

Variables to change

Current Pricing	Monthly Prices		No Devices		0%		5%		10%	
	Term				2		4		10	
	0.0% 1 year		£		597		£ 567		£ 537	
	16.8% 2 years		£		497		£ 472		£ 447	
	33.5% 3 years		£		397		£ 377		£ 357	
Proposed Pricing	Overall Discounts		No. Devices		0%		5%		10%	
	Term				2		4		10	
	0.0% 1 year				0.00%		5.00%		10.00%	
	16.8% 2 years				16.75%		20.94%		25.10%	
	33.5% 3 years				33.50%		36.83%		40.15%	
Overall Contract Prices	New Monthly Price		No Devices		0.0%		16.7%		25.0%	
	Term		1		2		4		10	
	0.0% 6 months		£ 287		£ 287		£ 239		£ 215	
	0.0% 1 year		£ 287		£ 287		£ 239		£ 215	
	4.5% 2 years		£ 274		£ 274		£ 228		£ 206	
Up Front	New Up Front Price		No Devices		0.0%		16.7%		25.0%	
	Term		1		2		4		10	
	0.0% 6 months		£ 287		£ 287		£ 239		£ 215	
	5.0% 1 year		£ 273		£ 273		£ 227		£ 204	
	9.0% 2 years		£ 261		£ 261		£ 218		£ 196	
Overall Contract Prices	Overall Discounts		No. Devices		0%		17%		25%	
	Term		1		2		4		10	
	0% 6 months		0.00%		0.00%		16.70%		25.00%	
	0% 1 year		0.00%		0.00%		16.70%		25.00%	
	5% 2 years		4.50%		4.50%		20.45%		28.38%	
Up Front	Overall Discounts		No. Devices		0%		17%		25%	
	Term		1		2		4		10	
	0% 6 months		0.00%		0.00%		16.70%		25.00%	
	5% 1 year		5.00%		5.00%		20.87%		28.75%	
	9% 2 years		9.00%		9.00%		24.20%		31.75%	
Overall Contract Prices	Minimum Contract Values		£		1,722		£ 3,444		£ 5,738	
	6 months		£		3,444		£ 6,888		£ 11,475	
	1 Year		£		6,578		£ 13,156		£ 21,918	
	2 Years		£		9,402		£ 18,804		£ 31,328	
	3 Years		£		15,670		£ 31,340		£ 52,213	
Up Front	Up Front Minimum Contract Values		£		1,722		£ 3,444		£ 5,738	
	6 months		£		3,272		£ 6,544		£ 10,902	
	1 Year		£		6,268		£ 12,536		£ 20,885	
	2 Years		£		8,369		£ 16,738		£ 27,885	
	3 Years		£		13,948		£ 27,896		£ 46,475	
Overall Contract Prices	Up Front Saving		No. Devices		20%		25%		40%	
	Term		1		2		4		10	
	6 months		£ -		£ -		£ -		£ -	
	1 Year		£ 172		£ 344		£ 574		£ 1,292	
	2 Years		£ 310		£ 620		£ 1,033		£ 2,325	
Overall Contract Prices	3 Years		£ 1,033		£ 2,066		£ 3,443		£ 7,749	