

#nientecomeprima, Fastweb announces the third chapter in its strategy

*First operator in Italy to offer its mobile service on trial at no cost.
The first renewal is free and there are no restrictions or exit fees.*

Milan, 20 February 2018 - After having launched revolutionary mobile offers in May, which eliminated nasty surprises on customers' bills, new landline offers that permanently abolished promotions and hidden costs and in November, the first operator in Italy to make mobile offers available to both new and existing customers, Fastweb is writing a new chapter, the third, in #nientecomeprima, the strategy based on transparency for consumers, announcing further big news.

Fastweb is still ahead of the game, introducing for the first time on the mobile market a further element of innovation and breaking with the past: discover **"Try Fastweb Mobile"**, in other words, the chance to try totally free of charge and without restrictions of any kind, the Fastweb mobile service for the first renewal.

As of 20 February, anyone to sign up for the mobile portfolio offers, requesting, through the MyFastweb App or the fastweb.it website, the Fastweb SIM card on 4G and 4G Plus network with coverage of more than 98% of the population, all with no entry or exit fees, no penalties and no restrictions. Shipping, SIM card and the first renewal are inclusive. If customers wish to cancel the SIM and not pay for the second renewal, they can do so totally free of charge and electronically with a simple click.

And with the new chapter in #nientecomeprima Fastweb - having already done it for mobile - is introducing equal treatment for new and existing customer for landline offers too. So, from now on **existing customers with a voice or Internet offer at home can sign up for any new offer with no "change of plan" costs**, just like the new customers, without having to worry about continually seeking out the new promotions on the market.

The third piece of news relates to international traffic. **Fastweb increases the number of international destinations included in all of its mobile offers from 50 to over 60** remaining the only mobile operator to offer customers an entire portfolio of offers with minutes of traffic included, no call set-up fee for calls abroad and no need to sign up for specific options or offers. Fastweb is also the only operator to have included Switzerland in roaming within the EU.

"With the announcement of the news included in the third chapter in #nientecomeprima, we are continuing with conviction on the road to total transparency, both on the landline and the mobile market," stated Roberto Chieppa, Marketing and Customer Experience Officer at Fastweb. "Ours strategy is a consistent one, which has progressively led to the elimination of all hidden costs, restrictions of duration and moving beyond the old market customs that prevented signing up for new offers for those who were already customers. But now we are going even further. With "Try Fastweb Mobile", we want to give the chance to whoever wants it to put our service and our technology to the test, to be truly free to select the best offer with no more nasty surprises on their bills".

The path taken by Fastweb in 2017 with an aim to change the rules of the Italian telecommunications market forever to the benefit of consumers has gradually been enhanced with new contents and will continue in 2018.

With the elimination from mobile telephony of all the penalties, duration restrictions and all the "hidden costs" for so-called ancillary services - voicemail, call-back service, calls to find out your remaining credit and the cost for the pricing scheme - which significantly impact the effective expenses of the customer, Fastweb launched the first chapter in its strategy. By contrast with the rest of the market, customers choosing Fastweb Mobile never have any nasty surprises because "what you see is what you pay". At the end of November, another revolution was introduced, which allowed all customers to sign up for any mobile offer, without distinction between new and existing customers.

Having started with the mobile market, the Fastweb #nientecomeprima strategy is rewriting the rules for the landline market too. Fastweb was the first company in Italy to introduce, from August of last year, the pricing logic that does not change at the end of the promotional period with three clear and transparent offers: **Internet**, **Internet+Voice** and **Internet+Voice+Mobile**. As in the case of mobile, for the landline offers too, the additional costs for supplementary telephone services, such as voicemail and call transfer, are already included in the final price, with no extra charges. And now the landline offers are accessible to both new and existing customers with just a simple click. Furthermore, for the landline market, Fastweb offers the lowest pay per use rates on the market, even for calling abroad to numerous international destinations.

Fastweb Mobile offering

The Fastweb Mobile offer provides for four profiles, **Mobile 100**, **Mobile 250**, **Mobile 500** and **Freedom**, with Gigas, minutes and text messages included, designed to best satisfy all communication and connection requirements. All the offers are convergent and accessible to new customers and those who already have a mobile or landline subscription. For all Fastweb Mobile offers, minutes of traffic included can also be used for calls to 60 international destinations, including, in addition to Europe, China, Canada and the United States. For certain destinations (such as China and the USA), the minutes of traffic may be used for international calls not only to landlines but to mobiles too.

Fastweb guarantees the same offer prices through all the sales channels, in-store and on fastweb.it.

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