



Wind Tre and Xiaomi announce strategic partnership to bring a range of innovative devices to Italy

Wind Tre is the first Italian telecoms company to offer smartphones and IoT products by Xiaomi in its own stores

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Wind Tre, leader in the Italian mobile market and one of the main alternative operators in the fixed-line, and global technology leader Xiaomi announced today an important partnership that will bring Xiaomi's smartphones and IoT products into Wind and 3 stores.

The agreement comes as part of the recent strategic alliance between CK Hutchison Group, which owns 50% of Wind Tre, and Xiaomi, to sell a range of smartphones and IoT and lifestyle products in telecoms and retail divisions of CK Hutchison across the world.

Thanks to this partnership, the company led by Jeffrey Hedberg has become the first operator in Italy to offer its clients, through the Wind and 3 brands, Xiaomi's innovative devices.

Jeffrey Hedberg, CEO at Wind Tre, commented: "our agreement with Xiaomi is a further confirmation of Wind Tre's strategy to create partnerships with cutting edge technology companies enabling digital innovation and market differentiation for our customers. Indeed, the Xiaomi portfolio of smartphones features excellent quality with a great design and competitive pricing for innovative bundles and value for money. Moreover, this partnership," Hedberg concludes "strengthens our ability at Wind Tre to leverage the exciting opportunities in the IoT eco-system to differentiate our offers for customers at home and at the office".

Wang Xiang, Senior Vice President of Xiaomi, said, "We are excited to see our smartphones and Mi Ecosystem products present at online and offline stores of Wind and 3 across Italy, a latest development following the partnership between Xiaomi and CK Hutchison. As we expand our global footprint in Western Europe, I believe our joint move of bringing a wide range of high-quality, well-designed products at accessible and honest pricing into Italy will be warmly welcomed by local customers."

Wind Tre is offering in its own shops and online store Xiaomi smartphones Mi MIX 2 and Redmi 5 Plus, along with the offers from the Wind and 3 brands.

Mi MIX 2, powered by the Qualcomm® Snapdragon™ 835 Mobile Platform, has a 5.99-inch screen with an 18:9 full screen display, which delivers a stunning appearance with the screen almost entirely filling up the front surface. With a beautiful ceramic back, it features a four-sided curved design that transitions smoothly into the aluminum frame. Redmi smartphones have always brought the best technology at amazing prices to users worldwide. Other than the 18:9 display, Redmi 5 Plus brings features previously unseen in this category, including Qualcomm® 14nm eight-core Snapdragon™ 625 processor, large pixel (1.25µm) sensors for the main camera, front Selfie-light, as well as a built-in 4000 mAh long-lasting battery.

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In particular, Wind is offering two smartphones with the “telephone included” formula, for all clients with prepaid or postpaid SIM cards, including VAT-registered professionals. Mi MIX 2 is available with instalments starting at 2 euros a month, while Redmi 5 Plus has a 0 euro monthly instalment.

With 3, Mi MIX 2 and the Redmi 5 Plus can be combined with the “PLAY 15” product, for monthly payments of 6 and 4 euros respectively. Alternatively, the two phones can be tied to 3's “ALL-IN” solutions. For example, Redmi 5 Plus will have 0 euro instalments and a 29 euro monthly fee in the “ALL-IN Power” package that offers unlimited call, 1,000 SMS and 100 GB of data, in addition, the “GIGA Bank” innovative service also allows users to pile up unused GBs and use them with no deadline.

The two Xiaomi devices can also be bought at Wind and 3 shops for a full retail price of 399.90 euros for the 6GB + 64GB version of Mi MIX 2, and 239.90 euros for the 4GB + 64GB version of Redmi 5 Plus.