



WITH FLEXT YOU GET A FLEXIBLE ALLOWANCE

Tradition has always meant choosing a defined number of minutes and texts. Flex from T-Mobile allows you to decide how and when you want to communicate

RULE 1

Your hands will be tied by a fixed number of minutes and text messages. **But no longer, because with Flex from T-Mobile the world's not so rigid anymore**

REAL FLEXTIME

No one likes being told what to do, least of all by the people who send you your phone bills. Traditionally, mobile plans offer a rigid number of monthly minutes and texts and expect users to stick to that for the life of their contract.

But who really knows how many texts they're going to want to send three months from now? And why is it assumed that you'll want to spend as long on the phone this week as you do in a fortnight's time?

T-Mobile recognises that life is all about change and not being rigid, which is why its new Flex plan lets you use your phone the way you want. Flex understands that peoples' needs vary from one

day to the next, so all Flex customers are given the opportunity to create their own combinations of calls and texts as they go along. Simply pick a monthly expenditure that suits you, and then divide it between calls, voicemail retrieval, texts and picture messages as you choose.

Some people might call it civilised. We just think it's modern common sense.