



13 June 2016

**READ ALL ABOUT IT - VODAFONE AND READLY GIVE CUSTOMERS
UNLIMITED ACCESS TO THE BEST SELLING MAGAZINES**

- Vodafone has become the first UK mobile company to sign an agreement with Readly, the all-you-can-read magazine app for tablets and smartphones
- From today, all Vodafone Pay monthly and Pay as you go customers will be offered easy access to hundreds of best-selling titles, ranging from Elle to Top Gear

Vodafone has become the first UK mobile company to sign an agreement with Readly, the all-you-can-read magazine app for tablets and smartphones, in an exclusive arrangement.

Under the deal, starting from today, all Vodafone Pay monthly and Pay as you go customers will be offered easy access to hundreds of best-selling titles, ranging from Elle to Top Gear. Customers can try out the service free of charge for four weeks at any time and those wishing to continue using Readly can simply add it for a monthly subscription charge of £7.99 to their existing Vodafone mobile bill or their prepaid credit. The offer is available at <http://readly.com/vodafone>

Vodafone is also making the service available for use on up to five devices, meaning that customers' family and friends can log in and read their favourite magazines together. All publications can be read either online, or offline, so users can download magazines in advance of reading them on holiday or when travelling – anywhere and at any time.

Readly is the UK's leading app for magazines and has deals in place with all the major publishers from several different territories, including Europe, the U.S and Asia. The range of publications available to users includes popular titles such as Beano, Heat Magazine, OK Magazine, Cosmopolitan, Horse and Hound, Men's Health, Red, Hello Magazine, Marie Claire, Q and MOJO.

David James, Head of Commercial Marketing, Vodafone UK, said: "The days of reading old issues of magazines in waiting rooms are numbered. We are delighted to be an exclusive partner of Readly in the UK so that our customers can receive full access to all the most popular magazines from their mobile device.

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.co.uk

Vodafone UK Media Relations

Telephone: +44 (0) 1635 693 693



"The service is simple and intuitive to use with no pre-registration required and no usernames or passwords to remember. Also, no credit card or other payment information is needed since a customer can add the charge to their existing bill as well as cancel it at any time. It is yet another initiative to provide customers with fast, reliable and easy-to-use products and services which provide worry-free connectivity to the things that matter to them."

Ranj Begley, Managing Director, Readly UK, said: "The Vodafone deal marks an exciting step-change in our development, aligning the Readly service with a massive, digitally-savvy audience. As mobile devices become the portal into an increasing range of entertainment services, the partnership between Vodafone and Readly adds a new dimension to the whole magazine reading experience."

-ends-

For more information please contact:

Vodafone UK Media Relations

Tel: 01635 693 693

Email: ukmediarelations@vodafone.com

READLY Media Contact

Ranj Begley

Managing Director (UK)

ranj.begley@readly.com

Tel: 0207 340 6390

Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.co.uk

Vodafone UK Media Relations

Telephone: +44 (0) 1635 693 693