

# Comparison of existing vs. leasing price plans

## Plan comparisons (Samsung S10+)

		Existing 24 mth Plan	SIM Only+ Leasing Plan
Monthly lease instalment		\$0	\$59
Upfront cost		\$100	\$0
Monthly phone plan		\$95	\$25
	Data	6GB	6GB
	Talktime Mins	Unlimited	150
	SMS	Unlimited	500
Insurance		NA	Basic cover
Trade in/ return device		Optional	Mandatory
Option to keep phone		Yes	No

## Additional phone costs (Samsung S10+)

		Existing 24 mth Plan	SIM Only+ Leasing Plan
Phone retail price		\$1,298	\$1,298
Trade-in after 1 year		\$300 Trade-in	-
Trade-in after 2 years		\$150 Trade-in	-
Trade-in after 3 years	Data	\$0 Trade-in	-
Upgrade fee after 1 year		-	\$300 Upgrade fee
Upgrade fee after 2 years		-	\$200 Upgrade fee
Upgrade fee after 3 years		-	\$100 Upgrade-fee

# Data from consumer survey

## Research findings from consumer survey

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Among the 500 people surveyed,

- 1 63 % of those below the age of 30 were keen to lease a handset if it meant they could upgrade their phone every 12 months
- 2 28% of those above the age of 30 were keen to lease a handset
- 3 48% currently upgrade their handset every 24 months, 26% every 36 months or more, 26% every 12 months
- 4 71% of those who upgrade every 24 months or more said they would like to upgrade more frequently if it didn't cost more
- 5 46% would not pay more than \$500 upfront for a new phone
- 6 58% usually trade in their phones when they upgrade. 32% keep the old phones. 10% unsure or depends
- 7 60% said the upfront cost was the most important factor when deciding what phone to buy
- 8 18% said they would change telco provider for a saving of 10% or less, 45% for a saving of 10-20%
- 9 92% have never bought insurance for their handsets
- 10 38% of people have had to replace their handsets before their contract was completed due to damage