



Media alert

12 April 2017

VODAFONE BOLSTERS SUPPORT FOR BRITAIN'S SMALL BUSINESSES

Today, Vodafone UK launches a new range of mobile solutions custom-made for those running small businesses with up to nine employees: many of whom rely on mobile services to keep connected to their customers, suppliers and staff. *

Whether a start-up, a long-established business or a jet-setting team that works across the globe, with Vodafone Small Business Solutions we've made it easier for customers to select the support which is right for their business. Our business solutions are packed with feature options such as damage insurance and Vodafone Rapid 4-hour phone replacement, Prime Contact, worry free roaming, security protection, WiFi calling as well as generous data allowances.

Our entry-level Business Value solution gives customers unlimited calls and texts, our Vodafone Secure Net security solution and worry free roaming across 40 EU destinations and over 60 destinations worldwide. Our Business Extra, Business Premier and Business Black solutions include these features and more, such as damage insurance with Vodafone Rapid, our 4-hour UK** replacement service for broken or damaged phones, as well as Prime Contact, a dedicated Vodafone named contact, ready to provide support whenever it is needed.

Phil Mottram, Enterprise Director at Vodafone UK says: "Our new solutions are built on thousands of conversations with our customers and show our commitment to giving small businesses what they want, for a great price, wherever they may be and whatever stage they are at in their development. With worry free roaming charges, simpler but better tariffs, reliable security and a focus on keeping our businesses connected, our customers now have the ability to do more of what they want, when they want, on our bigger and better network."

*In polls conducted by YouGov surveying more than 1,000 British small businesses with up to nine employees, two-thirds (67 per cent) of small business owners and employees surveyed claim their mobile phone is vital to the running of their organisation.¹ Almost half (49%) of British small businesses are reliant upon their phone to run their business on a daily basis and to keep connected to their business while travelling abroad.² Despite the importance businesses place on their work phone 55 per cent don't have business phone insurance.¹



Find out more about Vodafone Small Business Solutions at <http://www.vodafone.co.uk/business/business-mobile-plans/index.htm>

Notes to Editors

Vodafone's new Small Business Solutions enable agility by letting businesses choose options that provide a tailored fit for their needs.

- **Business Value** is our entry point business solution, available from £18 per month. As with every plan in the Small Business Solutions family, customers get unlimited minutes and texts, Vodafone Secure Net for malware protection, data-capping to manage any extra needs, worry free roaming (inclusive Europe Zone Roaming + £5/a day for World Zone) and WiFi calling to make sure you are always connected. Data plans run between 500MB and 3GB, according to the customer's choice.
- **Business Extra** is a £6 upgrade from the Business Value plan. For that extra investment, customers can boost their data allowance to up to 10GB each month, depending on their choice. They enjoy all the features of Business Value but have the additional feature of damage insurance with Vodafone Rapid.
- **Business Premier** costs £8 more than the Business Extra option. But, as well as having all the features of Business Extra, customers can boost their data up to 60GB each month, get a dedicated UK-based Prime Contact to provide support when needed, and a data-share SIM, meaning they can freely share data with other devices, such as tablets or laptops, from their Vodafone account. This plan also includes 100 international minutes to the USA, Europe and Canada and 300 non-geographic minutes.

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- **Business Black** is the ultimate mobile plan for an expanding or international small business team. It builds further on Business Premier, enabling customers to boost their data up to 60GB each month. It includes a set allowance of 3GB of data, 500 text and 500 minutes a month to use in 160 countries worldwide on top of inclusive roaming in Europe.

Research Sources

1 -The survey was conducted on behalf of Vodafone UK by YouGov amongst 1,255 senior decision makers from British businesses with less than 10 employees. The survey was conducted online from 16-25 May 2016.

2 - The survey was conducted on behalf of Vodafone UK by YouGov amongst 1,253 senior decision makers from British businesses with less than 10 employees. The survey was conducted online from 27 March -4 April 2017.

**About Vodafone Rapid

We'll aim to get business customers who have the service a replacement phone within four hours, almost anywhere across the UK. There are a small number of locations that aren't eligible for 4-hour delivery. See [terms and conditions](#) for more details. Vodafone Rapid is available on all Business Plans when insurance is added and on some plans it's included for free.

About Vodafone UK

Vodafone is one of the world's largest telecommunications companies and has mobile operations in 26 countries, partners with mobile networks in 52 more, and fixed broadband operations in 17 markets.

Vodafone UK has worked with UK businesses for over 30 years, starting out as a mobile provider and becoming one of the UK's leading total communications partners. It provides a range of voice and data services, secure

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communications infrastructure, fixed and call centre capabilities, unified communications, cloud and hosting and Internet of Things solutions and was the first mobile phone operator to offer a truly converged service for fixed and mobile. For more information please visit www.vodafone.co.uk.

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