

# Sure Updates

## October 2025



### October 2025 Enhancements

From the 1<sup>st</sup> October our new residential broadband and Sure4G packages will be in place delivering a mix of speed and data increases. Sure Max gets a speed increase and all other broadband packages get data volume increases. Sure4G customers will see most data bundles getting bigger and we're increasing the speed again to deliver even better 4G performance. Below are comparison tables of before and afterwards showing the new broadband data allowances and the new Sure4G bundles:

#### Broadband Speeds and Data Allowances:

Package	Gigabytes Before	Gigabytes October	Speed Mbps
Bronze	30	40	4
Silver	50	75	10
Gold	100	150	10
Platinum	175	250	10
Diamond	400	600	10
Max	Unlimited	Unlimited	25

*Sure Max speed increases to 25Mbps, other broadband speeds remain unchanged. Sure broadband speeds are limited by line length and quality*

#### Sure4G Speeds and Data Bundles:

Package	Gigabytes Before	Gigabytes October
Surf 10 - \$10	2	2
Surf 15 - \$15	3	4
Surf 20 - \$20	6	7
Surf 50 - \$50	17.5	20
Surf Max - \$100	40	50
4G Speed	7.5Mbps	12Mbps

### Broadband Price Rises

The price of Sure broadband services will increase from 1<sup>st</sup> October 2025. These are the first price changes to broadband services since the current pricing structure was implemented in 2018 and the first formal increases since 2011. We have made every effort to keep price changes to a minimum, with some services remaining unchanged, but the increases are needed due to the rising costs of providing services to the island.

We recognise the importance of reliable connectivity and we continuously invest to maintain the services you need. The decision to change prices is never one we make unless absolutely necessary, as is demonstrated by the infrequency of our price changes.

Package	Price Before	Price October
Bronze	\$50	\$50
Silver	\$75	\$80
Gold	\$125	\$130
Platinum	\$175	\$185
Diamond	\$225	\$235
Max	\$275	\$290

### Annual Customer Survey

Our annual customer survey will take place from the 13<sup>th</sup> to 26<sup>th</sup> October. You will be invited to take part by email. If you do not get an invite please speak to our team and we will share the web link to the survey. Please spend some time completing it. The results of this survey are very important to us, we will share the results with you after completion and processing of the results.

### Answering Your Questions

We're often asked about why you have to pay for an eSIM when you are not getting anything physical. Although eSIMs are virtual, the infrastructure to support them is complex. The cost of eSIMs covers the cost of the remote platform provided by our eSIM supplier that enables us to manage Sure eSIMs as well supporting the download of Sure eSIMs by our customers. Equivalent platforms are not required to manage physical SIMs.

### Network Outages

Unfortunately there have been some service outages due to problems with our power equipment. We have replacement parts ready to ship from Singapore and we request your patience until they arrive in case of further outages. We apologise for the inconvenience caused.

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