



PRESS RELEASE

Boost Mobile teams up with Coles to deliver a refurbished Apple iPhone 7 to your shopping trolley

Two Australian companies' partner to drive value and sustainability on popular technology

SYDNEY, Australia, 2nd November, 2020 – Starting this Wednesday, Coles customers can pick up a refurbished Apple iPhone while doing their weekly shop, thanks to a partnership with [BOOST MOBILE](#), the world's largest youth-focused telco brand.

In a first for Coles, the fully refurbished Apple iPhone 7 32GB have launched at a promotional price of \$259*. The phone is unlocked, yet comes in premium Boost packaging and is bundled with a \$10 Boost Mobile SIM to get you started.

The refurbished iPhones undergo a rigorous 72-point inspection process to ensure that each device is genuine and in excellent aesthetic and functional condition. All phones are Australian compliant, have been data-wiped and are cross-checked against a national police lost and stolen database. These phones also come with a 30-day satisfaction guarantee and 12-month warranty for additional peace of mind.

Boost Mobile was the first major prepaid supplier to offer refurbished smartphones when it launched its online Refurb Store in July of 2019. The partnership with Coles underlines the companies' shared commitments to delivering value for customers while improving sustainability outcomes by extending the useful life of high-quality technology.

As smartphones continue to climb in price, some costing upwards of \$2,000 and often tying consumers into multi-year contracts, the \$259 option for the Boost Mobile Refurbished Apple iPhone 7, including a \$10 Boost Sim, provides an attractive option for customers looking for a great value phone solution on Australia's biggest network.

With a 12MP back camera, 7MP selfie camera and a range of smart features that include fingerprint scanning and Siri smart assistant, the Apple iPhone 7 combines the quality technical features that consumers expect at a price they don't.

For launch, the Boost Mobile Refurbished Apple iPhone 7 will be available in all Coles stores across New South Wales, South Australia, Western Australia, Tasmania, the Northern Territory and the Australian Capital Territory. Coles plan to roll the program out to Victoria and Queensland stores at a later date.

"Coles has had a strong mobile phone offering for many years, and this partnership with Boost to offer quality refurbished smartphones is another great way we can deliver value for our customers in a more sustainable way," said, Coles General Manager Non-Food, Jonathan Torr.



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“Australians are looking for cost-effective options more than ever before and we are excited that, after being the first to market refurbished phones last year, we can now partner with another trusted Aussie brand in Coles to take refurbished smartphones mainstream like never before!” said Peter Adderton, founder of Boost Mobile.

“At Boost Mobile our mission is to find value for our customers and provide them with solutions that best suit their needs. The bundle comes with a \$10 Boost Mobile introductory SIM, but savvy customers can then purchase a Boost Long Expiry recharge such as our \$200 prepaid SIM, which will give them 100GB of data plus unlimited talk and text within Oz, to use over 12 months. That gives you an iPhone and 12 months of great service inclusions on Australia’s biggest network for \$459.”

*non-promotional price \$299.

AVAILABILITY:

Boost refurbished phones are available from this Wednesday, November 4 at Coles supermarkets across NSW, SA, WA, NT and TAS. It will be available in VIC and QLD stores at a later date. Note: Offer is not available on Coles Online.

Boost Mobile prepaid recharge offers are available online at <http://boost.com.au/> or at one of 12,000 retail outlets Australia-wide including Coles stores.

Boost Mobile - Apple iPhone 7 Premium Refurbished Phone:

Boost Mobile – Apple iPhone 7 Premium Refurbished Phone (32GB)	
Refurb Condition	Excellent - Minimal signs of wear. Item may have very faint marks on the screen or the frame. 100% fully functional.
Colours	Black, Silver
Features	<ul style="list-style-type: none"> • iOS 10.0.1 upgradable to iOS 14 • 12MP rear camera, Quad-LED dual-tone flash, HDR, Video 2160p at 30fps, 1080p at 30/60/120fps, 720p at 240fps • 7MP selfie camera, face detection, HDR, panorama, Video 1080p at 30fps • Nano-SIM type • Stereo speakers • Smart features: fingerprint, accelerometer, gyro, proximity, compass, barometer, Siri • Weight & size: 138g, 138.3 x 67.1 x 7.1mm
Included Accessories	Charging cable and wall charger
Included SIM	Boost Mobile \$10 Prepaid SIM (7 day expiry) <ul style="list-style-type: none"> • 3GB data • Unlimited Calls & Text within Aus • Data Free music streaming with Apple Music
Warranty	12-month warranty



Satisfaction Guarantee	If not completely satisfied, customers may return their device within 30 days and a refund or exchange will be offered.
72 Point check	<p>All refurbished phones supplied by Boost undergo an industry leading 72 point check to ensure that the phone performs at a high standard. This check includes:</p> <p>AC USB Plug Test. - Activation. - Apple a Number - Branding. - Charging. - Computer USB Plug. - Customer personal locked. - FMI Locked / Google / Samsung locked. - IMEI. - Power - Buttons – MenuButtons – Back. - Buttons – Home. - Buttons – Power. - Buttons – Volume Down. - Buttons – Volume Up. - Silent button. - Silent button flexibility. - Fingerprint IDGB. - Make and Model. - Unit Country of Origin. - SD Card Insert. - SD Card Test. - SD Remove Test. - SIM Reader - Vibration. - 4G. - Accelerometer. - Air Gesture. - Backlight Battery Life – 80% of original capacity - BluetoothButtons – CameraCall FunctionCamera – Front ColourCamera – Front PatternCamera – Back BlackCamera – Back Colour - Camera Back - Camera Front - Black Display. - Earpiece. - Flash. - Headset Plug Test - Headset Record Test. - Headset Stereo Test. - Headset Unplug Test. - Internet Browser. - LCD Hover Paint Test. - LCD Paint Test. - Liquid Damage Indicator. - Samsung Knox Check. - Microphone Playback Test. - Microphone Record Test. - Network - Near Field Communication. - Proximity Sensor. - Root Check. - Sleep Test. - Software Fault. - Software Level (Version). - Speakerphone. - Touch Screen. - USB Wiggle. - Video Camera (inc voice recorder) Back. - Video Camera (inc voice recorder) Front. - Voice Memo. - Wi-Fi. - Cosmetic Inspection. - Refurbished Unit. - Reset</p>

About Coles

For more than 100 years Coles has been dedicated to delivering quality, value and service to Aussie families.

As one of Australia’s leading retailers, Coles is committed to delivering “Value the Australian way”. We deliver great value on your weekly grocery shop, as well as offering convenience shopping, great value credit cards, and simple insurance options, affordable prepaid phone plans and an extensive network of wine and liquor stores.

About Boost Mobile

Since humble beginnings in August 2000, we’ve become a leading youth mobile brand. We’re here to give you more...

The team at Boost Mobile are dedicated to putting our customers first. We’re pushing hard to bring you the best network, loads of data, no lock-in contracts with great value – all on the 4G Telstra Mobile Network*, a network you can trust. We’ve also teamed up with this country’s hottest artists, athletes, parties and events to bring you more rewards, content and VIP access just for being with us.



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Boost refurbished phones are supported and supplied by Alegre. Alegre is a supplier of refurbished telecommunications devices and is the holder of a NSW second hand dealers license number 2PS11940.

THINGS YOU NEED TO KNOW

Boost offers 3G and 4G services on the Telstra Mobile Network. Outside of 4G coverage areas your device will automatically switch to 3G and speeds will be less. Check coverage at telstra.com/coverage. All inclusions are for use in Australia.

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