



24 July 2015

LIVE LIFE ON 4G WITH BIGGER DATA ALLOWANCES ON VODAFONE UK'S SIM ONLY AND 'DATA ON THE GO' BUNDLES

- **4G now included across all Vodafone UK pay monthly bundles**
- **Increased data allowances on our SIM Only Red Value Bundles and Data on The Go Bundles**
- **Inclusive calls home from our Europe Zone with Vodafone EuroTraveller Plus on our SIM Only Red Value Bundles**
- **Three months unlimited data with Data Test Drive on our SIM Only Bundles to give customers the opportunity to try 4G without worry or commitment**

Today, Vodafone UK announces that all of its SIM Only and Data on the Go bundles will include 4G*, automatically giving customers access to our ultrafast 4G network** so that they can download, upload or stream, faster than ever before. As part of our Red Value Bundles, customers will also get even more generous data allowances. What's more, with Data Test Drive, they can enjoy more of what they love with unlimited data for the first three months, letting them 'discover all the great things they can do with their phone, safe in the knowledge they won't run up a huge bill.

Prices for our new SIM Only bundles start from as little as £9.50 a month for our Standard Bundle which includes access to our ultrafast 4G network, unlimited text messages, 300 minutes and 250 MB data, all within the UK. For those that want to enjoy more of the entertainment they love whilst on the go, our SIM Only Red Value Bundles start from £22 per month. Including 4GB of data, inclusive calls home to the UK from our Europe Zone*** with EuroTraveller, choice of Spotify Premium, Sky Sports Mobile TV or a NOW TV Entertainment Pass as part of Vodafone's ultimate 4G Entertainment Package**** our Red Value Bundles provide the best option for customers who not only want great speed, but great entertainment whilst on the go. Customers waiting for the next big phone launch to upgrade or those that are happy holding onto their current phone can also take advantage of our

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flexible upgrades on SIM only giving them the freedom to upgrade to a new Pay monthly phone bundle after only three months.

For customers who enjoy using their tablet or laptop whilst out and about, our new Data on the Go bundles give them the freedom, flexibility and speed to connect to our ultrafast 4G network across the country. Our Data on the Go bundles now give customers up to 10 GB of data per month as well as giving them the opportunity to take advantage of using their UK data allowance (up to 500MB per day) from just £3 a day whilst abroad with Vodafone EuroTraveller***** in over 60 countries worldwide. Also, with our great Fixed Price Promise, our customers' monthly price will stay the same for the duration of the initial agreement, as long as they stick within their allowance.

Cindy Rose, Consumer Director at Vodafone UK says: "Our customers have made it clear just how much they love having generous data allowances as part of their pay monthly bundles. So, if they want to enjoy more brilliant entertainment with a Now TV Entertainment Pass, Spotify Premium or Sky Sports Mobile TV streamed on our ultrafast 4G, they can! With our new bundle structure and Fixed Price Promise, Vodafone customers have the flexibility and security to enjoy more of what they love safe in the knowledge their line rental cost will remain the same for the contract term, making Vodafone the network the puts customers in control."

Vodafone has now expanded its ultrafast 4G coverage to 598 cities, towns and districts as well as smaller communities across the UK.

-ends-

Notes to editors:

* **4G:** Limited coverage, see www.vodafone.co.uk/coverage

** **Ultrafast 4G:** Vodafone 4G is typically 3.6x faster than Vodafone 3G.

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***** Vodafone EuroTraveller Plus:** Vodafone EuroTraveller will be added as part of your bundle so you can use your minutes, texts and data in our Europe Zone for an extra £3 a day. As a Red Value Bundle customer, you qualify for EuroTraveller Plus which means while opted in to EuroTraveller you can make voice calls home to UK mobile and landlines (starting 01, 02 and 03) without triggering the daily £3 charge. Terms apply, see vodafone.co.uk/eurotraveller

****** Entertainment:** Available on 12- and 24-month Red Value Bundles (excluding Red Value 2GB Bundle). Compatible device required. Sky Sports 1&2 only and Sky Sports News HQ only. Content may vary. NOW TV Entertainment Pass: Available for Red Value Bundle customers. Access to the NOW TV Entertainment service will automatically renew at £6.99 per month after the initial 6/12/24 months unless cancelled. Retail price paid includes the cost of the Red Value Bundle and the NOW TV Entertainment Pass. Offer not available in conjunction with other NOW TV Entertainment Pass offers. NOW TV Account set up with debit/credit card required. 18+. UK only. Content streamed via BB/4G. Full terms at vodafone.co.uk/entertainment-packs.

******* EuroTraveller:** Use your minutes, texts and data in our Europe Zone for an extra £3 a day, Terms apply, see vodafone.co.uk/eurotraveller. Pay monthly and certain business price plans only. A day is 00:00-23:59 local time of capital city

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