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A UK FIRST MAKES TOPPING UP EVEN EASIER FOR VODAFONE UK PAYG CUSTOMERS

- Innovative PowaTag platform allows customers to TopUp in a matter of seconds using a mobile or tablet
- Vodafone UK customers no longer confined to store opening times and can TopUp from catalogues and retail posters regardless of the time or day of the week
- The TopUp solution can be found across selected Vodafone UK stores and other national retailers such as Argos, Tesco, Co-Op and Sainsbury's

Vodafone UK today announces that its PAYG customers will be able to TopUp at any time of the day while out and about, and in a matter of seconds, thanks to Powa Technologies' mobile commerce platform, PowaTag. The solution turns magazine adverts, catalogues, posters and even product packaging into immediate points of sale, allowing customers to TopUp directly simply by scanning a specialised tag.

All customers will have to do is download the app, scan the PowaTag, choose their TopUp value and they're good to go – topping up really just got that easy. The app allows for a quick and seamless process, as users only have to enter their personal information and card details once and can also receive automatic email receipts.

Vodafone customers will be able to use the PowaTag solution to TopUp in a variety of locations and destinations across the UK, including Vodafone's more than 500 retail stores as well as Argos, Brighthouse, Co-Op, Sainsbury's, Tesco, JD Williams and Wilkinsons stores. Thousands of international students coming to the UK in September have also received a Vodafone SIM pack from UCAS this month with a PowaTag printed on the back, which allows them to TopUp as soon as they arrive.

Cindy Rose, Consumer Director at Vodafone UK, comments: "Our customers have told us they wanted a tool that allowed them to Top Up swiftly at their leisure at a time which is convenient and which suits their schedule. Our

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media alert



Pay As You Go plans offer great value and which are affordable and flexible: with this TopUp addition we are making Vodafone the network our customers can depend on. ”

Dan Wagner, CEO and Founder of Powa Technologies, comments: “PowaTag allows people to top up their phones virtually anywhere at any time and with 46million people expected to use smartphones by 2018 in the UK¹, so this is perfect timing for us to team up with Vodafone. Mobile users can top up quickly, efficiently, and effortlessly using our platform.

“We created PowaTag to give people a universal solution to complete everyday transactions quickly and efficiently – it allows them to do anything from topping up their mobile phone, purchasing a handbag, or donating to charity, while turning almost any medium into virtual shop fronts.”

PowaTag is a free mobile app available from the [iTunes](#) and [Google Play](#) stores.

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¹ eMarketer, 11.12.14 - <http://www.emarketer.com/Article/2-Billion-Consumers-Worldwide-Smartphones-by-2016/1011694>

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About Vodafone

Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 55 more, and fixed broadband operations in 17 markets. As of 30 June 2015, Vodafone had 449 million mobile customers and 12 million fixed broadband customers. For more information, please visit:

www.vodafone.com.

About Powa Technologies

Powa Technologies is an international commerce specialist that creates technologies that enable a seamless consumer experience across all purchase channels: online, offline and everywhere. With its next-generation solutions like PowaTag, Powa removes the final barriers to instant global transactions through a revolutionary instant mobile payment technology. Significant investment capital has accelerated company growth, attracting the industry's finest subject matter experts to conceive, build and deploy innovative commerce technology at the heart of both merchants' and brands' future omni-channel selling strategies.

Powa Technologies is headquartered in London, UK, with offices in New York, Atlanta, San Diego, Miami, Toronto, Paris, Madrid, Stockholm, Berlin, Amsterdam, Milan, Hong Kong, Taiwan, Singapore and Shanghai

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