

## Chris $\longrightarrow$ Blackberry Priv

Chris has a Blackberry and works in financial services. He calls his wife a few times every day and uses his phone for a handful of business \& personal calls during the week. He's an inconsistent data user, some months using almost nothing and other months using up to 600 MB. At the start of 2015 Chris spent on average R1 200 per month. Chris is looking for a contract with the new Blackberry Priv phon

Susanne $\longrightarrow$ Samsung Galaxy Note 5
Susanne works in public relations and is constantly attached to her Samsung smartphone. She's always on the phone with her clients and friends and uses quite a lot of data, especially when she's travelling around the country to meet her clients. Susanne is pretty good at keeping it in bundle and at the start of 2015 spent around R2 100 per month. Susanne has her eye on the Samsung Galaxy Note 5.


## Dineo $\longrightarrow$ Samsung Galaxy S7

Dineo is an attorney at a top law firm and uses her iPhone for work calls and email only. Given the nature of her job, Dineo uses a lot of minutes every month, but manages to keep her data use quite minimal. At the start of 2015 Dineo spent around R1700 per month. Dineo is planning on upgrading to the brand new Samsung Galaxy S7.

## Howard $\longrightarrow$ Sony Z5 Compact

Howard is a post-graduate university student who recently began paying for his own contract, which was previously paid for by his parents. Howard had the same contract for the past 6 years, only ever upgrading to get the newest smartphone. Howard's usage is fairly average and at the start of 2015 he spent an average of R800 per month. Howard is keen on the Sony Z5 compact.


## Tshepo $\longrightarrow$ iPhone 6S

Tshepo is a student at a prestigious Johannesburg high school and, like most teenagers, can't be separated from his top-of-the-range iPhone. Tshepo doesn't make many calls, but he does use a fortune of data, hooked as he is to social media and the latest apps. Tshepo's parents spend around R1 100 per month. Tshepo has been dreaming about getting the iPhone 6 S .


