



Adjusted Pricing To Continue Enhancing Connectivity

Dear Valued Customer,

We hope this message finds you well. As a valued customer, we wanted to update you on some important information. Cell C is committed to providing you with high-quality products and services, the best-in-class and most reliable network in SA. We have significantly improved your network experience through our partnerships and offerings.

Recent independent third-party analysis has revealed significant improvements in our network, including speeds 41% faster than the average measured in 2023. In August 2024, Cell C claimed the top spot in Video Experience for on-demand video streaming quality. Our customers now benefit from the widest coverage with access to 28,000 base stations nationally, from 5 500, offering the best value and most competitive prices in the market.

We are also proud to have received an award in the Ask Afrika Orange Index for Home Internet Excellence, based on feedback directly from our customers.

As we continue to improve on service delivery, we have also considered the ongoing economic pressures and rising costs. While this has necessitated that we implement adjustments to our pricing, we will be keeping the average increase as low as 8% across various tariff plans and Out Of Bundle rates, effective 1st December 2024.

To minimize the impact on our customers, we have worked diligently to keep these adjustments as low as possible while addressing current economic realities and remaining competitive. Some plans will see adjustments below the average rate, while others will reflect specific increases based on product and service delivery costs. These adjustments are essential for us to continue delivering reliable and innovative products and services while maintaining a high-quality network experience.

The price of our Cell C Home LTE will remain unchanged, offering affordable fixed connectivity for your home and small office on SA's best network.

We continue to invest in innovation and are excited to announce the launch of our enhanced Elevate+ plans, designed to offer you even greater value, flexibility, and customization options to meet your connectivity needs. These new plans include:

- Anytime Data Allocations: Use your data on any platform, at any time.
- Increased Minutes: Stay connected with more calling options
- SMS Bundles : Enjoy added communication benefits

With just one SIM, our customers get the benefit of the widest coverage, great competitive prices, and value for money to stay connected. The whole family can take advantage of these great savings and quality network and switch to Cell C, for the best of both worlds.

We deeply appreciate your understanding and continued support as your connectivity partner of choice. If you have any questions or need assistance, please don't hesitate to reach out to our customer service team.

Thank you for choosing Cell C.

Active Plans				
Product	Current Price (Incl. VAT)	New Price (Incl. VAT)	% Increase*	Nominal Increase
SmartData 10GB(5GB Anytime + 5GB Nite) 2023	R99.00	R109.00	10%	R10.00
SmartData 20GB(10GB Anytime + 10GB Nite) 2023	R149.00	R159.00	7%	R10.00
SmartData 50GB(30GB Anytime + 20GB Nite) 2023	R199.00	R219.00	10%	R20.00
SmartData 90GB(50GB Anytime + 40GB Nite) 2023	R399.00	R429.00	8%	R30.00
SmartData 200GB(100GB Anytime + 100GB Nite) 2023	R599.00	R635.00	6%	R36.00
SmartData 10GB(5GB Anytime + 5GB Nite) TopUp 2023	R99.00	R109.00	10%	R10.00
SmartData 20GB(10GB Anytime + 10GB Nite) TopUp 2023	R149.00	R159.00	7%	R10.00
SmartData 50GB(30GB Anytime + 20GB Nite) TopUp 2023	R199.00	R219.00	10%	R20.00
SmartData 90GB(50GB Anytime + 40GB Nite) TopUp 2023	R399.00	R429.00	8%	R30.00
SmartData 200GB(100GB Anytime + 100GB Nite) TopUp 2023	R599.00	R635.00	6%	R36.00
SmartData 10GB(5GB Anytime + 5GB Nite) TopUp Month-To-Month	R109.00	R119.00	9%	R10.00
SmartData 20GB(10GB Anytime + 10GB Nite) TopUp Month-To-Month	R159.00	R169.00	6%	R10.00
SmartData 50GB(30GB Anytime + 20GB Nite) TopUp 2023 Month-To-Month	R199.00	R219.00	10%	R20.00
SmartData 90GB(50GB Anytime + 40GB Nite) TopUp Month-To-Month	R429.00	R449.00	5%	R20.00
SmartData 200GB(100GB Anytime + 100GB Nite) TopUp Month-To-Month	R629.00	R665.00	6%	R36.00

Legacy Plans				
Product	Current Price (Incl. VAT)	New Price (Incl. VAT)	% Increase*	Nominal Increase
Elevate 1	R 129.00	R 139.00	8%	R10.00
Elevate 1 TopUp	R 129.00	R 139.00	8%	R10.00
Elevate 1 TopUp Month-To-Month	R 139.00	R 145.00	4%	R6.00
Elevate 2	R 209.00	R 225.00	8%	R16.00
Elevate 2 TopUp	R 209.00	R 225.00	8%	R16.00
Elevate 2 TopUp Month-To-Month	R 209.00	R 229.00	10%	R20.00
Elevate 3	R 419.00	R 439.00	5%	R20.00
Elevate 3 TopUp	R 419.00	R 439.00	5%	R20.00
Elevate 3 TopUp Month-To-Month	R 419.00	R 439.00	5%	R20.00
Elevate 4	R 999.00	R 1,059.00	6%	R60.00
Elevate 4 TopUp	R 999.00	R 1,059.00	6%	R60.00
Elevate 4 TopUp Month-To-Month	R 749.00	R 794.00	6%	R45.00
Postpaid Pinnacle 30	R 50.00	R 55.00	10%	R5.00
Postpaid Pinnacle 50	R 90.00	R 95.00	6%	R5.00
Postpaid Pinnacle 100	R 155.00	R 165.00	6%	R10.00
Postpaid Pinnacle 150	R 240.00	R 255.00	6%	R15.00
Postpaid Pinnacle 250	R 360.00	R 389.00	8%	R29.00
Postpaid Pinnacle 600	R 610.00	R 649.00	6%	R39.00
Pinnacle 30 Plus TopUp	R 39.00	R 45.00	15%	R6.00

Pinnacle 30 Top Up	R 60.00	R 65.00	8%	R5.00
Pinnacle 100MB TopUp 2019	R 115.00	R 120.00	4%	R5.00
Pinnacle 300MB TopUp	R 79.00	R 85.00	8%	R6.00
Pinnacle 300MB TopUp 2019	R 145.00	R 155.00	7%	R10.00
Pinnacle 500MB	R 175.00	R 185.00	6%	R10.00
Pinnacle 500MB TopUp	R 165.00	R 175.00	6%	R10.00
Pinnacle 1GB	R 269.00	R 285.00	6%	R16.00
Pinnacle 1GB TopUp 2019	R 115.00	R 125.00	9%	R10.00
Pinnacle 1GB TopUp 2022	R 115.00	R 125.00	9%	R10.00
Pinnacle 1GB TopUp	R 249.00	R 265.00	6%	R16.00
Upfront Pinnacle 1GB 2020 TopUp	R 99.00	R 105.00	6%	R6.00
Pinnacle 1.5GB	R 385.00	R 409.00	6%	R24.00
Pinnacle 1.5GB TopUp	R 375.00	R 399.00	6%	R24.00
Pinnacle 2GB 2019	R 199.00	R 219.00	10%	R20.00
Pinnacle 2GB TopUp 2019	R 200.00	R 215.00	8%	R15.00
Pinnacle 2GB TopUp 2022	R 200.00	R 215.00	8%	R15.00
Pinnacle 2GB 2022	R 199.00	R 215.00	8%	R16.00
Upfront Pinnacle 2GB 2020 TopUp	R 179.00	R 189.00	6%	R10.00
Pinnacle 3GB 2019	R 299.00	R 319.00	7%	R20.00
Pinnacle 3GB 2022	R 299.00	R 319.00	7%	R20.00
Pinnacle 3GB	R 589.00	R 625.00	6%	R36.00
Pinnacle 3GB TopUp 2019	R 299.00	R 319.00	7%	R20.00
Pinnacle 3GB TopUp 2022	R 299.00	R 319.00	7%	R20.00
Pinnacle 3GB TopUp	R 589.00	R 625.00	6%	R36.00
New Pinnacle 3GB TopUp	R 199.00	R 210.00	6%	R11.00
Pinnacle 3GB (R359) 2019	R 379.00	R 399.00	5%	R20.00
Pinnacle 3GB (R359) TopUp 2019	R 379.00	R 399.00	5%	R20.00
Upfront Pinnacle 3GB TopUp	R 249.00	R 265.00	6%	R16.00
Upfront Pinnacle 3GB TopUp 2020	R 269.00	R 285.00	6%	R16.00
Pinnacle 4GB 2019	R 529.00	R 559.00	6%	R30.00
Pinnacle 4GB TopUp 2019	R 529.00	R 559.00	6%	R30.00
Pinnacle 5GB 2019	R 439.00	R 465.00	6%	R26.00
Pinnacle 5GB TopUp 2019	R 439.00	R 465.00	6%	R26.00
Pinnacle 5GB 2022	R 439.00	R 465.00	6%	R26.00
New Pinnacle 5GB TopUp	R 269.00	R 285.00	6%	R16.00
Upfront Pinnacle 5GB TopUp 2020	R 399.00	R 419.00	5%	R20.00
Pinnacle 5GB TopUp 2022	R 439.00	R 465.00	6%	R26.00
Pinnacle 6GB	R 799.00	R 839.00	5%	R40.00
Pinnacle 8GB 2019	R 725.00	R 769.00	6%	R44.00
Pinnacle 8GB TopUp 2019	R 725.00	R 769.00	6%	R44.00
New Pinnacle 8GB TopUp	R 449.00	R 479.00	7%	R30.00
Pinnacle 10GB 2019	R1,049.00	R 1,110.00	6%	R61.00
Pinnacle 10GB TopUp 2019	R1,049.00	R 1,110.00	6%	R61.00
Pinnacle 15GB 2019	R 899.00	R 949.00	6%	R50.00
Pinnacle 15GB TopUp 2019	R 899.00	R 949.00	6%	R50.00
New Pinnacle 15GB TopUp	R 599.00	R 635.00	6%	R36.00
Pinnacle 20GB 2019	R1,679.00	R 1,779.00	6%	R100.00
Pinnacle 20GB TopUp 2019	R1,679.00	R 1,779.00	6%	R100.00
Pinnacle Unlimited 2019	R2,229.00	R 2,359.00	6%	R130.00
Pinnacle Unlimited TopUp 2019	R2,229.00	R 2,359.00	6%	R130.00

Postpaid Pinnacle Unlimited	R1,200.00	R 1,269.00	6%	R69.00
Epic 200	R 135.00	R 139.00	3%	R4.00
Epic 150	R 105.00	R 110.00	5%	R5.00
Epic 100	R 75.00	R 80.00	7%	R5.00
Straight Up 50	R 68.00	R 75.00	10%	R7.00
Straight Up 50 TopUp	R 69.00	R 75.00	9%	R6.00
Straight Up 100	R 135.00	R 145.00	7%	R10.00
Straight Up 200	R 265.00	R 285.00	8%	R20.00
Straight Up 200 TopUp	R 265.00	R 279.00	5%	R14.00
Premium 10GB	R1,091.00	R 1,149.00	5%	R58.00
Upfront Premium 10GB TopUp	R 599.00	R 635.00	6%	R36.00
Premium 15GB	R1,569.00	R 1,659.00	6%	R90.00
Premium 25GB	R1,939.00	R 2,055.00	6%	R116.00
SmartData 500MB TopUp	R 49.00	R 55.00	12%	R6.00
Cell C SmartData 1GB	R 76.00	R 80.00	5%	R4.00
SmartData 1GB TopUp	R 90.00	R 95.00	6%	R5.00
SmartData 2GB TopUp	R 110.00	R 119.00	8%	R9.00
SmartData 3GB TopUp	R 199.00	R 209.00	5%	R10.00
SmartData 5GB TopUp	R 245.00	R 265.00	8%	R20.00
SmartData 5GB TopUp	R 225.00	R 239.00	6%	R14.00
Upfront SmartData 5GB TopUp	R 99.00	R 109.00	10%	R10.00
SmartData 10GB TopUp	R 349.00	R 379.00	9%	R30.00
Upfront SmartData 10GB TopUp	R 149.00	R 159.00	7%	R10.00
SmartData 20GB TopUp	R 589.00	R 625.00	6%	R36.00
Upfront SmartData 30GB TopUp	R 249.00	R 259.00	4%	R10.00
SmartData 30GB TopUp	R 710.00	R 749.00	5%	R39.00
Upfront SmartData 50GB TopUp	R 369.00	R 389.00	5%	R20.00
SmartData 50GB TopUp	R1,039.00	R 1,100.00	6%	R61.00
SmartData 100GB TopUp	R1,799.00	R 1,899.00	6%	R100.00
SmartData 200GB TopUp	R2,229.00	R 2,360.00	6%	R131.00
Connector 1	R 549.00	R 579.00	5%	R30.00
Connector 1	R 529.00	R 559.00	6%	R30.00
Connector 3	R 899.00	R 949.00	6%	R50.00
Connecta 5GB	R 69.00	R 75.00	9%	R6.00
Connecta 15GB	R 329.00	R 349.00	6%	R20.00
Connecta 25GB	R 550.00	R 579.00	5%	R29.00
Connecta 50GB 2020	R 249.00	R 265.00	6%	R16.00
Connecta 50GB	R 739.00	R 779.00	5%	R40.00
Connecta 100GB	R1,149.00	R 1,199.00	4%	R50.00
Connecta 200GB 2020	R 799.00	R 849.00	6%	R50.00
Connecta 200GB	R1,589.00	R 1,679.00	6%	R90.00

Out-of-Bundle Rate Changes						
Product	Current Out-of-Bundle Rates (incl. VAT)			New Out-of-Bundle Rates (incl. VAT)		
	Voice	Data	SMS	Voice	Data	SMS
Elevate 1	R 0.99	R 0.29	R 0.50	R 1.07	R 0.31	R 0.50
Elevate 2	R 0.99	R 0.29	R 0.50	R 1.07	R 0.31	R 0.50
Elevate 3	R 0.99	R 0.29	R 0.50	R 1.07	R 0.31	R 0.50

Elevate 4	R	0.99	R	0.29	R	0.50	R	1.07	R	0.31	R	0.50
Elevate 1 Topup	R	0.99	R	0.29	R	0.50	R	1.07	R	0.31	R	0.50
Elevate 2 Topup	R	0.99	R	0.29	R	0.50	R	1.07	R	0.31	R	0.50
Elevate 3 Topup	R	0.99	R	0.29	R	0.50	R	1.07	R	0.31	R	0.50
Elevate 4 Topup	R	0.99	R	0.29	R	0.50	R	1.07	R	0.31	R	0.50
Pinnacle 1GB	R	1.55	R	0.99	R	0.50	R	1.67	R	1.07	R	0.50
Pinnacle 2GB	R	1.55	R	0.99	R	0.50	R	1.67	R	1.07	R	0.50
Pinnacle 3GB	R	1.30	R	0.99	R	0.50	R	1.40	R	1.07	R	0.50
Pinnacle 5GB	R	1.30	R	0.79	R	0.50	R	1.40	R	0.85	R	0.50
Pinnacle 8GB	R	1.30	R	0.79	R	0.50	R	1.40	R	0.85	R	0.50
Pinnacle 10GB	R	0.99	R	0.69	R	0.50	R	1.07	R	0.75	R	0.50
Pinnacle 15GB	R	0.99	R	0.69	R	0.50	R	1.07	R	0.75	R	0.50
Pinnacle 1GB TopUp	R	1.55	R	0.99	R	0.50	R	1.67	R	1.07	R	0.50
Pinnacle 2GB TopUp	R	1.55	R	0.99	R	0.50	R	1.67	R	1.07	R	0.50
Pinnacle 3GB TopUp	R	1.30	R	0.99	R	0.50	R	1.40	R	1.07	R	0.50
Pinnacle 5GB TopUp	R	1.30	R	0.79	R	0.50	R	1.40	R	0.85	R	0.50
Pinnacle 8GB TopUp	R	1.30	R	0.79	R	0.50	R	1.40	R	0.85	R	0.50
Pinnacle 10GB TopUp	R	0.99	R	0.69	R	0.50	R	1.07	R	0.75	R	0.50
Pinnacle 15GB TopUp	R	0.99	R	0.69	R	0.50	R	1.07	R	0.75	R	0.50
Home Connecta 5GB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
Home Connecta 15GB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
Home Connecta 25GB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
Home Connecta 50GB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
Home Connecta 100GB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
Home Connecta 200GB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
Home Connecta 1TB	R	1.32	R	0.20	R	0.50	R	1.42	R	0.22	R	0.50
SmartData 500MB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 1GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 2GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 3GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 5GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 10GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 20GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 30GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 50GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 90GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 100GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 200GB	R	1.73	R	0.40	R	0.50	R	1.87	R	0.43	R	0.50
SmartData 500MB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 1GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 2GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 3GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 5GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 10GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 20GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 30GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 50GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 100GB TopUp	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50
SmartData 200GB	R	1.99	R	0.40	R	0.50	R	2.15	R	0.43	R	0.50

Subscriber Agreement terms and conditions apply.

*Customers that have deal packages will need to apply the percentage increase to their standard tariff price and not their bill amount.