



2 June 2015

VODAFONE UK KICKS OFF SUMMER WITH BIG VALUE BUNDLES ON PAY AS YOU GO

- UK minutes, texts and UK data for less on our Big Value Bundles for Pay as you go*
- Enjoy entertainment on the go when you top up from as little as £30
- Customers can enjoy more of what they love with Vodafone Rewards on Pay as you go

Today, Vodafone UK is kicking off summer with the launch of our new **Big Value Bundles** on Pay as you go. Our Pay As You Go bundles include unlimited texts, generous data allowances and access to our Ultrafast 4G network across the UK*. By topping up with a £30 Big Value Bundle or more, customers can also enjoy great entertainment on the go, choosing from 30 days access to NOW TV Entertainment Pass, Spotify Premium or Sky Sports Mobile TV alongside 4GB UK data.

Customers who top up as little as £20 will get Ultrafast 4G** alongside 500 UK minutes and 2GB UK data. Combined with our latest, most advanced 4G smartphone, the **Vodafone Smart Prime 6** which is available for only £79 on Pay as you go, it's a great deal. Offering speed and performance on every level at a great price, photo lovers can also enjoy the Smart Prime 6's 8MP rear facing camera with flash and 2MP front facing 'selfie cam'! Plus, it's fully equipped with 8GB of internal memory and 18 hours of talk time – so you'll never be caught short when you're listening to music, catching up on emails or streaming your favourite TV series on the go.

Cindy Rose, Consumer Director at Vodafone UK says: "Our customers told us that they love getting all round value on Vodafone Pay as you go, and this really speaks for itself with generous data allowances and unlimited texts and calls for less on our Big Value Bundles. Whether it's wanting to make a TopUp go further or being passionate about enjoying the latest entertainment on the go our Pay as you go offer has something for everyone. And, with our latest Vodafone Smart Prime 6, we really are offering our customers a highly affordable solution, making Vodafone the network you can depend on for great deals."

Vodafone UK

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news release



Also available today is our newly launched **Rewards** offering. By topping up £5 or more points can be collected and saved up towards a fantastic range of items. These could include a handy Pocket Boom speaker, £25 iTunes voucher, Splash stick selfie, vouchers for a favourite high street store or even a brand new phone.***

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Notes to editors:

* **Big Value Bundle:** UK use only. Calls and texts to standard UK mobiles and landlines (01, 02, 03). Last 30 days. Automatically renews every 30 days if you have enough credit. Opt out by calling 2345 for free. Full terms see www.vodafone.co.uk/bigvaluebundle.

** **4G:** Limited coverage. See Vodafone.co.uk/coverage.

*** **Rewards:** We'll text you a Rewards code when you top up, which you can use to collect your points at www.vodafone.co.uk/rewards

Big Value Bundle Tariff Ladder:

Big Value Bundle	4G	Minutes	Texts	Data	Rewards Points	Content
£10 Big Value Bundle	✗	150	Unlimited	500MB	100	✗
£20 Big Value Bundle	4G	500	Unlimited	2GB	200	✗
£30 Big Value Bundle	4G	Unlimited	Unlimited	4GB	300	  
£40 Big Value Bundle	4G	Unlimited	Unlimited	6GB	400	  

Customers also get 50 extra Rewards points when you buy a Big Value Bundle.

For more information please contact:

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