



13 December 2016

VODAFONE UK INTRODUCES DATA ROLLOVER FOR PAY AS YOU GO CUSTOMERS

Vodafone UK is leading the way to change the mobile industry's 'use it or lose it' approach to Pay as you go customers. From today, Vodafone's Pay as you go customers using its Data Rollover on Big Value Bundles can carry over their unused data from one month to the next¹. This means they can use every last byte they've purchased - giving them even better value for money².

Data Rollover is Vodafone's latest initiative to ensure its Pay as you go customers enjoy the most competitive and cost-effective bundles available. Earlier this year, it introduced inclusive roaming on select Pay as you go bundles³, as well as mid-month upgrades, giving customers the flexibility to renew allowances at any time. Coupled with increased data extras, of up to 2GB for £10, Pay as you go customers really can make the most of Vodafone's network like never before.

To enjoy Data Rollover, customers simply need to top up to renew their Vodafone Big Value Bundle within the 30 day period and any unused data will roll over into the next 30 days, adding to their new allowance. Vodafone's Big Value Bundles provide the flexibility of Pay as you go as well as plenty of generous 4G data options ranging from 500MB to 12GB³. So whether streaming video clips or sharing snaps online, there's a bundle to suit everyone.

Glafkos Persianis, Vodafone UK Commercial Director said: *"We are delighted to be offering yet another industry first to our customers by introducing Data Rollover. Through listening to our customers, we're determined to simplify our products and offer even better value for money, so that they can enjoy the UK's winning network wherever they are."*

-ends-

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Notes to editors:

¹Available when you top up to renew your Big Value Bundle within the 30 day period. Unused data will then rollover into the next 30 day period (Max 1 month carry over). Rollover data will expire at the end of your renewed Big Value Bundle 30-day period. Terms & exclusions apply. <http://www.vodafone.co.uk/terms-and-conditions/consumer/mobile/pay-as-you-go/big-value-bundle/index.html>

²As found by P3 Connect benchmarking (November 2016) in an evaluation of the performance and service quality of the UK's mobile networks. Full report and results can be found [here](#).

³Inclusive roaming is currently available on the £30 Big Value Bundle. More information on Big Value Bundles and terms can be found here: <http://www.vodafone.co.uk/shop/bundles-and-sims/pay-as-you-go-plans/>

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