



PRESS RELEASE

A cellular revolution: Pelephone will sell 5G packages only

In the coming days, Pelephone will offer 5G plans only, starting from NIS 54.90, and will reduce prices of basic 5G MAX service packages

Pelephone's CEO: "This strategic move will encourage rapid migration of customers to cutting edge cellular technology"

Holon, Israel – January 6, 2024 – Bezeq The Israeli Telecommunications Corp., Limited (TASE: BEZQ), Israel's leading telecommunications provider, announced today that in the coming days Pelephone will start selling 5G packages only at NIS 54.90 per month. Subscribers with devices supporting 4G only will still be able to join adapted 4G packages. This is a natural and necessary move that aims to advance 5G, after Pelephone was the first company to launch the technology in Israel.

Pelephone will offer customers a 5G package with 1,000 GB of data at a monthly price of NIS 54.90. At the same time, the company announced that it will reduce prices for two 5G MAX service packages, allowing customers to enjoy high broadband speeds and prioritization at peak times. The reduced packages are 5G MAX VIP, at a reduced price from NIS 69.90 to NIS 64.90 and 5G MAX VIP PLUS, which will also be reduced by NIS 5 – from NIS 79.90 to NIS 74.90 per month.

Pelephone leads the 5G market in Israel with more than 1.2 million customers, representing 53% of the company's postpaid subscribers. Last September, the company launched the 5G MAX service, which provides customers with powerful broadband speeds even at crowded events such as music concerts and sports events. Pelephone launched the service as part of the rollout of an independent 5G network core, which the company set up together with Ericsson at an investment of NIS 50 million.

At the same time, Pelephone continues to deploy 5G sites across the country, currently covering over 80% of population centers from Dan in the north to Eilat in the south.

"This strategic move is expected to encourage faster customer transition to 5G, allowing customers to benefit from cutting edge cellular technology with advanced broadband speed and a seamless and optimal user experience," said **Ilan Sigal, CEO of Pelephone**. "We are proud to continue leading the 5G revolution in Israel, and this new measure symbolizes our commitment to promoting innovation and making technology accessible throughout the country."