United States. The customers of all the Fastweb mobile plans benefit from the 4G service and a coverage, within Italy, of more than 98% for both calls and the Internet, in addition to unlimited navigation with a WOW FI coverage.

Furthermore, Fastweb is the first operator in Italy to offer, from the Fastweb.it site or from the MyFastweb app the possibility to try, free of charge and without restrictions of any kind, its G4 mobile service for the first renewal, at no cost. Also, SIM and shipping are free of charge for those who want to try the mobile service.

"Once more the Fastweb choices are on a completely opposite path than the rest of the market" explained Roberta Chieppa, Marketing and Customer Experience Officer of Fastweb". We are ending all the additional cost components by offering to our customers the simplicity and the transparency of one price only, "all included", basically what you see is what you really pay. We continue to change the market rules, consistent with the guidelines of AGCM, in order to create long-term and trustworthy relationships with our customers".

For information:
Press office FASTWEB spa

Lisa Di Feliciantonio
Lisa.DiFeliciantonio@fastweb.it