

news release



17 February 2014

VODAFONE ULTRAFAST 4G EXPANDS ACROSS THE UK

- Vodafone UK announces 500,000 4G customers in just six months
- Ultrafast 4G rolling out in 208 cities, towns and districts across the UK
- Customers on ultrafast 4G on average using twice as much data as 3G customers

Vodafone UK has announced that it now has 500,000 customers on its Red 4G plans, just six months after they went on sale, giving even more people the chance to enjoy fantastic sports or music entertainment.

Vodafone ultrafast 4G brings entertainment content to life whether at home or on the go, offering music and sports lovers a choice of access to either Spotify Premium or Sky Sports Mobile TV. That's more than 20 million tracks from the world's best known streaming music provider; or the best in live action football from across the Premier League and Championship as well as tennis, cricket, golf and rugby.

The choice of great entertainment comes on top of Vodafone Data Test Drive for the first three months, double Vodafone's standard data allowances and now come with an additional 1GB for the length of the contract, plus unlimited calls and texts. Customers are taking full advantage of Vodafone's data allowances and ultrafast speeds by using on average twice as much data as those on 3G, with those signed up to Spotify Premium or Sky Sports Mobile TV using even more. 4G customers are also on average doing twice as much music and video streaming, video calling, online shopping and online banking. Vodafone has also revealed that 4G customers used 300Tb of data during December 2013 alone.

Business customers are enjoying the flexibility of Vodafone's free data sharing SIM included in their 4G Red plans. Customers on business 4G Red plans have increased their data usage by around 1GB - that's over twice as much as 3G Red plans. Their 4G plans have also been boosted with an extra 1GB of data for the length of the customer's contract.

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In the last few months, Vodafone has started to expand its ultrafast 4G coverage to a further 115 towns and districts across the UK, including parts of Gateshead, Newbury, Rotherham, Slough, Solihull, Sunderland, Stockport, Sutton Coldfield, Walsall and West Bromwich.* It has continued to expand its existing ultrafast 4G coverage in Birmingham, Bradford, Coventry, Edinburgh, Glasgow, Leeds, Leicester, Liverpool, Manchester, Newcastle, Nottingham and Sheffield and more than 80 towns and districts in and around London and the South East.

Ultrafast 4G coverage is now available to 36% of the UK population. The rollout of ultrafast 4G services is part of more than £900m Vodafone is spending on its network across the country this year. That investment comes on top of the £802m that Vodafone spent acquiring the widest portfolio of mobile spectrum in last year's auction of new capacity by Ofcom. That portfolio includes the crucial low-frequency spectrum that means Vodafone's ultrafast 4G signal will travel further into buildings. Vodafone is targeting indoor 4G coverage across 98% of the UK population by 2015.

Jeroen Hoencamp, CEO, Vodafone UK said *"It's particularly exciting to see how the nation is embracing 4G in their everyday lives. Now people in more towns and districts can enjoy Vodafone ultrafast 4G and get closer to the action with our great entertainment packages. So, the question for even more people now is: which do you want – music or sport? 4G is also proving a big hit with our SME customers such as NearDesk and Fulham FC where high speed downloads, HD video and video conferencing are driving productivity. 4G is quickly changing the way the UK works. It's making a huge impact on our Corporate and Public Sector customers who really see the value of 4G connectivity."*

- ends -

For further information:

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Notes to editors

Definition of ultrafast 4G coverage rollout: Live in 82 locations with population of over 10,000, live in 27 locations with population of under 10,000 and starting to rollout in 99 locations with a population of over 10,000.

* For a list of cities, towns and districts visit www.vodafone.co.uk/4g

Customers can check Vodafone's current and planned coverage at <http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm>

Vodafone 4G is typically 6 times faster than our 3G. Speeds vary and depend on coverage and demand.



Vodafone Red 4G price plans for consumers

12 month SIM only plans:

	Red Starter 4G	Red 4G	Red 4G L	Red 4G XL
UK Minutes to mobiles and landlines (starting 01, 02, 03)	Unlimited	Unlimited	Unlimited	Unlimited
Standard UK texts	Unlimited	Unlimited	Unlimited	Unlimited
UK Data	1GB	2GB plus an additional 1GB added on top	4GB plus an additional 1GB added on top	8GB plus an additional 1GB added on top
From	£21	£26	£31	£41
Sport or music included? (compatible device required)	No	6 months	12 months	12 months

24 month agreement

	Red (3G)	Red 4G	Red L (3G)	Red 4G	Red XL (3G)	Red 4G XL
Minutes to mobiles and landlines (starting 01, 02, 03)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Standard UK texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
UK Data	1GB	2GB plus an additional 1GB added on top	2GB	4GB plus an additional 1GB added on top	4GB	8GB plus an additional 1GB added on top
From	£25	£30	£30	£35	£35	£40
Sport or music included? (compatible device required)	No	6 months	No	24 months	No	24 months

For further information see here: <http://www.vodafone.co.uk/shop/plan-selector/index.htm>

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Vodafone Red 4G for Business

Business customers benefit from the flexibility of choosing between a content package or a free data share sim card which they may use in another device. This sim shares the data from the main tariff with the user deciding to set a usage limit of 500MB up to 4GB.

12 month SIM only plans (ex-VAT):

	Red 4G Starter	Red 4G	Red 4G L	Red 4G XL
UK Minutes to mobiles and landlines (starting 01, 02, 03)	Unlimited	Unlimited	Unlimited	Unlimited
Standard UK texts	Unlimited	Unlimited	Unlimited	Unlimited
UK Data	1GB	2GB plus an additional 1GB added on top	4GB plus an additional 1GB added on top	8GB plus an additional 1GB added on top
	£17.50	£21.67	£25.83	£34.17
<i>Customers can choose from either one of our content packs or a free data share sim card</i>				
Sport or music included? (compatible device required)	No	6 months	12 months	12 months
Free Data Share Sim (compatible device required)	Available	Available	Available	Available

24 month handset (ex- VAT):

	Red (3G)	Red 4G	Red L (3G)	Red 4G L	Red XL (3G)	Red 4G XL
UK Minutes to mobiles and landlines (starting 01, 02, 03)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Standard UK texts	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
UK Data	1GB	2GB plus an additional 1GB added on top	2GB	4GB plus an additional 1GB added on top	4GB	8GB plus an additional 1GB added on top
From	£20.83	£25.00	£25.00	£29.17	£29.17	£33.33
<i>Customers can choose from either one of our content packs or a free data share sim card</i>						
Sport or music included? (compatible device required)	No	6 months	No	24 months	No	24 months
Free Data Share Sim (compatible device required)	N/A	Available	N/A	Available	N/A	Available

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Optional One Net Express

With Vodafone One Net Express, there's no need for a separate fixed landline for voice communications. Customers can keep their current landline number or add a virtual one to their mobile phone for £10 (ex-VAT) per month. Incoming calls are routed to the mobile with no divert charges. Users with two or more mobile phones can enjoy call handling features such as auto attendant and multi-user hunt groups.

For full details on all Vodafone Red and Vodafone Red 4G price plans, visit www.vodafone.co.uk/red