



12 August 2015

## **MILLIONS OF VODAFONE CUSTOMERS ACROSS THE UK NOW ELIGIBLE FOR VODAFONE BROADBAND AND HOME PHONE SERVICES**

- Vodafone Broadband delivers high speed broadband and home phone services
- Roll out to existing Vodafone UK customers across the country starts today
- Competitive packages, with broadband speeds up to 76Mbps available
- Innovative Vodafone router and mobile app will provide seamless control in the home
- Easy Switching service to provide customers with hassle-free broadband set-up

Vodafone UK today launches its broadband and home phone services to millions of its customers across the UK, ensuring its customers will always be connected, both at home and on the go.

Available at speeds up to 76 Mbps, Vodafone's nationwide fibre optic, business-grade network reaches exchanges which pass around 22 million premises across the UK. Combined with the plug-and-play Vodafone router, the service delivers speed, reliability, unlimited data and cutting-edge features which let customers share, stream and shop to their hearts' content.

The innovative Vodafone Connect mobile app, coupled with the router, offers a range of features which give customers greater control over the devices in the home: 'Boost' allows customers to supercharge any device connected to their home network, giving that device priority over others; 'Beam', which uses Beamforming technology, focuses Wi-Fi signal to compatible devices wherever they are in the home; 'Family Time' allows customers to easily manage and set time limits, giving them control over when Wi-Fi is available and when it's not; or 'Guest Wi-Fi' allows controlled Wi-Fi access to household guests in one click.

### **Vodafone UK**

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England  
[www.vodafone.co.uk](http://www.vodafone.co.uk)

### **Vodafone UK Media Relations**

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Whether customers choose Superfast Fibre+ Broadband (up to 76 Mbps), Superfast Fibre Broadband (up to 38 Mbps) or Broadband ADSL (up to 17 Mbps), Vodafone will thank its customers for their loyalty by giving them £5 off the standard broadband price every month and for the first 12 months it will be further discounted to half price – making it one of the best value broadband and home phone packages in the UK. Vodafone Red (pay monthly mobile) customers will also get inclusive calls anytime to landlines, plus 300 free minutes to mobile numbers. And every customer gets inclusive evening and weekend calls, plus discounted Sure Signal units to boost mobile coverage indoors if necessary.

We'll also take the hassle out of switching broadband provider with our Easy Switching service. Once a customer decides to order Vodafone Broadband, and has informed their provider where required, our switching experts will coordinate everything: from transferring the service from the old provider; to setting up the connection with us and ensuring everything is working as it should be.

This launch builds on the success of Vodafone's fixed broadband services across 12 countries in Europe, where we are one of the largest providers with more than 11 million subscribers and our experience as the leader in unified communications to the UK business sector.

Jeroen Hoencamp, CEO of Vodafone UK said: "We have had great feedback on our broadband service from the customers involved in our regional launch. We are really pleased that they are finding the speeds as fast as they hoped for, while the Vodafone Connect companion app gives them an unprecedented level of control over their devices. We are looking forward to many other customers taking us up on our great offer and joining us on our journey to be the UK's leading providers of entertainment services."

Cindy Rose, Consumer Director at Vodafone UK said: "We started our broadband journey with an exclusive offer available only to a few Vodafone customers. We have now extended this to all of our millions of customers as our way of saying thank you for their loyalty. We know our customers depend on us to stay connected, and now we can satisfy their needs both at home and on the go."

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Vodafone's market leading Vodafone Connect router will be provided free to customers. High-spec, it utilises the latest Wi-Fi technology, allowing priority to be given to a chosen device - supercharging Wi-Fi for seamless video streaming and gaming.

Vodafone will add broadband and home phone services to their mobile package, presenting one bill to customers covering all services – home phone, mobile and broadband.

## Key features of the Vodafone Connect router and Vodafone Connect companion mobile app

**Vodafone Connect companion app manages the router by mobile device** – allowing customers to change the Wi-Fi password, control features like 'Boost' and 'Beam' as well as controlling who's connected to the network and for how long, through features like 'Guest Wi-Fi' and 'Family Time'. The Vodafone Connect companion app is available for iOS and Android. Feature specifics, when coupled with the router, include:

- **'Boost'** can supercharge your connected devices – Boost lets customers prioritise Wi-Fi speeds to a chosen device for up to 2 hours, giving that device priority over others within the home – perfect for quickly downloading a video to a smartphone or tablet before setting off.
- **'Beam'** focuses the Wi-Fi signal right where it's needed most – Beam, which uses Beamforming technology, focusing the Wi-Fi signal to compatible devices wherever they are in the home, even in those hard to reach corners of the house.
- Stay in control with **'Family Time'** – which allows customers to easily manage and set time limits, giving them control over when Wi-Fi is available and when it's not.

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## Notes to Editors

Customers who are interested in our new broadband experience can sign up online [here](#), contact our Glasgow team on 191, or visit one of our 500 retail stores to find out more.

## Pricing:

	Standard price (available to non Vodafone customers later in the year)	Existing Vodafone Mobile customers
<b>ADSL (up to 17Mbps) (18 months contract)</b>	£10.00	£5.00 (£2.50 for 12 months)
<b>Fibre 38Mbps (18 months contract)</b>	£20.00	£15.00 (£7.50 for 12 months)
<b>Fibre 76Mbps (18 months contract)</b>	£25.00	£20.00 (£10.00 for 12 months)
<b>Broadband usage</b>	Unlimited	Unlimited
<b>Calls</b>	Evening & Weekend included (landline calls)	Evening & Weekend included (landline calls) Vodafone Pay monthly Red customers: Anytime & Mobile 300 mins as well
<b>Line rental</b>	£16.99 Or Line Rental Saver £163.10 – 12 months upfront for 20% discount	£16.99 Or Line Rental Saver £163.10 – 12 months upfront for 20% discount
<b>Online security</b>	F-Secure SAFE free for 6 months (up to 5 devices) and then just £39.99 a year (RRP £79.99)	F-Secure SAFE free for 6 months (up to 5 devices) and then just £39.99 a year (RRP £79.99)

## About Vodafone UK

Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 55 more, and fixed broadband operations in 17 markets. As of 30 June 2015, Vodafone had 449 million mobile customers and 12 million fixed broadband customers. Vodafone UK is headquartered in Newbury, has nearly 13,000 employees and more than 18 million customers.

Vodafone UK partners with businesses of all sizes - from start-ups and small businesses to the largest corporates and the public sector. The company has worked with UK businesses for over 30 years, starting out as a mobile provider and

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# news release



becoming one of the UK's leading unified communications partners. It provides a range of voice and data services, secure communications infrastructure, fixed and call centre capability, unified communications and was the first mobile phone operator to offer a truly converged service for fixed and mobile.

Vodafone is currently spending around £1 billion on its network and services across the UK following a similar amount spent last year. This includes £200 million on its network in London, the introduction of its 4G service to more than 620 cities and towns, as well as thousands of smaller communities whilst also making network improvements across its UK 3G network. Meanwhile, the Vodafone Rural Open Sure Signal programme is also aiming to bring 3G coverage for the first time to 100 remote communities across the UK.

## For more information please contact:

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