



Media Release

Introducing felix: Australia's first telco brand powered by 100% renewable electricity

19 October 2020 - TPG Telecom has announced it is launching Australia's first telco brand to be powered by 100 per cent renewable energy.

felix, which is also certified carbon neutral and digital-only, will launch over coming weeks.

TPG Telecom Chief Executive Officer Iñaki Berroeta said the model is the way of the future.

"Seamless, sustainable and simple is what customers are telling us they want from their telco plan," Mr Berroeta said.

"felix is the first step in the merged company's sustainability focus, and we're taking this step to reduce the environmental impact from mobile phone use.

"Environmental sustainability is important to us, and it's important to our customers, shareholders and the community."

Mr Berroeta said felix is an app-based product which puts customers in control.

"Sign-up will be a simple process via the felix app and once customers receive their SIM, it will be an entirely digital experience," he said.

"COVID has accelerated the consumer trend away from retail and call centres, and we expect that shift to continue.

"We'll announce the felix plan details closer to launch in coming weeks but we're committed to making it a simple experience for customers."

felix will be part of the TPG Telecom Group house of brands which includes Vodafone, TPG and iiNet, and will operate on the company's mobile network.

felix has been certified as a Carbon Neutral service by the Australian Government's Climate Active initiative.

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