



## **New telco Grid Mobile entices consumers with more than just additional data; pays customers to live larger.**

*Consumers can use the accumulated gridPoints to offset their mobile plan bill, get cashback or snag merchant offers, freeing them up to live larger.*

Singapore, 27 June 2019 - Just when consumers thought they have gotten the best of the telco world with generous data and no-contract mobile plans, Grid Mobile, the latest Mobile Virtual Network Operator (MVNO), is here to **pay** consumers to **live larger**.

Grid Mobile is the brainchild of GRID Communications, a joint venture between Singtel and ST Telemedia, backed by two decades of experience as a leading public push-to-talk (PTT) communications provider in Singapore.

"Our core expertise in providing communications solutions to businesses has given us strong footing to now expand into providing that same level of service excellence and network reliability to everyday consumers," says Bey Kok Meng, CEO of Grid Mobile.

Grid Mobile, targeting millennials, is here to *slay* with more than just additional mobile data and no-contract plans. Grid Mobile invites consumers to embrace an integrated **rewards** lifestyle that enables them to live more comfortably through a referral and loyalty rewards programme.

When consumers get their *BFFs* (best friend) on Grid Mobile, they accumulate gridPoints that can be used to offset their phone bills (*yaaaasssss!*), or for redemption with various merchants. If they get two friends every month to sign up with Grid Mobile, they will be able to get rebates as much as \$16.50 from their third bill. *Srsly*.

"Millennials no longer want to be bound by mobile line contracts or worry about exceeding their mobile data limits. But even with the recent abundance in mobile plan options, we realised there is still one major missing piece--how to integrate phone plans into a consumer's actual lifestyle, and make it both useful and fun for the millennial consumer," shares Mohamad Rizal, Senior Director, MVNO Lead, Grid Mobile.

Customers earn gridPoints on their birthday (200 points), when they remain on the plan (50 points every month), when they refer their friends (50 points every month) and when their friends sign up during the limited offer period (additional 200 points per month for first three months).



Customers can use the accumulated gridPoints to offset their mobile plan bill, get cashback or snag merchant offers, freeing them up to live life larger and do what they have always wanted to do with that additional financial relief.

UOB YOLO cardmembers can also enjoy an exclusive 8 per cent cashback when they pay their Grid Mobile phone bills with the UOB YOLO Card.

Grid Mobile customers enjoy generous data of 20 GB, 200 minutes outgoing calls, 200 SMS, free incoming calls and free Caller ID at \$24.90 per month. On top of that, customers get 1 GB of data roaming in Malaysia and a buddy SIM card with additional 1 GB data, talk time and SMS -- at no monthly cost. This free buddy SIM card is perfect for a second device, or for another family member.

The mobile plan is also easily customisable with add-ons of data, talk time, SMS or attractive data roaming packs. For added convenience, SIM cards will be delivered straight to customers' doorsteps when they sign up for a new plan.

"We believe that consumers deserve more alternatives and more value beyond just data and more data," says Seet Ai-Li, Head of Marketing, Grid Mobile. "As a MVNO, we pride ourselves on providing our customers what they need at good value – value not limited to price and data but through our gridRewards, which is closely tied to how millennials live, work and play," Seet added.

To engage consumers in a fun way, Grid Mobile is launching a campaign where consumers can show what they would do to live life larger by submitting a video on YouTube and tagging it with the hashtag #MINTMYMOBILE. The top prize for the winning video is a free mobile plan for life.

Grid Mobile is available for sign up at [www.gridmobile.com.sg](http://www.gridmobile.com.sg) starting from 27 June 2019.

### **About Grid Mobile**

Beyond offering data-focused mobile plans and digital products on a leading telecommunications network, Grid Mobile is the gateway to a world of rewards, from bill rebate, cashback to merchant offers for our customers.

At Grid Mobile, we pay our customers to live larger.

Visit Grid Mobile at [www.gridmobile.com.sg](http://www.gridmobile.com.sg)



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