



by  **vodafone**

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VOXI launches – the UK's first dedicated youth mobile offering

VOXI is a new mobile offering created by Vodafone, for and with people aged 25 and under, that enables them to use their phones the way they want to. The VOXI brand, products, customer experience and marketing have all been co-created with our audience.

The VOXI SIM, available from 8 September, lets you use selected social and chat apps¹ as much as you like, without affecting your data allowance. With as much calling and texting as you want, the freedom to use your phone in Europe² at no extra cost, and with no contract and no credit check, VOXI is accessible, flexible, affordable and transparent.

Dan Lambrou, Head of VOXI, said: “Why should young people make do with the same mobile plans as everyone else, when they use their phones differently and often can’t access the best deals? We’ve worked with hundreds of people aged 25 and under, and have really listened to them. They are a generation that’s tired of being stereotyped and talked at. We created VOXI, a transparent new mobile service that gives our audience a platform to connect to the things that matter to them, whatever they’re into.”

VOXI – the mobile brand promoted by young creatives

To ensure VOXI is relevant to our audience, the content on our marketing channels will be created by a **community** of young artists, filmmakers and designers from across the UK. They will showcase their diverse passions, talents and experiences across the entire VOXI marketing campaign – from social posts through to live events – reflecting the things our audience really cares about.

To help this community thrive, we’re also providing a unique opportunity to collaborate with some of the best talent around. We’ve partnered with some inspirational figures who will share their stories, work and learnings via a series of masterclasses and workshops. These include **Anthony Joshua** MBE, World Heavyweight Champion; **Sharmadean Reid** MBE, entrepreneur and founder of WAH Nails; and **Snoochie Shy**, DJ, presenter and model.



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VOXI plans put you in control

VOXI offers the following 30-day 4G plans:

- £10 = 2GB data
- £15 = 5GB data
- £20 = 15GB data

Assuming you have data left on your plan, you can enjoy unlimited use³ of selected social media and chat apps. And if you're running low on data, we'll let you know and you can add more, with 1GB for £3⁴. All VOXI plans offer unlimited calls and texts.

We know our audience also love streaming video and music, which is why we're also going to be adding passes that let you use video and music apps as much as you like without using your data allowance – coming soon.

Clear, transparent charging puts you in control of your spending, with no nasty surprises. You can use your phone as you do at home in 50 destinations at no extra cost – including countries outside the EU, such as Switzerland and Turkey. With no contract, you can join, pause or leave VOXI whenever suits you. And checking your account is easy: just head to the [VOXI site](#).

A network you can trust

VOXI is powered by Vodafone's super-fast and reliable network, so if you're an existing Vodafone customer, you can use the VOXI SIM in your phone. Otherwise you'll just need to ensure your phone is unlocked.

Nick Jeffery, CEO of Vodafone UK, said: "Vodafone has been working hard to understand the specific needs of our customers. We know today's young generation use their phones in a completely different way, with social media at the very centre of their lives. They want services that put their needs first. VOXI gives young people just that: access to the content and channels they love, simple and cost-effective price plans, and a mobile network they can count on."

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Notes to Editors:

1. These apps are Facebook, Facebook Messenger, Instagram, WhatsApp, Pinterest, Snapchat, Twitter and Viber. Selected apps may change from time to time. Anyone can apply to have their app, service or product partner with VOXI via our [partner portal](#).
2. VOXI users enjoy unlimited data on the social and chat apps above while roaming in our [Europe Zone](#). Outside the Europe Zone, standard roaming charges apply.
3. VOXI may intervene in extreme situations if your usage adversely impacts the service for other customers, or if you are using the service fraudulently, or for commercial purposes. The cost of providing unlimited use of the social media and chat apps above is included in all VOXI plans; users are free to opt-in or opt-out of their plan at any time.
4. We'll alert you when you've used 80% and 100% of your data plan. If you run out of data, unlimited access to the social media and chat apps above will pause until you've bought more.

For further information about VOXI by Vodafone:

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