

Ultimate Broadband

Rural 4G Broadband Plans

Product Description

Rural 4G 200GB | Rural 4G 400GB | Rural 4G Unlimited

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This Product Description is a summary of UBB Rural 4G Broadband plans. It should be read together with UBB full terms and conditions. All prices are inclusive of GST unless stated otherwise. Final availability, coverage, signal suitability, installation scope, hardware, contract term and any non-standard charges are confirmed before sign-up.

Service Overview

Service Description	Rural 4G Broadband is a fixed-location broadband service delivered using cellular 4G / fixed wireless access technology. It is designed for rural addresses where fibre, copper or UBB Wireless may not be available or suitable. Service may be supplied as router-only coverage or may require a technician installation to obtain a suitable signal.
Availability	Availability depends on address, mobile network coverage, tower capacity, network capability, signal quality and whether a router-only or installed antenna solution is required. The service is for the approved fixed service address only and must not be moved to another address without UBB approval.

Standard Service Charge

Plan	Monthly charge	Full-speed data allowance	After full-speed allowance
Rural 4G 200GB	Monthly price to be confirmed by UBB	200GB per month	Speed is reduced to up to 1.2 Mbps until the next billing cycle unless an extra data pack is purchased.
Rural 4G 400GB	Monthly price to be confirmed by UBB	400GB per month	Speed is reduced to up to 1.2 Mbps until the next billing cycle unless an extra data pack is purchased.
Rural 4G Unlimited	\$135 per month	Unlimited, subject to fair use and network availability	No plan data cap. Fair Use Policy and network management may apply.

Pricing notes: Capped Rural 4G plans do not have automatic data overage. Once the full-speed data allowance is reached, speeds reduce unless an extra data pack is purchased. Extra data packs do not carry over to the next month.

Additional Data Charges

Overage charges	There is no automatic data overage charge on the capped Rural 4G plans.
Speed after cap	On Rural 4G 200GB and Rural 4G 400GB, speed reduces to up to 1.2 Mbps once the full-speed data cap is reached.
Usage alerts	UBB should provide usage alerts at 80% and 100% of the monthly data allowance where alerts are enabled and contact details are current.
Extra data packs	Extra data packs can be purchased by contacting UBB. Current data pack prices are 1GB - \$4, 10GB - \$20, and 50GB - \$65. UBB usually permits one extra data pack per month, with exceptions assessed case by case.
Activation time	Extra data packs can take up to 3 hours to activate.
Carry-over	Unused data and purchased data packs do not carry over to the next month.

Set Up Charge

Connection option	Upfront cost	Term / notice	Key conditions
Router-only open term	\$325 router + \$20 shipping	Minimum one month. 5 working days notice to close.	No break fee. Customer owns router/equipment purchased outright.
Router-only 24-month term	\$0 router + \$20 shipping	24-month contract	ETF applies at \$30 per remaining month. Router must be returned or \$325 replacement charge may apply.
Standard installation open term	\$750 + travel	Open term. 5 working days notice to close.	No break fee. Non-standard installs quoted separately.
Standard installation 24-month term	\$449 + travel	24-month contract	ETF applies. Removal fee of \$100 + travel may apply. Customer must return router and gear or replacement/recovery charges may apply.
Non-standard installation	Quoted separately	As agreed in quote	Additional labour, materials, travel or site-specific work are quoted before work proceeds.

Average Monthly Price

Average Monthly Price is included where mandatory upfront charges make the first 12-month average higher than the advertised monthly charge. It is calculated using regular plan fees and mandatory charges over the first 12 months. Optional charges, shipping, postage, travel and contingent charges are excluded. If a customer selects a different setup, hardware or contract option, UBB should confirm the applicable Average Monthly Price before sign-up.

Connection option	Advertised monthly charge	Mandatory charge used in example	Example Average Monthly Price
Router-only - open term	\$135 per month	\$325 router purchase. Shipping excluded.	\$162.08 per month
Router-only - 24-month contract	\$135 per month	\$0 router. Shipping excluded.	\$135.00 per month
Standard installation - open term	\$135 per month	\$750 standard install. Travel excluded.	\$197.50 per month
Standard installation - 24-month contract	\$135 per month	\$449 standard install. Travel excluded.	\$172.42 per month
Non-standard installation	Customer plan charge	Quoted mandatory upfront charge	Calculated from the approved quoted mandatory upfront charge divided by 12, plus the monthly plan charge.

Example Average Monthly Price values above use the published Rural 4G Unlimited monthly charge of \$135 per month. Rural 4G 200GB and Rural 4G 400GB should be calculated once UBB confirms their approved monthly charges.

Broadband Performance Information

Performance	Rural 4G Broadband is a best-efforts service. Performance can be affected by mobile tower distance, signal strength, terrain, tower capacity, network congestion, weather, the router or antenna used, device performance and in-home Wi-Fi conditions. Where average speeds are stated, they are not guaranteed continuous speeds.
Speed information	Rural 4G 200GB and Rural 4G 400GB provide full-speed data up to the selected monthly allowance. Once the allowance is reached, speed is reduced to up to 1.2 Mbps until the next billing cycle unless an extra data pack is purchased. Rural 4G Unlimited is subject to fair use and network management.

Access Type

Plan	Access type	Notes
Rural 4G 200GB	4G fixed wireless access / cellular broadband	Fixed-location service with 200GB full-speed data allowance. Router-only or installed coverage may apply.
Rural 4G 400GB	4G fixed wireless access / cellular broadband	Fixed-location service with 400GB full-speed data allowance. Router-only or installed coverage may apply.
Rural 4G Unlimited	4G fixed wireless access / cellular broadband	Fixed-location service with unlimited data, subject to fair use, network availability and network management.

Other Information

Minimum Contract Period	Open term options are available with customer-purchased equipment. 24-month term options are available where UBB supplies a free router or discounted installation. Open term has a minimum one-month service period and requires 5 working days notice to close.
Early Termination Fee	An Early Termination Fee or Service Termination Fee may apply if a fixed-term Rural 4G service is cancelled before the end of the contract term. See the Early Termination Fee section below. UBB

	should disclose the applicable ETF amount or table before the customer agrees to the contract and make the remaining term and estimated ETF payable at the next invoice date easy to access during the contract term.
Notice Period	Open term services require 5 working days notice to close. Contract services are subject to the agreed term and ETF requirements. Check the customer agreement for any additional notice requirement.
Other Requirements	The service is fixed to the approved address. UBB may decline service where coverage, signal, capacity, installation feasibility, site access or safety requirements are not met. Non-standard installations are quoted separately.
Traffic Management	UBB may use traffic management, shaping or bandwidth management to protect network performance and customer experience. Speeds on capped plans reduce to up to 1.2 Mbps after the monthly full-speed allowance has been reached.
Service Restrictions	The service may use mobile network restrictions and may not support all use cases. It is not designed for resale, moving between addresses, or unsupported business-critical applications without suitable backup. Public static IP is available as an optional add-on where supported.
Fair Use	Fair Use Policy applies. Unlimited plans are subject to fair use and network availability. UBB should link to the current Fair Use Policy.
Effects on other services	The service requires mains power and mobile network availability. Broadband and services that rely on it, including VoIP, security alarms, medical alarms, EFTPOS, monitored systems and streaming services, may stop working during a power outage, mobile network outage, router failure or signal issue unless suitable backup is in place.

Early Termination Fee / Service Termination Fee

This section is intended for customer disclosure. UBB should confirm that the displayed ETF table matches the contract, connection option, promotional benefits, setup option and any subsidised or rental equipment supplied to that customer.	
Covered services	This ETF section applies to Rural 4G 200GB, Rural 4G 400GB and Rural 4G Unlimited where the customer enters a fixed-term agreement.
Router-only 24-month term	If the customer cancels during a 24-month router-only contract, an ETF of \$30 per remaining month applies. The router must be returned in good working order or a \$325 replacement charge may apply.
Installed 24-month term	If the customer cancels during a 24-month installed contract, the estimated ETF may include the remaining monthly contract recovery plus the remaining value of the installation subsidy. A removal fee of \$100 plus travel may apply where UBB attends site to remove or recover equipment.
Equipment and promotions	Router, installed gear or UBB-supplied equipment must be returned or made available for recovery. Non-returned, incomplete or damaged equipment may be charged at replacement cost. Promotional credits and discounts may be forfeited on early termination.
Customer access	During a fixed-term contract, UBB should make the remaining contract term and estimated ETF payable at the next invoice date easy to access through the customer portal, invoice, customer support, IVR or another suitable channel.

ETF disclosure example - Router-only 24-month contract

Months remaining	ETF	Months remaining	ETF
24	\$720.00	12	\$360.00

23	\$690.00	11	\$330.00
22	\$660.00	10	\$300.00
21	\$630.00	9	\$270.00
20	\$600.00	8	\$240.00
19	\$570.00	7	\$210.00
18	\$540.00	6	\$180.00
17	\$510.00	5	\$150.00
16	\$480.00	4	\$120.00
15	\$450.00	3	\$90.00
14	\$420.00	2	\$60.00
13	\$390.00	1	\$30.00
0	\$0.00		

Example based on a router-only 24-month contract. Actual charges may vary depending on contract terms, equipment return, unpaid account balances and customer agreement. Shipping and unpaid account balances may apply separately.

ETF disclosure example - Installed 24-month contract

Months remaining	Estimated ETF	Months remaining	Estimated ETF
24	\$1,021.00	12	\$510.50
23	\$978.46	11	\$467.96
22	\$935.92	10	\$425.42
21	\$893.38	9	\$382.88
20	\$850.83	8	\$340.33
19	\$808.29	7	\$297.79
18	\$765.75	6	\$255.25
17	\$723.21	5	\$212.71
16	\$680.67	4	\$170.17
15	\$638.12	3	\$127.62
14	\$595.58	2	\$85.08
13	\$553.04	1	\$42.54
0	\$0.00		

Example assumes a \$301 installation subsidy, calculated as \$750 open-term standard install less \$449 contract install, plus \$30 per remaining month. Equipment recovery/removal and travel are separate where UBB attends site. Replacement charges may apply for missing, incomplete or damaged equipment.

Support Scope and Service Responsibility

Area	Rural 4G 200GB	Rural 4G 400GB	Rural 4G Unlimited
Management model	Fixed-location 4G broadband	Fixed-location 4G broadband	Fixed-location 4G broadband
Data allowance	200GB full-speed data, then speed reduced	400GB full-speed data, then speed reduced	Unlimited, subject to Fair Use Policy
Installation option	Router-only or installed coverage, subject to signal	Router-only or installed coverage, subject to signal	Router-only or installed coverage, subject to signal
Data packs	Available by contacting UBB	Available by contacting UBB	Not applicable to standard plan cap
Usage alerts	80% and 100% alerts where enabled	80% and 100% alerts where enabled	Fair use / network management may apply
Equipment ownership	Depends on selected connection option	Depends on selected connection option	Depends on selected connection option

Complaints, Disputes and Terms

Complaints	Information about UBB customer complaints should be linked here: https://www.ultimatebroadband.co.nz/contact-us-rural-broadband/ or the current complaints process page.
Disputes	If UBB is a member of the Telecommunications Dispute Resolution scheme, disclose this and link to www.tdr.org.nz . If not, provide information about how a customer may raise a dispute through the Disputes Tribunal.
Full terms	This Product Description is a summary only. Full legal terms and conditions for UBB services are available on the UBB website and should be read before sign-up.
Document control	This document should be reviewed and updated whenever plan pricing, setup charges, data pack pricing, contract terms, ETF rules, included hardware, network availability or support scope changes.
Publishing checklist: link this PDF from each Rural 4G 200GB, Rural 4G 400GB and Rural 4G Unlimited plan card and from the Rural 4G plan web page. Present the Product Description before sign-up across online, phone, in-store and field sales channels. Keep a copy of this document, screenshots and approvals in the compliance evidence folder.	