



Price guide

Everything AO Mobile customers
need to know about our plan,
prices and bundles

Revised June 2026

Contents

Say hello to AO Mobile	3
UK calls and charges	4
International calls and charges	5-7
Roaming	
Using your mobile abroad	8
Zones and charges	9-11
Holiday data bundles	12
Fair Usage Policy	13
How we measure data usage	14
Get in touch	15

This price guide is effective from the date of publication. In the event of a difference between this price guide and the information published elsewhere, other than the terms and conditions for using AO Mobile, this price guide will take precedence.

Stay connected with the UK's most trusted electrical retailer



Loyalty pays

Member-only pricing and a price that stays put for 12 months on our commitment-free plan. Plus, savings for all the family on up to 9 more SIMs.



You're in good hands

Friendly, reliable support from real people at the UK's most trusted electrical retailer.



Coverage you can trust

99% UK coverage, 5G powered by Vodafone, and inclusive European roaming, plus travel bundles to top holiday spots.



Same number, new network

1 text is all it takes if you want to keep your number.

UK calls and charges

AO's Ultimate 500GB plan includes unlimited UK calls and texts.



What's included

Unlimited calls include standard UK landlines (starting with 01, 02 and 03), freephone numbers (starting with 080), and standard UK mobiles (starting with 07).

Calls to all UK and international emergency services and helplines are always free.

Calls to voicemail	Free
Calls to UK mobile numbers starting 07	Free
Calls to 0800, 0808 and 01, 02, 03 numbers	Free
Calls to customer services/helpline	Free
Calls to emergency services (999, 112, 111, 119, 101, 105)	Free
Decommissioned freephone (0500)	Free
Text Relay services	Free



What you'll be charged for

Any “non-standard” numbers that aren't included as part of your plan may cost extra, these include calls to premium rate numbers or texts to shortcode numbers, charity numbers and non-standard services.

Calls to premium rate numbers including Directory Enquiries (070/084/087/09/118)	40p a minute This is our network access charge. You may also be charged a separate service charge set by the number you're calling.
Multimedia Messages (MMS)	30p per text
International calls from the UK	See pages 5-7
International texts from the UK	30p per text
Out of plan data charges (when you go over your data allowance)	50p per MB

International calls and charges: Using your mobile from the UK

Let us help you work out how much it'll cost you to make an international call from the UK

The list below and on pages 6-7 includes standard charges to international countries and satellite, Maritime and Specialist Networks from your AO Mobile SIM.

A		B		C		D	
Afghanistan	£1.50	Bahamas	£0.30	Cambodia	£1.50	Denmark	£0.30
Albania	£1.50	Bahrain	£1.50	Cameroon	£1.50	Diego Garcia	£1.20
Algeria	£1.50	Bangladesh	£1.50	Canada	£0.30	Djibouti	£1.50
American Samoa	£0.30	Barbados	£0.30	Cape Verde	£1.50	Dominica	£0.30
Andorra	£0.80	Belarus	£1.50	Cayman Islands	£0.30	Dominican Republic	£1.50
Angola	£1.50	Belgium	£0.30	Central African Republic	£1.50		
Anguilla	£0.30	Belize	£1.50	Chad	£1.50		
Antigua and Barbuda	£0.30	Benin	£1.50	Chile	£1.50		
Argentina	£1.50	Bermuda	£0.80	China	£1.00		
Armenia	£1.50	Bhutan	£1.50	Colombia	£1.50		
Aruba	£1.50	Bolivia	£1.50	Comoros	£1.50		
Ascension	£1.50	Bosnia and Herzegovina	£1.50	Congo	£0.50		
Australia	£0.60	Botswana	£1.50	Congo, Democratic Republic of	£1.50		
Australian Ext. Terrs.	£1.30	Brazil	£1.50	Cook Islands	£1.50		
Austria	£0.30	British Virgin Islands	£0.30	Costa Rica	£1.50		
Azerbaijan	£1.50	Brunei Darussalam	£0.80	Cote d'Ivoire	£1.50		
		Bulgaria	£0.30	Croatia	£0.30		
		Burkina Faso	£1.50	Cuba	£1.50		
		Burundi	£1.50	Cyprus	£0.30		
				Czech Republic	£0.30		

E	
East Timor	£1.50
Ecuador	£1.50
Egypt	£0.30
El Salvador	£1.50
EMSAT AeroMobile	£7.20
EMSAT AT&T	£7.20
EMSAT Athalos	£7.20
EMSAT Divonia	£7.20
EMSAT DTAG Enterprise	£7.20
EMSAT Maritime Comm Partner	£7.20
EMSAT MT Maritime	£7.20
EMSAT OnAir	£7.20
EMSAT Telespazio	£7.20
EMSAT Thuraya	£7.20
EMSAT Transatel	£7.20
EMSAT Vodafone IoT	£7.20
Equatorial Guinea	£1.50
Eritrea	£0.30
Estonia	£0.30
Ethiopia	£1.50

F	
Falkland Islands	£1.50
Faroe Islands	£0.80
Fiji	£0.30
Finland	£0.30
France	£0.40
French Guiana	£0.30
French Polynesia	£1.50

G	
Gabon	£1.50
Cambia	£1.50
Georgia	£1.50
Germany	£0.30
Chana	£1.50
Gibraltar	£0.30
CMSS GlobalStar	£3.90
CMSS Iridium	£3.90
Greece	£0.30
Greenland	£1.50
Grenada	£0.30
Guadeloupe	£0.30
Guam	£0.80
Guatemala	£1.50
Guernsey	£0.30
Guinea	£1.50
Guinea-Bissau	£1.50
Guyana	£1.50

H	
Haiti	£1.50
Honduras	£1.50
Hong Kong	£0.80
Hungary	£0.30

I	
Iceland	£0.30
India	£1.50
Indonesia	£1.50
Inmarsat Aero	£6.40
Inmarsat B	£6.40
Inmarsat B-HSD	£6.40
Inmarsat BCAN	£6.40
Inmarsat BCAN-HSD	£6.40
Inmarsat M	£6.40
Inmarsat M4-HSD	£6.40
Inmarsat Mini M	£6.40
Iran	£1.50
Iraq	£1.50
Ireland	£0.30
Isle of Man	£0.30
Israel	£0.80
Italy	£0.30

J	
Jamaica	£1.50
Japan	£1.00
Jersey	£0.30
Jordan	£1.50

K	
Kazakhstan	£1.50
Kenya	£1.50
Kiribati	£1.50
Kosovo	£1.50
Kuwait	£0.80
Kyrgyzstan	£1.50

L	
Laos	£0.30
Latvia	£0.30
Lebanon	£1.50
Lesotho	£1.50
Liberia	£1.50
Libya	£1.50
Liechtenstein	£0.30
Lithuania	£0.30
Luxembourg	£0.30

M	
Macau	£0.80
Macedonia	£1.50
Madagascar	£1.50
Malawi	£1.50
Malaysia	£1.00
Maldives	£1.50
Mali	£1.50
Malta	£0.30
Marshall Islands	£0.30
Martinique	£0.30
Mauritania	£1.50
Mauritius	£1.50
Mexico	£1.50
Micronesia	£0.50
Moldova	£1.50
Monaco	£0.80
Mongolia	£1.50
Montenegro	£1.50
Montserrat	£0.30
Morocco	£1.50
Mozambique	£1.50
Myanmar	£1.50

N

Namibia	£1.50
Nauru	£1.30
Nepal	£1.50
Netherlands	£0.30
Netherlands Antilles	£1.50
New Caledonia	£1.50
New Zealand	£0.60
Nicaragua	£1.50
Niger	£1.50
Nigeria	£1.50
Niue	£1.50
North Korea	£0.50
Northern Mariana Islands	£0.30
Norway	£0.30

O

OCHA	£0.30
Oman	£0.80

P

Pakistan	£1.50
Palau	£0.60
Palestine	£0.30
Panama	£1.50
Papua New Guinea	£1.00
Paraguay	£1.50
Peru	£1.50
Philippines	£1.50
Poland	£0.30
Portugal	£0.30
Puerto Rico	£0.80

Q

Qatar	£0.80
-------	-------

R

Reunion	£1.50
Romania	£0.30
Russia	£1.50
Rwanda	£1.50

S

San Marino	£0.80
São Tomé and Príncipe	£1.50
Saudi Arabia	£1.50
Senegal	£1.50
Serbia	£1.50
Seychelles	£1.50
Sierra Leone	£1.50
Singapore	£1.00
Sint Maarten	£0.30
Slovakia	£0.30
Slovenia	£0.30
Solomon Islands	£1.50
Somalia	£1.50
South Africa	£1.50
South Korea	£1.00
South Sudan	£1.50
Spain	£0.40
Sri Lanka	£1.50
St Helena	£1.60
St Kitts and Nevis	£0.30
St Lucia	£0.30
St Pierre and Miquelon	£0.30

St Vincent	£0.30
Sudan	£1.50
Surinam	£1.50
Swaziland	£1.50
Sweden	£0.80
Switzerland	£0.60
Syria	£1.50

T

Taiwan	£0.80
Tajikistan	£1.50
Tanzania	£1.50
Thailand	£1.50
Togo	£1.50
Tokelau	£1.70
Tonga	£1.50
Trinidad and Tobago	£1.50
Tunisia	£1.50
Turkey	£1.50
Turkmenistan	£1.50
Turks and Caicos Islands	£1.50
Tuvalu	£1.60

U

Uganda	£1.50
Ukraine	£1.50
United Arab Emirates	£0.30
UPT	£2.50
Uruguay	£1.50
US Virgin Islands	£0.30
USA	£1.00
Uzbekistan	£1.50

V

Vanuatu	£1.50
Venezuela	£1.50
Vietnam	£1.50

W

Wallis and Futuna	£0.40
Western Samoa	£1.50

Y

Yemen	£1.50
-------	-------

Z

Zambia	£1.50
Zimbabwe	£1.50

Roaming: Using your mobile abroad

Roaming is when your phone connects to another mobile network to make calls, send texts or use data while you're outside your usual coverage area.



EU roaming at no extra charge

If you're in a Zone 1 destination (listed on pages 9-10), which covers all EU countries plus select other destinations, your plan includes data usage up to 15GB per month.

If you go over your data allowance, charges will apply for data usage (£0.20 per MB). While you're roaming in Zone 1, if you call or text to countries within Zone 1 the below charges will apply. You can stay in control of your spend by setting a spend cap or buying an extra bundle via My AO Mobile.

Zone	Countries See page 9	Call cost (per min)	SMS	Data (per mb)
Zone 1	44	£0.20	£0.10	£0.20

When in a zone 1 country, you can text or call UK numbers for free.



Where roaming charges apply

Roaming outside of Zone 1 isn't included in your plan. Zones 2-5 are listed on pages 9-10. If you're travelling to destinations in Zone 2, you can buy a data bundle in My AO Mobile, all other destinations will incur additional charges.

Zone	Countries See pages 9-10	Call cost (per min)	SMS	Data (per mb)
Zone 2	11	£0.75	£0.15	£0.20
Zone 3	94	£1.50	£0.20	£1.00
Zone 4	59	£2.20	£0.25	£1.00
Zone 5	24	£4.50	£0.35	£7.00

Roaming zones and charges

The roaming rates you'll be charged while abroad will depend on which zone the country you're travelling to in falls into (see page 8).

Zone 1 15GB included EU + 13 destinations

Austria	Lithuania
Azores	Luxembourg
Balearic Islands	Madeira
Belgium	Malta
Bulgaria	Martinique
Canary Islands	Netherlands
Croatia	Norway
Cyprus	Poland
Czech Republic	Portugal
Denmark	Romania
Estonia	Saint Barthélemy
Finland	Saint Martin
France	Slovakia
French Guiana	Slovenia
Germany	Spain
Gibraltar	Sweden
Greece	Vatican City
Guadeloupe	
Guernsey	
Hungary	
Iceland	
Ireland	
Isle of Man	
Italy	
Jersey	
Latvia	
Liechtenstein	

Zone 2 Available as part of our holiday data bundles (page 12)

Australia
Canada
Egypt
India
Mexico
Morocco
New Zealand
Switzerland
Turkey
United Arab Emirates
USA

Zone 3

Albania	Faroe Islands	Mongolia	Taiwan
Argentina	French Polynesia	Montenegro	Tanzania
Armenia	Gambia	Namibia	Thailand
Aruba	Georgia	Netherlands Antilles	Togo
Azerbaijan	Ghana	New Caledonia	Trinidad and Tobago
Bahrain	Guam	Nicaragua	Turks and Caicos Islands
Bangladesh	Guatemala	Nigeria	Uganda
Belarus	Guyana	Oman	Ukraine
Benin	Hong Kong	Pakistan	Uruguay
Bermuda	Honduras	Panama	Uzbekistan
Bhutan	Indonesia	Paraguay	Venezuela
Bolivia	Israel	Peru	Vietnam
Bosnia and Herzegovina	Jamaica	Philippines	Zambia
Botswana	Japan	Puerto Rico	
Brazil	Jordan	Qatar	
Brunei Darussalam	Kazakhstan	Reunion	
Cambodia	Kenya	Russia	
Cameroon	Kosovo	Rwanda	
Cape Verde	Kuwait	Saudi Arabia	
Chile	Lebanon	Senegal	
China	Macau	Serbia	
Colombia	Macedonia	Singapore	
Costa Rica	Malaysia	South Africa	
Côte d'Ivoire	Mali	South Korea	
Dominican Republic	Mauritius	Sri Lanka	
Ecuador	Moldova	Surinam	
El Salvador	Monaco	Swaziland	

Roaming zones and charges (continued)

Zone 4

Afghanistan	Kiribati	Tunisia
Algeria	Kyrgyzstan	Vanuatu
Anguilla	Laos	Western Samoa
Antigua and Barbuda	Lesotho	Yemen
Bahamas	Liberia	Zimbabwe
Barbados	Libya	
Belize	Madagascar	
British Virgin Islands	Malawi	
Burkina Faso	Mauritania	
Cayman Islands	Montserrat	
Central African Republic	Mozambique	
Chad	Myanmar	
Congo	Niger	
Congo, Democratic Republic of	Palestine	
Cook Islands	Papua New Guinea	
Dominica	San Marino	
East Timor	Sao Tome & Principe	
Equatorial Guinea	Seychelles	
Ethiopia	Sierra Leone	
Fiji	Solomon Islands	
Gabon	Somalia	
Grenada	South Sudan	
Guinea	St Kitts and Nevis	
Guinea-Bissau	St Lucia	
Haiti	St Vincent	
Iran	Tajikistan	
Iraq	Tonga	

Zone 5

AeroMobile
Andorra
Angola
Bermudas
Burundi
Comoros
Cuba
Djibouti
EMSAT Thuraya
Falkland Islands
Finland Aland
Globalstar Satellite
France Greenland
Iceland Satellite (Síminn)
The Maldives
Malta Maritime
Nepal
Norfolk Island
Norway Maritime
St Helena
Sudan
Switzerland OnAir
Syria
Turkmenistan

Calls and texts between international destinations

Destinations are grouped into simple regions, that we call zones. And the price you pay depends on which zone you're calling or texting from and to.

From	To	Call cost (per min)	SMS
Zone 1	Zone 1 & UK	£0.15	£0.10
	Zone 2	£0.20	£0.10
	Zone 3	£0.45	£0.10
	Zone 4	£1.00	£0.15
	Zone 5	£3.00	£0.25

From	To	Call cost (per min)	SMS
Zone 2	Zone 1 & UK	£0.30	£0.15
	Zone 2	£0.40	£0.15
	Zone 3	£0.65	£0.15
	Zone 4	£1.20	£0.25
	Zone 5	£3.50	£0.30

From	To	Call cost (per min)	SMS
Zone 3	Zone 1 & UK	£0.50	£0.20
	Zone 2	£0.80	£0.20
	Zone 3	£1.00	£0.20
	Zone 4	£1.50	£0.25
	Zone 5	£4.00	£0.40

From	To	Call cost (per min)	SMS
Zone 4	Zone 1 & UK	£1.20	£0.20
	Zone 2	£1.30	£0.20
	Zone 3	£1.40	£0.20
	Zone 4	£2.00	£0.25
	Zone 5	£4.50	£0.45

From	To	Call cost (per min)	SMS
Zone 5	Zone 1 & UK	£2.00	£0.25
	Zone 2	£2.50	£0.30
	Zone 3	£3.50	£0.35
	Zone 4	£4.50	£0.45
	Zone 5	£6.00	£0.50

Costs for receiving calls while abroad	Receiving in	Call cost (per min)
	Zone 1 & UK	£0.00
	Zone 2	£0.15
	Zone 3	£0.25
	Zone 4	£0.60
	Zone 5	£1.20

Holiday data bundles

We all like a little top-up when we're on holiday. And while we can't help with your tan or your cocktails, we can help keep you connected in your favourite holiday destinations.

You can buy a bundle in My AO Mobile if you run out of data, or just want the reassurance of having more for scrolling and sharing:

EU Top-Up

5GB data (Zone 1)

Use within 7 days of purchase

£10

Holiday Data Lite

5GB data (Zone 2 only)

Use within 7 days of purchase

£15

Holiday Data Plus

15GB data (Zone 2 only)

Use within 14 days of purchase

£35

Bundles are available for 7 or 14 days (where a day is determined as 24 hours from the time of purchase). You can use your data up to the limit you've bought during that time. When your bundle expires, you'll go back to your normal plan allowance for the rest of the month.

Fair Usage Policy

AO's Ultimate 500GB plan includes 500GB of data per month, designed to give you plenty of flexibility for streaming, browsing, and staying connected. To make sure everyone gets a fair experience, we apply the following Fair Usage Policy:

Monthly data allowance

You can use up to 500GB of data each billing cycle. If you reach this limit, out-of-bundle charges or restrictions may apply in line with your plan.

Monitoring your daily usage

Your data is there for you to use and enjoy. However, extremely high usage that goes beyond typical patterns can affect network performance for others. If your usage is considered excessive, we may temporarily reduce your speeds to help maintain network quality.

What counts as excessive usage?

There's no fixed limit, but examples include:

Consistently using very high volumes of data in a single day (e.g. continuous large downloads or streaming over long periods)

Activity that looks like commercial or automated use (e.g. running servers or large-scale data transfers).

Device restrictions

Your AO SIM is designed for use in mobile phones only. Using it in routers, modems or other non-handset devices isn't allowed and may result in your service being restricted or stopped.

Why we do this

These measures are only used in rare cases to protect the network and ensure fair access for everyone. We'll never block your access completely, any speed restrictions are temporary and lifted once usage returns to normal.

Keeping you informed

If we need to apply any restrictions, we'll let you know by SMS or email. You can always contact our support team if you have any questions about your usage.

How we measure data usage

Your data usage comes out of your inclusive allowance.

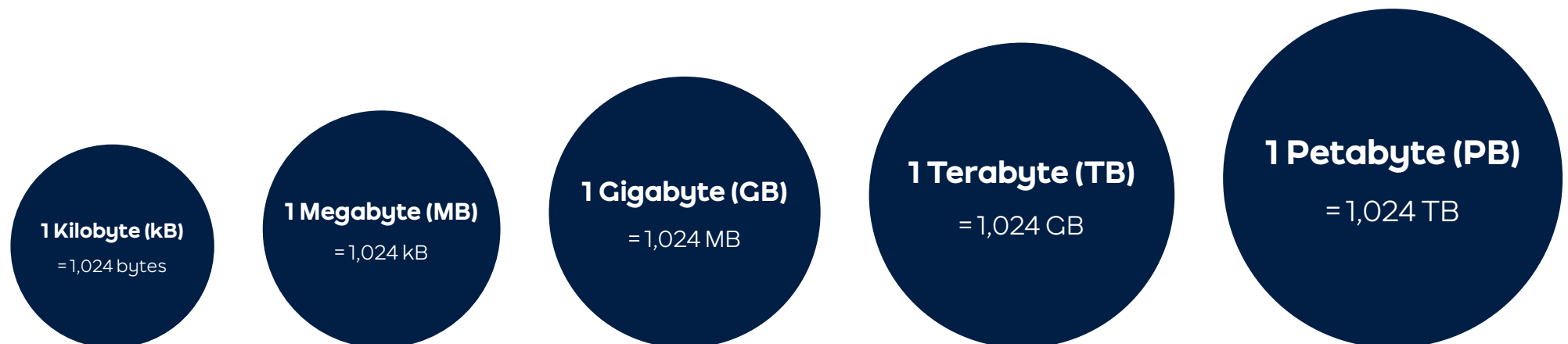
If you need more, you can buy a bundle with a set amount of data for a fixed price.

Data is measured based on how much information is sent and received over the network.

This can include small amounts of extra data used to keep your connection running smoothly.

You're charged in full megabytes (MB), so any usage is rounded up to the nearest MB.

Data is measured in bytes, which build up into larger units:



Get in touch

Need a hand?

We've answered FAQs at
ao.com/mobile-phones/ao-mobile/FAQs

Give us a call

01204 672 626

Email us

help@ao-mobile.com

Manage your account with My AO Mobile

Once your SIM is active you can check your bills, current usage and buy extra data all in one handy place at myaomobile.com

AO Mobile is operated by AO Retail Limited, registered in England with company number 03914998 whose registered office is at 5a, The Parklands, Lostock, Bolton, BL6 4SD.

