



### What is the Canstar Blue Mobile Comparison Tool?

Canstar Blue's mobile comparison tool, allows consumers to compare the estimated cost of a plan against its included features, by providing an estimated monthly cost, and feature score (out of 10) for each of these three main categories:

- Customer Service and Support – Application channels, smartphone and website functionality, online help/support, Call Centre, and other support services
- Billing and Payments – payment frequencies & options and statement & billing options
- Inclusions – Data, Call and SMS allowances as well as additional offerings such as international functions or data free streaming.

### What are the types of Plans compared in the Mobile Comparison Tool?

Canstar Blue's mobile comparison tool, allows consumers to compare three distinct types of plans: Prepaid SIM only plans, Postpaid SIM only plans and Plans with a device included.

Plan Type	Description
Prepaid SIM only plans	BYO device and pay upfront for each selected period.
Postpaid SIM only Plans	BYO device and enter a contract for regular payments over a selected period.
Phone on a Plan	Enter a contract for regular payments over a selected period which include the cost of a device.

### Profiles

Canstar Blue takes into account a number of variables such as data, call and SMS allowances as well as different devices included for phone on a plan. The following combination of variables determine the plan requirements per billing period for each profile:

Data Required	Calls Required (Minutes)	SMS Required	Device/s Required
500MB +	10		Popular Devices Available*
1GB +	30		
5GB +	60	50	
10GB +	90	100	
20GB +	100	500	
40GB +	250	1000	
60GB +	500	Unlimited	
80GB +	800		
100GB +	Unlimited		

Note: Multiple Devices can be selected at once for Phone on a Plan and are regularly updated to suit market trends and new releases.

## Eligibility Requirements

Canstar Blue's Mobile comparison tool compares plans that meet the requirements entered by the user.

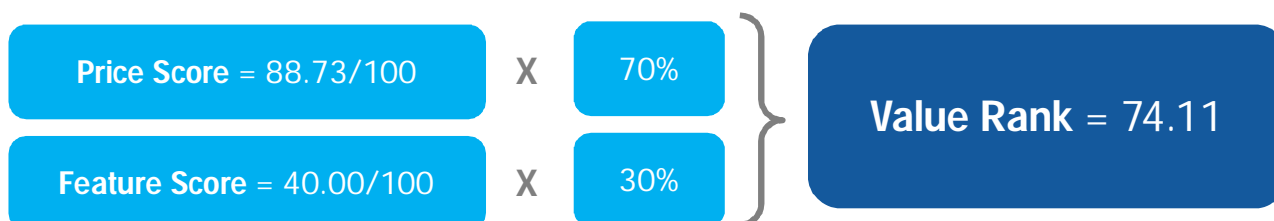
Profile	Eligibility Criteria
Prepaid & Postpaid SIM only	Plan must be a SIM only plan that meet the data, calls and SMS requirements of the user.
Phone on a Plan	Plan must be available for the selected device/s as well as meeting the data, calls and SMS requirements of the user.

## How does it work? How is the display order determined?

The plan's display order, or Value Rank, is determined by the Price Score and the Feature Score. Canstar ranks Mobile plans based on value-for-money. Whereby, the Value Rank takes into account a plans' estimated cost and features offered as compared to the market. The plans that are lower in cost and have higher features will be ranked higher than plans which have higher cost and less features.



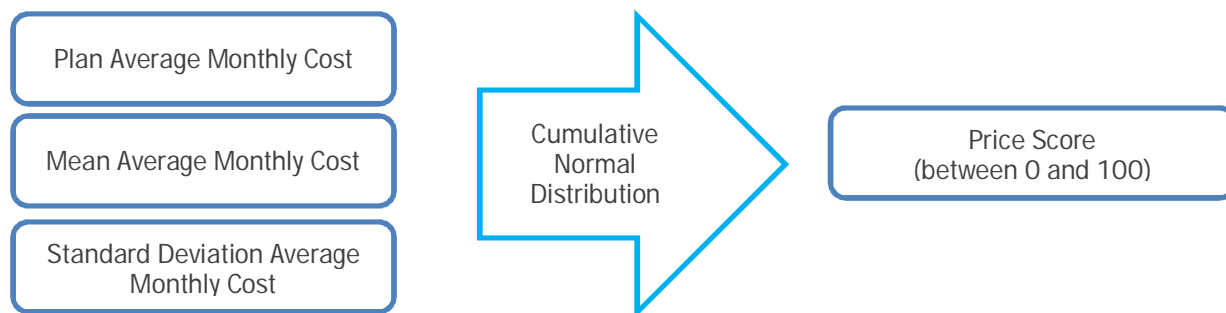
The plans are ordered by Value Rank (i.e. total score), which incorporates a price score weighted at 70% and a feature score of 30%. Below is an example of how the Value Rank score is derived, using the raw weighted figures from the price score and feature score.



## Price Score

The Pricing Score is calculated based on a comparison of a plan's average monthly cost compared to the cost of the plans available in the market. The price score is calculated by indexing each plans' average monthly cost along a normal distribution based on the standard deviation and mean of the plans which meet the eligibility criteria.

The average monthly cost of a plan is used rather than the advertised price because some plans renew on the basis of a number of days (e.g. 10, 28, or 30 days) rather than once a month. This enables a comparison to be done on a like-for-like basis.



## Feature Score

Canstar Blue's Mobile Feature Scores use a unique methodology that compares the functionality and flexibility of mobile providers and their plans. Over 100 features are captured on each plan and grouped into three categories as outlined below:

- Customer Service and Support – Application channels, smartphone and website functionality, online help/support, Call Centre, and other support services
- Billing and Payments – payment frequencies & options and statement & billing options
- Inclusions – Data, Call and SMS allowances as well as additional offerings such as international functions or data free streaming.

The plan with the highest feature score is allocated the maximum score, with all remaining products within the profile indexed against it.

Category	Weight	Description
<b>Customer Service &amp; Support</b>	<b>40%</b>	
Enquiries	35%	Hours of availability for billing and enquiries, technical support, etc.
Electronic Support	25%	Email and live chat support availability.
Instore Assistance	15%	Ability to make account enquiries and receive technical support instore.
Self Service	25%	Access previous bills, usage insights, check data balances, etc.
<b>Inclusions</b>	<b>35%</b>	
Call Inclusions	5%	Based on standard calls within Australia to local, national, and mobile phone numbers.
SMS Inclusions	5%	Based on standard text messages to Australian numbers.
Data Inclusions	75%	Based on standard data usage within Australia without shaping.
Network Coverage	10%	Percentage of Population Coverage
Other Call Inclusions	2.5%	Availability of international, 1800 and 13 number call allowances
Other Data Inclusions	2.5%	Availability of family sharing and other data free inclusions
<b>Billing &amp; Payments</b>	<b>25%</b>	
Options & Charges	80%	Ability to pay via various channels (e.g. BPAY, Direct Debit, Credit Card, cheque, etc.) and fees that may apply.
Alerts & Reminders	20%	Payment reminders, outstanding bill alerts, SMS alerts, etc.

The feature categories are displayed on Canstar Blue's comparison tool as a rounded number between 1 & 10. The raw weighted scores of the feature categories are used for this display purpose.

e.g. 1: A score of 68.65 for the category of 'Inclusions' is rounded to display as a '7'.

e.g. 2: A score of 35.00 for the category of 'Billing & Payments' is rounded to display as a '4'.

## Does Canstar rate all products in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However, this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

## How often are Mobile Plans reviewed for the Mobile Comparison Tool?

Canstar monitors changes on an ongoing basis, and the Value Rank, Pricing Score and Feature Scores of each plan are fully re-calculated every day.

## How are the plans ordered?

Canstar ranks Mobile plans based on value-for-money. Whereby, the Value Rank takes into account a plans' estimated cost and features offered as compared to the market. The plans that are lower in cost and have higher features will be ranked higher than plans which have higher cost and less features.



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