

Press release

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Unicom mobile sales exceed projections by 47 per cent

www.unicomimages.co.uk

BUSINESS telecoms firm Unicom has exceeded mobile sales projections by 47 per cent in its first month of trading in this market.

The outstanding take-up has further boosted the company's UK growth strategy to be positioned as a total communications solutions provider.

Designed with simplicity in mind in an increasingly complex market, Unicom's mobile customers only pay for the calls and services they actually use, rather than exposing themselves to additional bundle costs. Calls are charged per second at landline prices.

Mike Willmott, from Shrewsbury, has switched to a Unicom mobile and is a strong advocate of the company's transparent 'no nonsense' approach to tariffs:

"I switched from BT because I was unhappy with the service. I like to have a single point of contact and one account to avoid confusion.

"When I moved to Unicom I found the service a lot more helpful. With one pricing system and an emphasis on simplicity and efficiency there is no hassle at all. The switch really has given me peace of mind."

Understanding customer needs is key to Unicom's success. As a result, the telecoms provider only operates a UK-based customer service centre and prides itself on a call pick-up time of less than six seconds.

Unicom operations director Chris Earle said: “Customers have clearly welcomed our approach, having cut through the clutter of confusing and often misleading mobile tariffs.

“Our research into this field has proved invaluable, demonstrating the wide appeal of a fixed line pricing policy. We also provide customers with a single point of contact at Unicom for all their telecoms services for maximum efficiency.”

Unicom currently offers fixed line, broadband and data storage as well as its own directory enquiry service 118777.

Visit www.switchingon.com for further details.

ENDS

About Unicom

www.switchingon.com

Unicom, a trading name of Universal Utilities PLC, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband, mobile and website services to 85,000 small businesses throughout the UK. Unicom has an annual turnover of over £50m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

Unicom's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 35% cheaper than 118 118, and 53% cheaper than 118 500. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.

In October 2009 Unicom became ISO 9001:2008 certified and in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors.

For the year ending April 2010, Unicom reported pre-tax profits of £12.7m on a turnover of £50.5m (with profits up 11.8% and turnover up 13.5% from April 2009). Unicom expects profits to be in excess of £15m on a turnover of more than £55m for the current year.

Unicom is a patron company of The Outward Bound Trust.

For further information and photographs contact Emma at RMS PR, email emma@rmspr.co.uk or call 0161 927 3131.