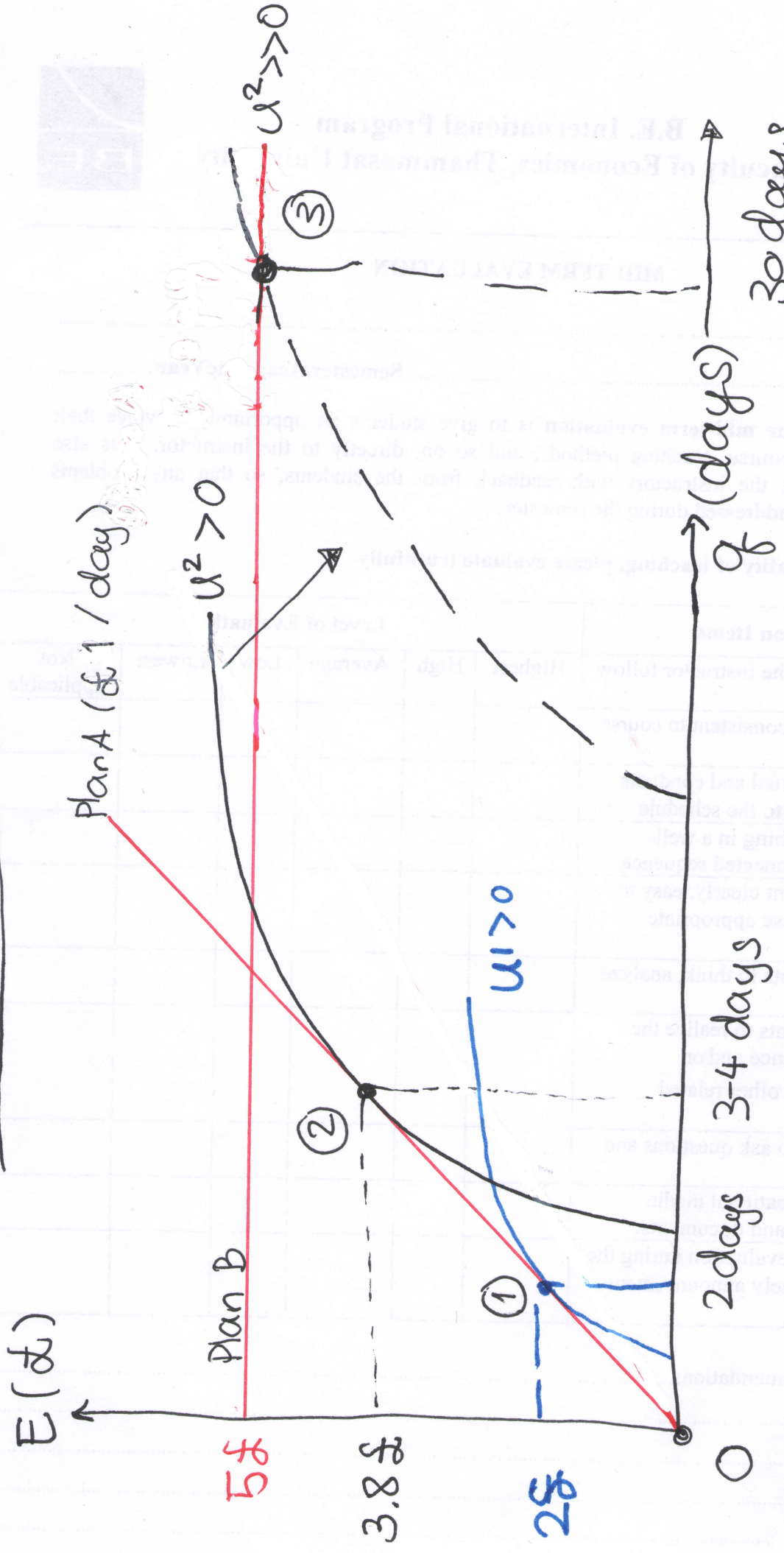


1st Possible Answer



note: This is under an assumption that originally, (250 MB) the high type would not spend more than £5/month. So, the unlimited plan induces the high type to pay more. However, it is possible for some customers to demand more than 250 MB/month. In which case, they would have to pay more than £5. Smart's solution can explain this case.

(The ultra high type)