



Media Release

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JT cut the cost of roaming by 95% across Europe

After negotiating with over 150 international partners, JT is slashing rates for customers roaming in EU countries.

As of Thursday 15 June, mobile phone users in Europe will be free to use their regular call, text and internet allowances anywhere within the EU at no extra cost under new rules which abolish data roaming charges across the union.

The Channel Islands are not part of the EU and hence do not benefit from the new rules. Since JT became aware of the EU mandate, it has been working hard to secure a pricing reduction.

Across Europe, there is considerable disparity between operators about how they are servicing their customers in line with the new lower EU roaming rates and there has been confusion around compliance and the real benefits for the user. Mindful that customers needed clarity and the best deal possible, JT reached out to their international partners to discuss an arrangement for its customers.

Talking to over 150 EU-based operators that provide JT customers with roaming across the EU, JT has successfully negotiated lower agreements with each operator. Consequently, JT will offer new rates for roaming in July.

These rates will be substantially and dramatically lower than JT currently has to charge, albeit they will not be able to match exactly the EU rates.

Dominic Vye, JT's Head of Commercial Development, said: "For some years, we have been working closely with international providers and it is a testament to these strong relationships that our customers can now use their phones like they do at home. Without these relationships, it is unlikely that we could have negotiated such a fantastic deal for our JT customers."

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