

Fastweb and Xiaomi announce a strategic partnership for a broader line of devices

Three Xiaomi products available to the Fastweb clients.

Fastweb, one of the main telecommunication operators in Italy, has established a partnership with Xiaomi, a technological world leader, for the sale of Xiaomi smartphones in all the Fastweb stores.

Fastweb continues to innovate and renew the mobile market and makes available, in its stores, the smartphones Xiaomi **Mi MIX 2**, **Redmi 5** and **Redmi 5 Plus**, also in combination with its mobile plans.

The smartphones are available in combination with the new **Mobile Giga**, **Mobile Voice** and **Mobile Freedom** plans, with monthly payments starting from € 5. For Redmi 5, for example, with a promotion from the 2nd of July to the end of the month, the customer will pay € 1 in advance followed by a monthly € 5 payment for 24 months, in combination with the mobile plan. No penalty will be applied in the case of an early withdrawal, only the outstanding balance will need to be paid. The mobile plans of Fastweb to which the customers may combine their Xiaomi smartphones are: **Mobile Giga** which offers 10 GB, 300 minutes and 100 sms at € 5.95 a month (€ 10.95 a month for the mobile only customers), **Mobile Voice** offers 3GB, 1,000 minutes and 100 sms at € 5.95 a month (€ 10.95 a month for the mobile only customers). **Mobile Freedom** is the plan for fixed phone customers, which includes double GB from 10 to 20, with unlimited minutes and 100 sms at € 10.95 a month (10 GB at € 15.95 a month for the mobile customers only).

All the Fastweb Mobile plans have no duration restrictions and include the so-called ancillary services (voice mail, "call back" feature, credit check) thus removing all those hidden costs that a customer often pays unknowingly and that increase the phone bill. In addition, the coverage is among the best in Italy, more than 98% of the domestic territory.

Those who do not want to make monthly payments for the smartphone in combination with the mobile plan, can purchase the phone with one single payment at a reduced price: € 119 for the Redmi5, € 169 for the Redmi 5 Plus and € 369 for the Mi MIX 2.

Mi MIX 2 boasts a 5.99" full screen in a 18:9 format that provides an exceptional look, with the screen filling up almost entirely the front side. The model also has a back panel in ceramic, with a curved shape that combines perfectly with the aluminium alloy frame. The Redmi line has instead a metal frame and offers the best technology at the best price accompanied by functions never seen before in this category, including sensors in large pixel (1.25 μ m) for the main camera, front light for selfies, and, for the Redmi 5 Plus, an incorporated battery of 4000mAh with a long duration.

For **Roberto Chieppa**, Marketing & Customer Experience Officer of Fastweb "The agreement with Xiaomi demonstrates again our strong interest in continuing to cooperate with companies that develop and support technological innovation and that make user experience and design their distinctive signature".



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