



MEDIA RELEASE

Vodafone announces price plans for new iPhone 5c and iPhone 5s

Sunday, 15 September 2013: Vodafone Australia today announced it will take orders only for the iPhone 5c ahead of sale on 20th of September. New and existing customers can order the iPhone 5c online via www.vodafone.com.au/iphone5c.

On Friday 20th September, the iPhone 5s and 5c will be available for sale via all Vodafone stores in Australia or online via the Vodafone e-Store and via Vodafone's call centre.

"So many of our customers are eagerly awaiting the arrival of the new iPhone 5s & 5c, that's why we will open our stores at 8am on Friday morning 20 September," said Katie Turkal, Vodafone general manager of devices.

"We are excited to bring these brand new devices to customers throughout Australia," said Katie Turkal.

"The iPhone 5s will be available in silver, gold and space grey. The iPhone 5c will be available in 16 & 32GB and in green, blue, yellow, pink and white."

"If customers want to ensure they get hold of an iPhone 5s, they should get in quickly and order now to guarantee a device while still in stock," said Katie Turkal.

Vodafone Red

Vodafone's new postpaid plans, called **Red**, are extremely suitable for both the new Apple devices on a 12 or 24 month plan. Customers paying \$65, \$80 or \$100 a month, receive infinite standard national calls and local and international texts, and a generous 1.5GB, 2.5GB and 5GB of data per month respectively.

"For \$2 a month extra on top of a \$65 Red plan over 24 months, customers can get their hands on an iPhone 5c, 16GB version."

"Vodafone Red keeps it simple with infinite standard national calls to mobile and landlines, and texts both here and overseas and lots of data on all Red plans, customers can enjoy social media and share videos or email wherever and whenever," said Katie Turkal.

"With the huge amount of data within our Red plans, we will offer the iPhone 5s in 16, 32 & 64GB to store all data needed on the smartphone."

"To help manage customers' data usage, our Vodafone Alerts will let customers know when they approach 50%, 85% and 100% of their plans data inclusion," said Katie Turkal.



Notes to editors:

	\$65 Red	\$80 Red	\$100 Red	\$65 Red	\$80 Red	\$100 Red
Monthly Access	\$65	\$80	\$100	\$65	\$80	\$100
Contract period	24 mths	24 mths	24 mths	12 mths	12 mths	12 mths
Call Value	\$65	\$80	\$100	\$65	\$80	\$100
Standard national calls	Infinite	Infinite	Infinite	Infinite	Infinite	Infinite
Onnet (Vodafone to Vodafone)	Infinite	Infinite	Infinite	Infinite	Infinite	Infinite
TXT	Infinite	Infinite	Infinite	Infinite	Infinite	Infinite
Data	1.5GB	2.5GB	5GB	1.5GB	2.5GB	5GB
Monthly Handset Instalments (inc GST)						
iPhone 4S 8GB	\$0	\$0	\$0	\$15	\$9	\$0
iPhone 5C 16GB	\$2	\$0	\$0	\$30	\$24	\$16
iPhone 5C 32GB	\$7	\$0	\$0	\$40	\$34	\$26
iPhone 5S 16GB	\$7	\$0	\$0	\$40	\$34	\$26
iPhone 5S 32GB	\$12	\$6	\$0	\$51	\$45	\$37
iPhone 5S 64GB	\$18	\$12	\$4	\$62	\$56	\$48
Monthly Cost to Customer						
iPhone 4S 8GB	\$65	\$80	\$100	\$80	\$89	\$100
iPhone 5C 16GB	\$67	\$80	\$100	\$95	\$104	\$116
iPhone 5C 32GB	\$72	\$80	\$100	\$105	\$114	\$126
iPhone 5S 16GB	\$72	\$80	\$100	\$105	\$114	\$126
iPhone 5S 32GB	\$77	\$86	\$100	\$116	\$125	\$137
iPhone 5S 64GB	\$83	\$92	\$104	\$127	\$136	\$148

- Infinite includes calling to voicemail.
- Vodafone Red 65 and Vodafone Red 80 exclude 13/1800 numbers. Special numbers and services are excluded on all our Red plans.
- Additional data costs 10 cents per MB, charged per kB.

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