



Pay-as-you-go Pricing

Updated: 20/10/2023

Our Pay as you go Pricing

You can find more about our call, text and mobile phone data charges at <https://mobile.asda.com/pay-as-you-go#rates> or by calling Customer Services free on 2732 from your ASDA mobile or 0808 006 2732 from any other phone (you'll be charged at your telephone provider's published rate).

Usage Charges

Calls to UK Mobiles and UK geographic landlines

Type	Price Per Minute (£)	Included in bundle
Calls to UK mobiles starting 07 ¹	£0.15	Yes
Calls to UK landline starting 01, 02, 03 ¹	£0.15	Yes
Calls to Asda Mobile Voicemail (121)	Free	Yes

Calls are charged per minute rounded up to the nearest full minute.

Call Type

Type	Price Per Minute (£)
Non-geographic numbers starting 0800 or 0808	Free
Personal numbering services starting 070	£0.75
Radio-paging services starting 076	£0.15
Vodafone Directory Enquiries (118 881) ²	£0.80
Charity numbers (0300)	£0.10 Standard Network SMS Charge + Providers specified donation amount

Asda Mobile Customer Service

Type	Cost
2732 Call from Asda Mobile	Free

Emergency Services

Type	Price Per Minute (£)
999, 112	Free

Non Emergency Services

Type	Price Per Minute (£)
111 (NHS Services)	Free
101 (Police Services)	Free
105 (Electricity Helpline)	Free

¹ Includes Channels Islands & Isle of Man. Excludes Personal numbers and Radio-paging numbers.

² Vodafone directory enquiries number has a one minute minimum call charge plus a £0.04 Access Charge

UK Service Numbers

For calls to chargeable service numbers (starting 084, 087, 09 and 118), the cost of the call will be broken down into two parts:

An **Access Charge** – this part is what Asda Mobile charges you for these calls.

Type	Price Per Call (£)	Included in bundle
Access Charge (Numbers starting 084, 087, 09, 118) These include Call Short Codes & Text Short Codes, usually 5-7 numbers long and used for TV or radio shows, competition lines and information services	£0.04	No

A **Service Charge** - this is the rest of the call charge. The organisation you're calling decides how much this charge is.

Both the **Access** and **Service** charges make up the total cost of any call to a chargeable service number.

Costs vary by dialling code and service provider and so it's best to check the terms and conditions before calling or texting a particular number.

Text/MMS Messages

Type	Cost	Included in bundle
Standard UK text (up to 160 characters)	£0.10 per text	Yes
Standard UK MMS	£0.25 per message	No
Non-standard UK text messages, including call forwarding services (such as 07744 or 07755)	Standard text rate	No

UK Data Usage

Type	Cost
Standard UK Data	£0.10 per MB

Calling and texting abroad from the UK

The cost to call and text abroad varies depending on the destination, information on these rates can be found at <https://mobile.asda.com/roaming-calling-abroad#international-rates>

Roaming

The cost of using your phone abroad varies depending on which Roaming Zone the country you are in is grouped into. Please see the table below for our current charges.

As zones, countries, and charges change from time to time, and for a list of countries included in each zone please check our website before travelling:

<https://mobile.asda.com/roaming-calling-abroad#roaming>

	EU	USA / Canada / Australia / New Zealand / Switzerland	World Group 1	World Group 2
Using Data	£0.10	£0.20	£1.00	£7.50
Receiving a call	£0.00	£0.75	£1.40	£1.40
Calls to UK (per min)	£0.15	£0.75	£1.40	£3.00
Texts to UK	£0.10	£0.10	£0.20	£0.30
Calls in country (per min)	£0.15	£0.75	£1.40	£3.50
Texts to country	£0.10	£0.10	£0.20	£0.30
Calls to select European destinations (per mins)	£0.15	£0.75	£1.40	£3.00
Texts to select European destinations	£0.10	£0.10	£0.20	£0.30
Calls to US/Canada/Australia/New Zealand and Switzerland (per min)	£0.75	£0.75	£1.40	£3.00
Text to US/Canada/Australia/New Zealand and Switzerland	£0.10	£0.10	£0.20	£0.30
Calls to rest of the World Group 1 (per min)	£1.45	£0.75	£1.40	£3.50
Text to rest of the World Group 1	£0.10	£0.10	£0.20	£0.30
Calls to rest of the World Group 2 (per min)	£1.45	£0.75	£3.00	£3.50
Text to rest of the World Group 2	£0.10	£0.10	£0.20	£0.30

EU	Aland Islands, Austria, Azores, Balearic Islands, Belgium, Bulgaria, Canary Islands, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, French Guiana, Germany, Gibraltar, Greece, Guadeloupe, Guernsey, Hungary, Iceland, Ireland, Isle of Man, Italy, Jersey, Latvia, Liechtenstein, Lithuania, Luxembourg, Madeira, Malta, Martinique, Mayotte, Netherlands, Norway, Poland, Portugal, Reunion, Romania, Slovakia, Slovenia, Spain, St Barthelemy, Sweden, Vatican
USA/CAN/AUS/NZL/SWI	Australia, Canada, Switzerland, New Zealand, United States of America
Rest of World 1	Afghanistan, Albania, Algeria, Anguilla, Antigua and Barbuda, Argentina, Armenia, Aruba, Azerbaijan, Bahrain, Bangladesh, Barbados, Belarus, Benin, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, British Virgin Islands, Brunei Darussalam, Burkina Faso, Burundi, Cambodia, Cape Verde, Cayman Island, Central African Republic, Chad, Chile, China, Colombia, Congo (The Democratic Republic), Costa Rica, Cote D Ivoire, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Faroe Islands, Fiji, French Polynesia, Gabon, Gambia, Georgia, Ghana, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hong Kong, India, Indonesia, Iran (Islamic Republic of), Iraq, Israel, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Kosovo, Kuwait, Kyrgyzstan, Lao (Peoples Democratic Republic), Lesotho, Liberia, Macau, Macedonia (The Former Yugoslav Republic of), Madagascar, Malawi, Malaysia, Mali, Mauritania, Mauritius, Mexico, Moldova (Republic of), Monaco, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Myanmar, Nauru, Netherlands Antilles, Nicaragua, Niger, Nigeria, Oman, Pakistan, Palestinian Territory, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Puerto Rico, Qatar, Republic of Congo, Russian Federation, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and The Grenadines, Samoa, San Marino, Sao Tome and Principe, Saudi Arabia, Senegal, Serbia, Seychelles, Sierra Leon, Singapore, Sint Maarten, Solomon Islands, South Africa, South Korea, South Sudan, Sri Lanka, Suriname, Swaziland, Taiwan, Tajikistan, Tanzania (United Republic of), Thailand, Togo, Tonga, Trinidad and Tobago, Turkey, Turks and Caicos Islands, Uganda, Ukraine, United Arab Emirates, Uruguay, US Virgin Islands, Uzbekistan, Vanuatu, Venezuela, Vietnam, Yemen, Zambia, Zimbabwe
Rest of World 2	Andorra, Angola, Ascension Island & St Helena, Bahamas, Belize, Cameroon, Comoros, Cook Islands, Cuba, Djibouti, East Timor, Equatorial Guinea, Ethiopia, Falkland Islands(Malvinas), Greenland, Guam, Lebanon, Libyan Arab Jamahiriya, Maldives, Namibia, Nepal, New Caledonia, Tunisia
List of Destinations with no Roaming Service Available:	<i>American Samoa, Cocos (Keeling) Islands, Diego Garcia, Democratic People's Republic of Korea, Eritrea, Kiribati, Marshall Islands, Micronesia, Niue, Norfolk Island, Northern Marina Islands, Palau, Somalia, St Pierre and Miquelon, Syrian Arab Republic, Tokelau, Turkmenistan, Tuvalu, Wallis and Futuna Islands</i>
List of Destinations with no Data Roaming Available:	<i>Ascension Island & St Helena, Comoros, Cuba, Maldives, New Caledonia, The Cook Islands, Timor Leste (East Timor)</i>