



19 May 2016

VODAFONE UK SIMPLIFIES GOOGLE PLAY STORE PURCHASES

- Vodafone offering 90% discount on Google Play Store apps and games for six months

Vodafone UK customers with Android devices can now more easily pay for content in the Google Play Store, such as apps, games, music, films, TV shows and e-books, by charging it directly to their monthly phone bill or using their prepaid credit.

From today, customers using Vodafone's Charge to Bill service will also receive discounts of 90% on a number popular apps and games, with the offer running until October 2016. Google Play with Vodafone Charge to Bill is available to customers with Android devices OS version 2.2 and above. Customers wishing to take advantage of this offer need to go to the 'Redeem' menu in Google Play Store and enter the code 'VodafoneApps' on their Android device.

Vodafone Charge to Bill is a secure way for customers to pay for digital content without the need to navigate lengthy registration processes or having to disclose credit card details and PINs. Once registered on Google Play, customers can make really quick purchases up to the value of £30 and select the Vodafone Charge to Bill option at checkout. If a customer has already purchased content using their credit card, they can easily make the next purchase via Vodafone Charge to Bill, and for peace of mind, they will receive a text receipt after every purchase.

David James, Head of Commercial Marketing, Vodafone UK, said: "Vodafone Charge to Bill is an easy, fast and reliable way for customers to pay for digital content and services from their mobile phone.

"We are delighted that our Charge to Bill service now includes Google Play Store, which joins a range of leading content providers such as Spotify Premium, Sky Sports Mobile TV, Sony Playstation and Facebook as well as Vodafone's own breaking news and sport alert services. Charge to Bill is a key part of our entertainment strategy, connecting leading content partners with Vodafone customers."

Vodafone UK

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news release



About Google Play

Google Play gives you one place to find, enjoy and share your favorite entertainment, from apps to movies, music, books and more, on the web or any device. The Play store has more than 1 million apps (free and priced) and 1 billion active users in 190+ countries around the world.

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