

# Transparent comparison — Personal

UK consumer mobile networks, side by side. Sourced. Dated. Honest.

## VERBATIM PROMISE

Index-linked, never inflated. Your price is fixed for the contract term apart from a single annual adjustment on your anniversary, capped at the published UK CPI inflation rate. We don't add anything on top. Inflation is the absolute ceiling, in writing.

## AT A GLANCE — BOUNDLESS vs THE FIELD

CRITERION	BOUNDLESS	TYPICAL UK OPERATOR
Headline unlimited 5G price	£18 / month	£20 – £40 / month
Contract length	12-month rolling	24 months (or 1 month)
Mid-contract price hike	CPI only, 0% margin on top	CPI + 3.9% / RPI
Inclusive roaming countries	100+	36 – 80
Hardware-rooted SIM security	Yes — Abel embedded	Not offered
Anti-fraud SS7 firewall	Yes — default	Network-side only
UK + EU sovereign network	Yes — Mobifon	Mixed / MVNO of MNO
Genuinely unlimited 5G (no throttle)	Yes	Often throttled
Data gifting between SIMs	Yes — instant	Limited / none
One app for security + bills + family	Yes	Several apps

## WHY WE PULL AHEAD — SIX AXES

### 01 Sovereignty

100% UK + EU signalling.

### 02 Security at silicon

26 layers of cognitive security.

### 03 Pricing predictability

0% margin added on top of CPI.

### 04 Roaming

100+ countries on every plan.

### 05 Coverage

99%+ effective UK coverage.

### 06 One app

1 app · 1 bill · 1 dashboard.

## SOURCES — PUBLIC, DATED, TRACEABLE

[11] EE SIM-only [12] O2 SIM-only [13] Vodafone SIM-only [14] Three SIM-only [15] Sky Mobile SIM-only [16] Smarty plans [17] Giffgaff goodybags [18] id Mobile SIM-only

Comparison data sourced from publicly available operator pricing pages and Ofcom market reports as of April 2026. Operator names are referenced nominatively for honest comparison under the UK Business Protection from Misleading Marketing Regulations 2008 and the EU Comparative Advertising Directive 2006/114/EC. Trademarks belong to their respective owners. We make no claim of affiliation, endorsement or partnership with any operator named on this page. Where a competitor figure could not be verified from a public source we render "Not published" rather than estimate.