



Find below substantiation for the claims appearing on our advertising platforms.

The claims are:

| |
|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Switch from BT to Vodafone and get the same broadband for less |
| Save £230 vs BT |
| At Vodafone, we use the same technology as BT, EE, and Sky, but we cost you less. |
| Leaving fees? We'll help cover them (also referred as the Vodafone Home Broadband Switcher credit offer) |
| Millions of BT customers across the UK are realising they could switch to Vodafone and get the same broadband for less |
| Estimated 8 million BT customers are overpaying by £10* a month (£1.1 billion a year) for the same full fibre offering available with Vodafone. |

Switch from BT to Vodafone and get the same broadband for less

When an in-life BT Home Broadband (HBB) customer switches from BT to become a new Vodafone HBB customer for a comparable HBB plan, on average, he will save. This is because:

| Vodafone | | | BT | | | Saving vs BT over 24m |
|-----------------------------------------|------------|----------------------------------------------|-------------------------------------|------------|----------------------------------------------|-----------------------|
| Name of Vodafone HBB plan on a 24m plan | Speed Mbps | Average £ per month from March 23 – March 24 | Name of comparable plan an 24m plan | Speed Mbps | Average £ per month from March 23 – March 24 | |
| Fibre 1 | 38 | Av. Price PM* | Fibre 1 | 50M | £31.45 | £175.92 |
| Fibre 2 | 67 | £24.12 | Fibre 2 | 67 | £33.16 | £193.92 |
| Full Fibre 2 | 80 | £25.08 | Full Fibre 2 | 80 | £30.85 | £81.84 |
| Full Fibre 100 | 100 | £27.44 | Full Fibre 100 | 150 | £34.49 | £63.36 |
| Full Fibre 500 | 500 | £31.85 | Full Fibre 500 | 500 | £38.29 | £109.68 |
| Full Fibre 910 | 500 | £33.72 | Full Fibre 900 | 900 | £45.99 | £86.88 |

Data sourced on 8 March 2024 based on publicly available pricing from BT

As you can see, should a BT HBB customer in the position above, switch from BT to become a new Vodafone HBB customer, they will save on average.



Save £230 vs BT

New Vodafone customers can save £230 if they purchase Vodafone Full Fibre 2 compared to BT Full Fibre 2 Home Broadband and Phone Package.

| VF new customers | | | | BT new customers | | | | Saving vs BT over 24m |
|-----------------------------------------|------------|---------|----------------------|----------------------------------------|------------|---------|----------------------|-----------------------|
| Name of Vodafone HBB plan on a 24m plan | Speed Mbps | Upfront | Price in £ per month | Name of comparable plan on an 24m plan | Speed Mbps | Upfront | Price in £ per month | |
| Full Fibre 2 | 80 | £0 | £26 | Full Fibre 2 | 80 | £0 | £35.99 | £239.76 |

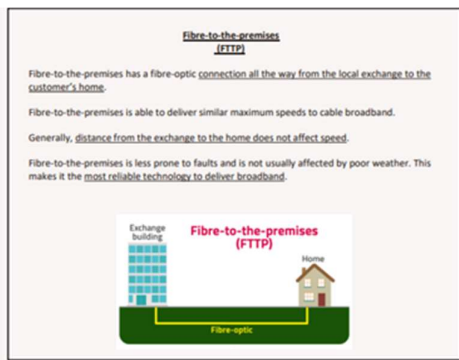
Data sourced on 11 March 2024 based on publicly available pricing from BT

Same broadband for less/we use the same technology

Vodafone Fibre 1 and Fibre 2 use Openreach SOGEA. BT, EE and Sky also use Openreach SOGEA to deliver their comparable HBB products. SOGEA, (Single Order Generic Ethernet Access) is provided by Openreach and is defined as partial fibre broadband using fibre from the exchange to the nearest street cabinet and then copper pair from the street cabinet to the home. Download speeds of up to 80Mbps can be achieved depending on the distance from the street cabinet and the quality of the wiring in the customer premise. SOGEA is provided with a VoIP telephone line provided by Vodafone (and in BT’s case, by BT) that utilises the broadband connectivity.

Given that Vodafone, BT, EE, and Sky all the SOGEA for their comparable product, it is therefore the same type of broadband technology.

Vodafone Full Fibre 2, 100, 500 and 910 use Openreach FTTP. BT, EE and Sky also use Openreach FTTP to deliver their comparable HBB products. FTTP, as per Ofcom, https://www.ofcom.org.uk/data/assets/pdf_file/0028/254980/broadband-info-terminology-report.pdf, is defined as:

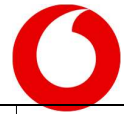


Given that Vodafone, BT, EE and Sky all use FTTP, it is therefore the same type of broadband technology.

At Vodafone, we use the same technology as BT, EE, and Sky, but we cost you less

To understand why we cost you less than BT, Sky and EE, see below:

| VF new customers | | | | BT new customers | | | | Monthly saving vs BT |
|-----------------------------------------|------------|---------|----------------------|----------------------------------------|------------|---------|----------------------|----------------------|
| Name of Vodafone HBB plan on a 24m plan | Speed Mbps | Upfront | Price in £ per month | Name of comparable plan on an 24m plan | Speed Mbps | Upfront | Price in £ per month | |
| Full Fibre 2 | 80 | £0 | £26 | Full Fibre 2 | 80 | £0 | £35.99 | £239.76 |



| | | | | | | | | |
|---------------------------------------------------------------------------|-----|----|--------|----------------|------|--------|--------|--------|
| Full Fibre 2 | 80 | £0 | £26.00 | Full Fibre 2 | 80 | £0 | £35.99 | £9.99 |
| Full Fibre 100 | 100 | £0 | £29.00 | Full Fibre 100 | 150s | £0 | £35.99 | £6.99 |
| Full Fibre 500 | 500 | £0 | £33.00 | Full Fibre 500 | 500 | £11.99 | £47.99 | £14.99 |
| Full Fibre 910 | 910 | £0 | £39.00 | Full Fibre 900 | 900 | £11.90 | £51.99 | £12.99 |
| Data sourced on 11 March 2024 based on publicly available pricing from BT | | | | | | | | |

| VF new customers | | | | Sky new customers | | | | Monthly saving vs Sky |
|----------------------------------------------------------------------------|------------|---------|----------------------|----------------------------------------|------------|---------|----------------------|-----------------------|
| Name of Vodafone HBB plan on a 24m plan | Speed Mbps | Upfront | Price in £ per month | Name of comparable plan on an 18m plan | Speed Mbps | Upfront | Price in £ per month | |
| Full Fibre 2 | 80 | £0 | £26.00 | Superfast 80 | 80 | £5.00 | £27.00 | £1.00 |
| Full Fibre 100 | 100 | £0 | £29.00 | Full Fibre 100 | 100 | £5.00 | £37.50 | £8.50 |
| Full Fibre 500 | 500 | £0 | £33.00 | Ultrafast 500 | 500 | £5.00 | £33.00 | £0 |
| Full Fibre 910 | 910 | £0 | £39.00 | Gigafast 900 | 900 | £5.00 | £43.00 | £4.00 |
| Data sourced on 11 March 2024 based on publicly available pricing from Sky | | | | | | | | |

| VF new customers | | | | EE new customers | | | | Monthly saving vs EE |
|------------------------------------------|----------------------------------------|------------|----------------------|----------------------------------------|------------|---------|----------------------|----------------------|
| Name of Vodafone HBB plan on a 24 m plan | Name of comparable plan on an 24m plan | Speed Mbps | Price in £ per month | Name of comparable plan on an 24m plan | Speed Mbps | Upfront | Price in £ per month | |
| Full Fibre 2 | 80 | £0 | £26.00 | Full Fibre 200 | 80Mbps | £0 | £35.99 | £9.99 |
| Full Fibre 100 | 100 | £0 | £29.00 | Full Fibre 150 Essentials | 150Mbps | £0 | £35.99 | £6.99 |
| Full Fibre 500 | 500 | £0 | £33.00 | Full Fibre 500 Essentials | 500Mbps | £11.99 | £47.99 | £14.99 |
| Full Fibre 910 | 910 | £0 | £39.00 | Full Fibre Gigabit Essentials | 900Mbps | £11.99 | £51.99 | £12.99 |



Data sourced on 11 March 2024 based on publicly available pricing from EE

Leaving fees? We'll help cover them. Also referred as the Vodafone Home Broadband Switcher Credit Offer

If you face an exit fee when you switch to any Vodafone Full Fibre 900 plan, Vodafone will offer you up to £100 in credit to help cover your exit fees. Full terms and conditions of the Switcher Credit Offer can be found here www.vodafone.co.uk/terms-and-conditions/consumer/mobile/offers-and-promotions/switcher-credit-offer

Millions of BT customers across the UK are realising they could switch to Vodafone and get the same broadband for less

Estimated 8 million BT customers are overpaying by £10 a month (£1.1 billion a year) for the same full fibre offering available with Vodafone

It is publicly known that BT's home broadband base is about 8 million. Given that that millions of in-life BT consumers will be better off by becoming a new Vodafone home broadband customer because we are cheaper for the comparable product – this is why we are saying millions could switch and save - i.e. if every BT in life customer switches to a comparable Vodafone home broadband product, he saves with Vodafone vs. BT.

According to the sources below:

| | Value | Over 24-month contract | Variance | Saving for BT base 24m (9m)* | Saving for BT base 12m (9m)* |
|--------------------------------------------------|--------|------------------------|----------|------------------------------|------------------------------|
| BT Base ARPU (reported) | £41.60 | £998.40 | N/A | | |
| Vodafone Acquisition Pricing Average (all tiers) | £31 | £744 | £254.40 | £2,289,600,000.00 | £1,144,800,000.00 |

UK Broadband Statistics 2023 - Broadband Facts and Stats Report (uswitch.com) -

www.uswitch.com/broadband/studies/broadband-statistics/

FY24 financial results & events - Financial reporting & news - Investors | BT Plc -

www.bt.com/about/investors/financial-reporting-and-news/results-events-and-financial-calendar/fy24

Calculated as average of all acquisition pricing live March 14th = £31

End.