



Virgin telco improves all its plans and launches an innovative family solution: 'Virgin telco Family'

- **The telecom provider is making great strides and setting a market precedent with its new 'Virgin telco Family' plan, which will mean big savings and the best quality fibre and mobile services and products for families.**
- **This unique offer includes additional lines –with 50GB– for just €6/month on a basic plan with a 300MB internet package and a first mobile line with 50GB for €45/month.**
- **What's more, Virgin telco leads the customer recommendation index in the Euskaltel Group's Loyalty Survey carried out by GFK in the last quarter of 2020.**

Madrid, 13 January 2020. Virgin telco has made a triumphant start to 2021 with significantly higher customer numbers and unique offers that have never been seen before on the Spanish market. In addition to improving many of its offers, the telecom provider has just announced the launch of its new 'Virgin telco Family' plan.

This innovative plan is set to revolutionise the telecommunications industry and, as the name suggests, its target audience are families who want high quality fibre and mobile features as well as big savings. The highlight of this plan is that for the first time you can have additional lines with 50GB for just €6/month. The basic plan includes a 300MB internet package and a first mobile line with 50GB for €45/month (unused data can be rolled over from one month to the next), with any extra features that the user may want to add: landline, TV, faster internet speeds, etc. This is an offer that challenges the range of prices currently found on the market.

Virgin telco is the only company in the whole of Spain to offer this combination of savings and quality to families with several children, with a product that provides peace of mind and comfort and, like all the brand's services, is driven by 'Virgin's DNA': based on honesty, proximity, good customer service and agility (values that customers already associate with the brand), alongside its flexible policy that allows customers to choose the products they want.

This customer-centred strategy strictly followed by Virgin telco is yielding results. Consumers rate their experience with the brand's services very positively; they are highly satisfied and would recommend the company over other premium brands on the market. According to the Euskaltel Group's Loyalty Survey, carried out by GFK in the last quarter of 2020, Virgin telco leads the national NPS (Net Promoter Score) ranking, way above the market's leading operators.

And if that wasn't enough, the telecom provider has decided to improve its other price plans based on the needs and preferences identified among its customers. Additional lines have been improved at no extra cost and without customers having to make a request, increasing from

10GB to 25GB for €9/month and from 20GB to 100GB for just €14/month. An additional 5GB have been added to other mobile plans.

Back in December, some aspects of these ground-breaking offers were announced, as the company included roll over data in all Virgin telco mobile plans. This means that since then, both new and existing customers can roll over unused data from one month to the next.

José Miguel García, head of Virgin telco and CEO of the Euskaltel Group states: *“Following the company's first few months in business, we were able to identify user requirements and in this unusual year, more than ever, we have confirmed that not only is a quality service essential, but also that it is compatible with money savings. This is why we believe that the unique 'Virgin telco Family' rate goes one step further to offering customers a currently unavailable plan that they need. This ground-breaking offering will set us apart in the telecommunications industry and we will continue on this path in 2021 so that customers finally feel that a company is listening to them”.*

About Virgin telco

Virgin telco (www.virgintelco.es) is the national telecommunications services brand of the Euskaltel Group, the fourth largest operator in Spain, which began providing services to customers in May 2020. The operator offers premium quadruple play bundles for landline and mobile phones, internet and TV through an offering that stands apart from the rest: a format that breaks with traditional closed bundles so that consumers can combine products as they like, choosing only what they need, saving unnecessary costs simply and quickly, and taking full control without the small print and with no obligation for grouped contracts. Virgin telco places the customer at the centre of its entire strategy.

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