

news release



1 July 2014

FULL STREAM AHEAD – NETFLIX PROMOTIONAL OFFER NOW AVAILABLE EXCLUSIVELY FOR VODAFONE RED 4G CUSTOMERS

- Netflix now on Vodafone through exclusive mobile promotional partnership in the UK
- More 4G data available on Red, Red L and Red XL plans
- 10GB Mobile Broadband plan now includes the Netflix offer for enjoyment on tablets too

From today, Vodafone UK's Red 4G customers* can opt for six months of Netflix pre-paid, giving them the opportunity to view a wide variety of movies and TV box sets, including original series such as House of Cards, Arrested Development and Orange Is the New Black. The promotional offer of six months Netflix with Vodafone Red 4G price plans* is available in-store, online and by phone. The offer will be available to customers until 31 December 2014.

Netflix, the world's leading Internet television network, allows its members to instantly watch as many TV shows and films as they want, as often as they want, anytime they want. Customers will be able to use their smartphones or tablets to watch an ever growing selection of titles, with new episodes added regularly, and start watching on one device while resuming on another.

Cindy Rose, Consumer Director for Vodafone UK said: "When we launched our 4G service 10 months ago, we knew that 4G speed wasn't the only thing our customers wanted. They wanted a reason to use 4G – which is why we provide them with the best possible content from the best possible partners. Building on our Spotify and Sky Sports Mobile TV offers, we are delighted to now be able to offer customers the brilliant content offered by Netflix on both smartphones and tablets. And with extra data on our 4G Red, Red L and Red XL plans, customers have yet another reason to choose Vodafone 4G."

Marking the start of the Netflix offer, we've also added extra data to our 4G Red, Red L and Red XL plans, which now come with 4GB, 7GB and 10GB respectively for new customers. Vodafone Red customers also get Data Test Drive –

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offering as much data as they want for the first three months of their contract. The Netflix offer will also be available to new Mobile Broadband customers on 10GB plans, so whether you're on a tablet or a phone, you can enjoy the best in TV shows and film wherever you are.

Vodafone is continuing to expand its ultrafast 4G coverage across the UK, now reaching 247 cities and towns and hundreds of smaller communities. It recently announced launches in Southampton, Portsmouth, Reading and Belfast. Rollout of ultrafast 4G services is part of more than £1 billion Vodafone is spending on its network and services 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. Vodafone plans to provide indoor and outdoor coverage using 3G or 4G services to 98% of the UK population in the next few years.

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Note to editors:

* Netflix offer is available for Vodafone Red 4G plans priced from £26 and above.