18 October 2014

Jose Dos Santos
CEO: Cell C

Memorandum from the Right2Know Campaign demanding
all Cell C users receive lowest advertised rates.

The Right2Know Campaign demands that Vodacom take action to ameliorate the cost of communication in South Africa.

You have been embroiled in a fight with the communications regulator this year regarding the mobile termination rates, and while you have supported the reforms put forth by Icasa, you still have engaged in phony price war (when it is actually a marketing war) that has done little to lower the real cost of communication.

We challenge you to look beyond fighting for market share and consider some of the systemic issues facing South Africa's right to communicate:

- How can South Africa rank 128/144 countries in prepaid mobile rates when the telecommunications industry remains so profitable?
- Why stop at fighting for asymmetric termination rates when surely that does not go far enough to lower the cost of communication? Asymmetry would only help your market share. How could actual rates be brought down?

South Africans are frustrated that telecommunication companies continue to get rich off of our right to communicate. As part of a national day of action to uphold our constitutional right "to receive or impart information or ideas," the Right2Know Campaign demands the following:

1. Provide the number of clients on pre-paid and monthly contracts that are still paying more than your lowest rate. Indicate what rates these clients on different packages are currently paying.
2. Stop the promotional gimmicks that prejudices your current users and move all your users to your lowest rate before the end of the month.

We note your correspondence of 15 October and will welcome the opportunity to meet with you to discuss the issues raised above.

Delivered:	**Received:**
Signed:	Signed:
Ghalib Galant, R2K WC Coordinator	Name:
Right2Know Campaign	Cell C