

Woolworths launches a new mobile offering with Optus

3 August 2009 In a first for a retailer in Australia, Woolworths Limited today announced that it has signed a Mobile Virtual Network Operator (MVNO) agreement with Optus. Under the agreement, Woolworths will use the Optus mobile network to offer a pre-paid mobile service to consumers across Australia.

The pre-paid mobile service will be available across participating Woolworths retail outlets under the Woolworths Everyday Mobile brand.

Everyday Mobile will be available at Woolworths and Safeway supermarkets, BIG W and Dick Smith stores. Customers will be able to recharge at those outlets and at participating Caltex Woolworths co-branded fuel outlets, Dan Murphys and BWS stores.

Richard Umbers, General Manager of Customer Engagement at Woolworths said Woolworths retail stores have extensive experience in the mobile phone sales and recharge markets.

Our stores are already a destination for pre-paid mobile users. We also have a well established distribution network of more than 3,000 stores throughout Australia, Mr Umbers said.

More than 21 million pre-paid mobile recharge transactions are processed through stores within the Woolworths Limited group each year.

Mr Umbers said Everyday Mobile will provide real value for money to pre-paid mobile customers.

Our customer reach and retail experience put us in an ideal position to deliver an offer that will stand out in the market. We believe there is a clear gap in the market for a good value pre-paid mobile offer that is simple and easy to understand, he said.

Vicki Brady, Managing Director of Optus Wholesale and Satellite said this Australian first creates exciting opportunities for both companies.

Optus is a leader in mobile and the entry of Woolworths as an MVNO demonstrates the continual innovation of our business and cements our leadership in the wholesale market.

Together Optus and Woolworths have developed a fantastic product. Using Optus operational expertise, flexibility and the reach of the Optus mobile network combined with Woolworths vast distribution and retail footprint the new prepaid mobile offering will be a strong addition to the market.

Optus recognises the opportunities non-telcos can bring to the market and is looking forward to a long and successful partnership with Australias number one retailer, Ms Brady said.

The full details of the Everyday Mobile pre-paid mobile offering will be announced today.

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