

Price Guide - Standard calls, SMS and Data.

We have one easy plan which costs £10 per month, and gives you unlimited calls, unlimited SMS, and 4GB of data. Woo!

Unlimited calls includes:

Standard UK Landlines (01, 02, 03) Freephone numbers (0800, 0808, 0500) Voicemail, and Standard mobile numbers. When you are abroad you can call back to the UK when you are in EU/EEA countries, within EU/EEA countries and also to other EU/EEA countries.

Unlimited SMS includes:

Standard rate SMS and MMS in the UK. If you are abroad you can text or send an MMS back to the UK or to other EU/EEA countries.

4GB of data

You can use your data any way you want! If you want to use it in your iPad, or as a personal hotspot, you can. You can also use your data when you visit anywhere in the EU/EEA.

It's ok if you don't use all your data in a month! As long as you have an active plan, your data rolls over for another full calendar month.

Data add-ons

We know that sometimes you just love scrolling, and before you know it you've gone through 4GB of data, and it's 4am, and you're still at the bus stop.

When that happens you can buy a data add-on, which comes in three sizes:

1GB for £2

2GB for £3

4GB for £5

Exactly like the data from your plan, these last for a calendar month and then roll over for another calendar month, so you have loads of time to use it, as long as you have an active Plan.

If you have a few MB of data left on your plan, and don't want to risk running out, you can buy a data add-on. We always use your oldest data first - we promise.

Cash add-ons

Some things fall outside your standard plan. For these things, you will need a cash add-on. These can be bought from your dashboard, and never expire (as long as you have an active plan). You can buy them in two amounts: £5 and £10.

Cash add-ons are separate from the rest of your plan and cannot be used to buy data add-ons or your monthly plan.

Cash add-ons can be used for:

Calling non-geographic numbers, voice shortcodes, international calling, and international roaming outside of the EU/EEA.

If you need to know how much it does cost when you travel outside the EU/EEA, read on.

Spend Limits

We've applied limits to the amount you can spend on third party digital content and premium rate calls (including directory enquiries) and messages (including SMS shortcode messages). The spend limits are £40 per single payment transaction and the cumulative sum of £240 for payment transactions made over the course of a calendar month. These limits are set by law and we are not able to change them.

Changes to your service.

Superdrug Mobile reserves the right to change, suspend or withdraw any part of your service in accordance with the [Terms and Conditions](#). We reserve the right to introduce costs for certain calls or parts of the service (e.g. personal hotspot and MMS) and will provide you with at least one month's notice in advance of any such changes.

If your account is not used for 220 days, Superdrug Mobile reserves the right to terminate your account.

Changes to your Plan

We reserve the right to change your Plan with one month's notice to customers.

Premium, Non-Geographic and other Numbers.

Some calls and other services within the UK fall outside of what's included in your Plan - for example, voting on TV shows, calling directory enquiries, digital content purchases and entering competitions.

We will be adding the ability to use premium rate services very soon, however at the moment you cannot use them on Superdrug Mobile.

Emergency Calls.

We know that sometimes things happen and you need to call the emergency services, so 999, 112, 111, 101, and 105 are free to call when you need them.

Non-Geographic Numbers.

These are divided into 100 bands, and each band is priced individually. If you need to know more, please go to the Non-Geographic Numbers Price Guide.

Band	Flat Rate Charge.	Charge per minute.	Additional charge per minute after first minute.	Access Charge per minute.
NGN Band 001	£0.00	£0.00	£0.00	£0.00
NGN Band 002	£0.00	£0.01	£0.00	£0.25
NGN Band 003	£0.00	£0.02	£0.00	£0.25
NGN Band 004	£0.00	£0.03	£0.00	£0.25
NGN Band 005	£0.00	£0.04	£0.00	£0.25
NGN Band 006	£0.00	£0.05	£0.00	£0.25
NGN Band 007	£0.00	£0.06	£0.00	£0.25
NGN Band 008	£0.00	£0.07	£0.00	£0.25
NGN Band 009	£0.00	£0.08	£0.00	£0.25
NGN Band 010	£0.00	£0.09	£0.00	£0.25
NGN Band 011	£0.00	£0.10	£0.00	£0.25
NGN Band 012	£0.00	£0.11	£0.00	£0.25
NGN Band 013	£0.00	£0.12	£0.00	£0.25
NGN Band 014	£0.00	£0.13	£0.00	£0.25
NGN Band 015	£0.00	£0.15	£0.00	£0.25
NGN Band 016	£0.00	£0.20	£0.00	£0.25
NGN Band 017	£0.00	£0.25	£0.00	£0.25

NGN Band 018	£0.00	£0.30	£0.00	£0.25
NGN Band 019	£0.00	£0.35	£0.00	£0.25
NGN Band 020	£0.00	£0.36	£0.00	£0.25
NGN Band 021	£0.00	£0.40	£0.00	£0.25
NGN Band 022	£0.00	£0.45	£0.00	£0.25
NGN Band 023	£0.00	£0.46	£0.00	£0.25
NGN Band 024	£0.00	£0.50	£0.00	£0.25
NGN Band 025	£0.00	£0.55	£0.00	£0.25
NGN Band 026	£0.00	£0.60	£0.00	£0.25
NGN Band 027	£0.00	£0.65	£0.00	£0.25
NGN Band 028	£0.00	£0.70	£0.00	£0.25
NGN Band 029	£0.00	£0.75	£0.00	£0.25
NGN Band 030	£0.00	£0.80	£0.00	£0.25
NGN Band 031	£0.00	£0.90	£0.00	£0.25
NGN Band 032	£0.00	£0.95	£0.00	£0.25
NGN Band 033	£0.00	£0.99	£0.00	£0.25
NGN Band 034	£0.00	£1.00	£0.00	£0.25
NGN Band 035	£0.00	£1.10	£0.00	£0.25
NGN Band 036	£0.00	£1.20	£0.00	£0.25
NGN Band 037	£0.00	£1.45	£0.00	£0.25
NGN Band 038	£0.00	£1.50	£0.00	£0.25
NGN Band 039	£0.00	£1.55	£0.00	£0.25
NGN Band 040	£0.00	£1.80	£0.00	£0.25
NGN Band 041	£0.00	£2.00	£0.00	£0.25

NGN Band 042	£0.00	£2.20	£0.00	£0.25
NGN Band 043	£0.00	£2.50	£0.00	£0.25
NGN Band 044	£0.00	£3.00	£0.00	£0.25
NGN Band 045	£0.00	£3.60	£0.00	£0.25
NGN Band 046	£0.05	£0.00	£0.00	£0.25
NGN Band 047	£0.10	£0.00	£0.00	£0.25
NGN Band 048	£0.15	£0.00	£0.00	£0.25
NGN Band 049	£0.25	£0.00	£0.00	£0.25
NGN Band 050	£0.30	£0.00	£0.00	£0.25
NGN Band 051	£0.35	£0.00	£0.00	£0.25
NGN Band 052	£0.40	£0.00	£0.00	£0.25
NGN Band 053	£0.48	£0.00	£0.00	£0.25
NGN Band 054	£0.50	£0.00	£0.00	£0.25
NGN Band 055	£0.70	£0.00	£0.00	£0.25
NGN Band 056	£0.75	£0.00	£0.00	£0.25
NGN Band 057	£1.00	£0.00	£0.00	£0.25
NGN Band 058	£1.45	£0.00	£0.00	£0.25
NGN Band 059	£1.50	£0.00	£0.00	£0.25
NGN Band 060	£2.00	£0.00	£0.00	£0.25
NGN Band 061	£2.50	£0.00	£0.00	£0.25
NGN Band 062	£3.00	£0.00	£0.00	£0.25
NGN Band 063	£4.00	£0.00	£0.00	£0.25
NGN Band 064	£5.00	£0.00	£0.00	£0.25

NGN Band 065	£6.00	£0.00	£0.00	£0.25
NGN Band 066	£0.77	£1.55	£0.00	£0.25
NGN Band 067	£0.80	£0.25	£0.00	£0.25
NGN Band 068	£3.99	£1.39	£0.00	£0.25
NGN Band 069	£4.99	£1.35	£0.00	£0.25
NGN Band 070	£5.50	£0.00	£2.75	£0.25
NGN Band 071	£5.74	£0.00	£2.99	£0.25
NGN Band 072	£6.98	£0.00	£3.49	£0.25
NGN Band 073	£0.00	£0.00	£2.50	£0.25
NGN Band 074	£0.05	£0.00	£0.05	£0.25
NGN Band 075	£0.10	£0.00	£0.10	£0.25
NGN Band 076	£0.40	£0.00	£0.40	£0.25
NGN Band 077	£0.70	£0.00	£0.70	£0.25
NGN Band 078	£1.50	£0.00	£1.50	£0.25
NGN Band 079	£2.00	£0.00	£2.00	£0.25
NGN Band 080	£4.45	£0.00	£2.57	£0.25
NGN Band 081	£0.00	£0.18	£0.00	£0.25
NGN Band 082	£0.00	£0.22	£0.00	£0.25
NGN Band 083	£0.00	£3.50	£0.00	£0.25
NGN Band 084	£2.50	£0.75	£0.00	£0.25
NGN Band 085	£2.60	£0.99	£0.00	£0.25
NGN Band 086	£2.75	£0.78	£0.00	£0.25
NGN Band 087	£8.98	£0.00	£4.49	£0.25
NGN Band 088	£9.98	£0.00	£4.99	£0.25

NGN Band 089	£11.98	£0.00	£5.99	£0.25
NGN Band 090	£13.98	£0.00	£6.99	£0.25
NGN Band 091	£15.98	£0.00	£7.99	£0.25
NGN Band 092	£0.07	£0.00	£0.07	£0.25
NGN Band 093	£0.13	£0.00	£0.13	£0.25
NGN Band 094	£0.80	£0.00	£0.80	£0.25
NGN Band 095	£1.00	£0.00	£1.00	£0.25
NGN Band 096	£3.00	£0.00	£3.00	£0.25
NGN Band 097	£3.60	£0.00	£0.50	£0.25
NGN Band 098	£3.60	£0.00	£1.50	£0.25
NGN Band 099	£3.60	£0.00	£2.00	£0.25
NGN Band 100	£3.60	£0.00	£3.60	£0.25

International Calling.

Calling other destinations from the UK.

You can use your Superdrug Mobile SIM to make calls and send SMSs to other destinations outside the UK.

The cost of calling and messaging varies based on the country you're contacting.

We have divided available countries into 4 bands and each band is priced individually.

You can buy cash add-ons to enable you to call and SMS these countries.

Band	International calls from the UK per minute.	International SMS & MMS/MMS Video from the UK per message.	Cost to receive
1	£0.10	£0.20	Free
2	£0.50	£0.20	Free
3	£1.00	£0.20	Free
4	£2.00	£0.20	Free

Band 1

Australia, Australian External Territories, Austria, Bangladesh, Belgium, Bermuda, Bhutan, Brazil, Brunei Darussalam, Bulgaria, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus (North), Cyprus, Czech Republic, Denmark, Dominican Republic, Estonia, Finland, France, Germany, Greece, Guadeloupe, Guam, Guernsey, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Isle of Man, Israel, Italy, Japan, Jersey, Kuwait, Laos, Latvia, Lithuania, Luxembourg, Macau, Malaysia, Malta, Martinique, Mauritania, Mexico, Mongolia, Namibia, Netherlands, New Zealand, Northern Mariana Islands, Norway, Pakistan, Peru, Poland, Portugal, Puerto Rico, Romania, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, United States of America, Uzbekistan, Venezuela, and Vietnam

Band 2

Abkhazia Land, Afghanistan, Albania, Andorra, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Aruba, Azerbaijan, Bahamas, Bahrain, Barbados, Belarus, Belize, Benin, Bolivia, Bosnia & Herzegovina, Botswana, British Virgin Islands, Burkina Faso, Cameroon, Cape Verde, Cayman Islands, Central African Republic, Comoros & Mayotte, Congo Dem Rep, Congo, Cote d'Ivoire, Djibouti, Dominica (Commonwealth of), East Timor, Ecuador, Egypt, El Salvador, Eritrea, Ethiopia, Faroe Islands, Fiji, French Guiana, French Polynesia, Gabon, Georgia, Ghana, Gibraltar, Greenland, Grenada, Guatemala, Guyana, Haiti, Honduras, Iran, Iraq, Jamaica, Jordan, Kazakhstan, Kenya, Kyrgyz Republic, Lebanon, Lesotho, Liberia, Libya, Liechtenstein, Maritania, Macedonia, Malawi, Mali, Marshall Islands, Mauritius, Micronesia, Moldova, Monaco, Montenegro, Montserrat, Morocco, Mozambique, Myanmar, Nepal, Netherlands Antilles, New Caledonia, Nicaragua, Niger, Nigeria, North Korea, Oman, Palau, Palestine, Panama, Paraguay, Philippines, Qatar, Reunion, Russia, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, San Marino, Saudi Arabia, Senegal, Serbia, Somalia, South Sudan, Sri Lanka, Sudan, Suriname, Swaziland, Syria, Taiwan, Tajikistan, Tanzania, Togo, Tonga, Trinidad and Tobago, Turkmenistan, Turkey, Turks and Caicos Islands, Uganda, Ukraine, United Arab Emirates, United States Virgin Islands, Uruguay, Wallis and Futuna, Yemen, Zambia, and of course Zimbabwe.

Band 3.

Algeria, American Samoa, Burundi, Chad, Cook Islands, Cuba, Equatorial Guinea, Gambia, Guinea, Kosovo, Madagascar, Nauru, Papua New Guinea, Samoa, Seychelles, Sierra Leone, Solomon Islands, Tunisia, Vanuatu, and Vatican City.

Band 4.

Ascension, Diego Garcia, Falkland Islands, Kiribati, Maldives, Niue, Saint Helena, Sao Tome and Principe, Tokelau, and Tuvalu.

International Roaming.

Using your phone abroad.

We allow roaming in some countries in the world, from Austria to Zambia. There are standard charges for using your phone abroad. Of course, in the EU/EEA, you can use your calls, SMS, and data at no extra cost for standard calls and SMSs. All other calls and SMSs are charged based on where you are, and the country you're contacting.

We've put countries into 4 different zones to make it super easy to work out how much it will cost you.

You can buy cash add-on to enable you to call and SMS these numbers and services.

Buying a cash add-on is easy and something you can do at any time. Cash add-ons are available in £5 and £10 amounts.

Calling costs.

Zone	Back to the UK	Local roaming calls	To EU/EEA	To EU/EEA non-standard calls.	Rest of the world	Receiving
1	£0.00	£0.00	£0.00	£0.10	£0.10	£0.00
2	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00
3	£1.00	£1.00	£3.00	£3.00	£3.00	£1.00
4	£3.00	£3.00	£3.00	£3.00	£3.00	£1.25
5	No roaming (sorry)	No roaming	No roaming		No roaming	No roaming

SMS and Data.

Zone	SMS while abroad	Receiving SMS	Using 1 Mb of Data	Sending an MMS Picture/Video
1	£0.00	Free	£0.00	£0.00
2	£0.50	Free	£0.50	£0.10
3	£0.50	Free	£1.00	£0.10
4	£0.50	Free	£6.00	£0.10
5	No roaming (sorry)	No roaming	No roaming	No roaming

The Zones.

Zone 1.

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, French Guiana, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and Switzerland.

Zone 2.

Albania, Australia, Azerbaijan, Belarus, Bosnia & Herzegovina, Canada, Chile, Colombia, Costa Rica, Hong Kong, Indonesia, Israel, Kazakhstan, Monaco, Montenegro, New Zealand, Nigeria, Philippines, Puerto Rico, Russia, Saudi Arabia, South Africa, South Korea, Sri Lanka, Taiwan, Thailand, Turkey, United States of America, and not forgetting the United States Virgin Islands.

Zone 3.

Anguilla, Antigua and Barbuda, Argentina, Armenia, Barbados, Bermuda, Brazil, British Virgin Islands, Cayman Islands, China, Dominican Republic, Egypt, El Salvador, Grenada, Guatemala, India, Jamaica, Japan, Kenya, Macedonia, Malaysia, Mexico, Montserrat, Nicaragua, Panama, Peru, Qatar, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Serbia, Singapore, Trinidad and Tobago, Uruguay, and Venezuela.

Zone 4.

Afghanistan, Algeria, Andorra, Angola, Bahamas, Bahrain, Bangladesh, Belize, Benin, Bolivia, Botswana, Brunei Darussalam, Burkina Faso, Cambodia, Cameroon, Cape Verde, Congo, Congo Dem Rep, Cote d'Ivoire, Cuba, Ecuador, Equatorial Guinea, Ethiopia, Faroe Islands, Fiji, French Polynesia, Gabon, Gambia, Georgia, Ghana, Greenland, Guinea, Guyana, Honduras, Iraq, Jordan, Kuwait, Kyrgyz Republic, Laos, Lebanon, Liberia, Libya, Macau, Madagascar, Malawi, Maldives, Mauritius, Moldova, Mongolia, Morocco, Mozambique, Namibia, Nepal, Netherlands Antilles, Niger, Oman, Pakistan, Papua New Guinea, Paraguay, Rwanda, Senegal, Seychelles, Sierra Leone, Tajikistan, Tanzania, Togo, Tunisia, Turkmenistan, Uganda, Ukraine, United Arab Emirates, Uzbekistan, Vanuatu, Vietnam, Yemen, and Zambia.

Superdrug Mobile.

Zone 5.

Reunion, American Samoa, Aruba, Bhutan, Burundi, Central African Republic, Chad, Comoros & Mayotte, Cook Islands, Djibouti, Dominica (Commonwealth of), East Timor, Eritrea, Falkland Islands, Guinea-Bissau, Haiti, Iran, Kiribati, Lesotho, Mali, Mauritania, Micronesia, Myanmar, New Caledonia, Niue, North Korea, Palau, Saint Pierre and Miquelon, Samoa, San Marino, Sao Tome and Principe, Solomon Islands, Somalia, Sudan, Suriname, Swaziland, Syria, Tonga, Tuvalu, and Zimbabwe.

Need a little help?

If you want to know any more, our Support Squad are here to help you. Just tap the purple icon in the bottom right of the Superdrug Mobile website. Easy.