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In September 2007, ASX listed M2 Telecommunications Group Ltd (ASX: MTU) launched Australia's first environmentally responsible mobile phone service, GreenMobiles (www.greenmobiles.com.au).

Developed internally to meet the growing demand of consumers to take action against climate change, and to align with M2's broader company charter, Green Mobiles specifically targets climate change caused by global warming.

GreenMobiles contributes ten cents of every dollar spent on behalf of GreenMobiles customers into Australian Greenhouse Office (AGO) accredited carbon abatement programs via the Australian Climate Exchange (ACX).

The AGO accredited carbon offsets are purchased by GreenMobiles through the ACX and immediately retired, thus continually stimulating

demand for further investment in greenhouse gas abatement programs such as renewable energy and consumer carbon reduction initiatives.

Simply by selecting GreenMobiles as their mobile service provider, customers can make a significant contribution toward offsetting

the greenhouse gas emissions caused by their day-to-day activities. In one year, a typical \$49 GreenCap plan would offset nearly seven tonnes of carbon dioxide. This is equal to offsetting the greenhouse gas emissions of around two average Australian cars per year, the electricity usage of an average household for an entire year or a return flight from Australia to Los Angeles.

GreenMobiles has launched a selection of GreenCap mobile phone plans powered by the Optus 3G network. Each GreenCap Plan is competitively priced against the capped

mobile phone plans offered by the major networks, in most cases being on par with the plans of the big telcos. However, the glaring difference is that GreenMobiles will take 10% of every bill and invest on behalf of its customers in AGO accredited carbon abatement programs.

GreenMobiles' entire operation has been structured to absolutely minimise its carbon footprint. All customer signs ups, monthly bill delivery and customer service queries are conducted online. This makes GreenMobiles almost paperless and allows GreenMobiles to keep operating costs down allowing the company the ability

to make a sizable contribution to greenhouse gas emission abatement programs.

Furthermore, with each phone ordered by GreenMobiles customers, a reply paid envelope will be provided to enable the customer to recycle their old mobile phone handset

and accessories through Australia's leading mobile phone recycling service, MobileMuster (www.mobilemuster.com.au).

GreenMobiles' parent company, M2, is working on the further reduction of the company's carbon footprint, becoming the first buyer of carbon emissions abatement credits on the ACX with the purchase of 600 tonnes of carbon emissions abatements on the 23rd of July this year.

The next step for GreenMobiles is to strategically align themselves with environmental organisations and like-minded corporates with a social conscience. As a result they are inviting expressions of interest from corporate Australia to partner with GreenMobiles and join in the fight against global warming.

For more information about GreenMobiles go to www.greenmobiles.com.au