

**Tagline:**

The Nation's Network

**Substantiation:** See  
below

**Contributions to 'Firsts' in the Telecommunications Industry:**

Since 1982, Vodafone UK has gone from strength to strength to support the nation of Great Britain. Today, we take great pride in positioning ourselves as The Nation's Network for many reasons:

**First UK cellular telephone licence by the Government:**

In 1982, we were awarded the first UK cellular telephone license by the Government. In 1984, Vodafone was born and until today, we are the only mobile network operator that has been in continuous operation, proudly supporting the nation of Great Britain.

**First-ever mobile call on a UK network:**

On the 1st of January 1985, we made the first-ever mobile call on a UK network from Parliament Square to Surrey.

**First UK digital mobile phone service:**

In 1991, we launched our digital mobile phone service - the first ever in the UK.

**World's first SMS text message:**

On the 3rd of December 1992, we sent the world's first SMS text message.

**First 3G voice call:**

In 2001, the first 3G voice call was made over our network.

**First to offer roaming:**

In 2001, Vodafone UK was the first to offer roaming when abroad to 7.9 million customers.

**Rural communities across the UK receive 3G coverage for the first time:**

In 2014, we offered 100 rural communities across the UK the opportunity to receive 3G coverage for the first time.

**World's first 5G holographic:**

In 2018, we made the world's first holographic call using 5G.

**Emergency services:**

We are proud to support our emergency services, who are a critical pillar of our nation. A significant 82% of emergency services in Great Britain uses our network.



|   |
|---|
| <b>Police</b>                           |
| Number of Organisations in the UK = 44  |
| Organisations Vodafone UK powers = 40   |
| <b>Fire</b>                             |
| Number of Organisations in the UK = 49  |
| Organisations Vodafone UK powers = 38   |
| <b>Ambulance</b>                        |
| Number of Organisations in the UK = 14  |
| Organisations Vodafone UK powers = 11   |
| <b>TOTAL</b>                            |
| Number of Organisations in the UK = 109 |
| Organisations Vodafone UK powers = 89   |

### **National infrastructure:**

We are proud to support key critical and non-critical national infrastructure (national infrastructure): Below are some facts:

Our national infrastructures are paramount to the smooth running of our nation. See our public sector website (url: <https://publicsector.vodafone.co.uk/>) for information on how we deliver network services across the entire public sector. In addition to the above, according to the National Protective Security Authority (url: <https://www.npsa.gov.uk/critical-nationalinfrastructure-0>), there are 13 National Infrastructure sectors set out by the UK government. See below:

|   |
|---|
| In the UK, there are 13 national infrastructure sectors:  |
| <ul style="list-style-type: none"><li>○ Chemicals</li><li>○ Civil Nuclear</li><li>○ Communications</li><li>○ Defence</li><li>○ Emergency Services</li><li>○ Energy</li><li>○ Finance</li><li>○ Food</li><li>○ Government</li><li>○ Health</li><li>○ Space</li><li>○ Transport</li><li>○ Water</li></ul> |

We proudly support customers operating in these sectors, such as the National Grid, National Gas, UK Power Networks, Thames Water, Welsh Water and National Express. Note that several sectors have defined 'sub-sectors' - emergency services for example can be split into police, ambulance and fire services, which we've addressed above.



### **Award-winning network:**

We are proud to be an award-winning network: Our awards are great testimony because they recognise how we support the nation. A list of our awards can be found on our website at [vodafone.co.uk/network](https://vodafone.co.uk/network)

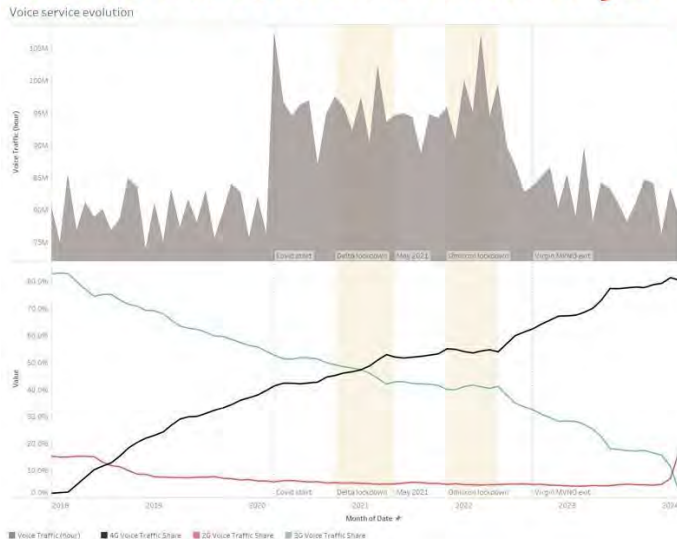
### **Network coverage:**

We proudly offer coverage to 99% of UK homes and 96% of the UK's landmass - a powerful demonstration of our unwavering support for our nation.

### **Network evolution:**

Since 1984 our network has gone from strength to strength. Below is an overview of our progress for voice and data in the past 5 years. These 5 years were challenging given the pandemic and the below shows how our network has demonstrated resilience in supporting the nation.

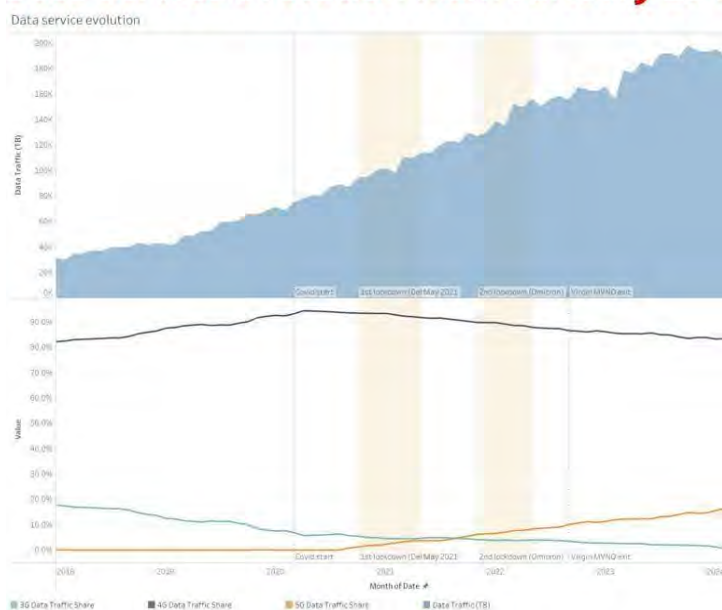
## Voice service evolution from January 2018 to Feb 2024



- We supported the nation when Covid started and throughout lockdowns when voice traffic volume increased up to 40%, still 1.7% above pre-Covid levels
- We completely modernized our network and Voice service between Jan-2018 and Feb-2024. 4G replaced 3G entirely, providing much better service and energy efficiency



## Data service evolution from January 2018 to Feb-2024



- From Jan-18 to Feb-24 data traffic volume which we care for our nation grew 538%
- In that time frame 5G replaced 3G entirely while 4G remains national backbone
- Amount of dedication and investment into our Radio and Core network elements to enable national modernisation and support national economy is underestimated
- 99.99% of traffic is now carried on 4G and 5G





### **Summer events:**

We take great pride in providing connectivity to some of the greatest events of the summer (and beyond).

In addition, we are the official connectivity sponsor of key summer events. Some of the events that we sponsor are The Glastonbury Festival and Wimbledon. These 2 events are heavily attended by the nation, and we put in substantial effort and investment in powering the network in order to ensure connectivity is at its best.

### **Glastonbury Festival:**

We are the connectivity partner for Glastonbury festival and deployed network trailers to support the network.

As a result, we were able to achieve the following:

|                             | Total Data (TB) 2023 | Total data delta to previous year (%) | 2023 5G share (%) | 5G delta to previous year (%) | 4G Voice Share (%) | 4G Voice delta to previous year (%) |
|-----------------------------|----------------------|---------------------------------------|-------------------|-------------------------------|--------------------|-------------------------------------|
| <b>Glastonbury Festival</b> | 169                  | 99.4                                  | 38.43             | 19.88                         | 88.84              | 21.89                               |

More details can be found here: <https://www.vodafone.co.uk/newscentre/press-release/mobile-data-demand-skyrockets-at-glastonbury-2023/>



### Wimbledon:

We deployed temporary network solutions at Wimbledon to help with the increased demand in the area from our customers.

|                  | Total Data (TB) 2023 | Total data delta to previous year (%) | 2023 5G share (%) | 5G delta to previous year (%) | 4G Voice Share (%) | 4G Voice delta to previous year (%) |
|------------------|----------------------|---------------------------------------|-------------------|-------------------------------|--------------------|-------------------------------------|
| <b>Wimbledon</b> | 64                   | 36.54                                 | 35.88             | 10.79                         | 77.08              | 12.52                               |

More information can be found on this page:

<https://www.vodafone.co.uk/mobile/partnerships/tennis> **Broadband:**

Below are a few facts to demonstrate how we have been supporting the nation with our broadband services:

We are the fastest growing broadband provider over the last 4-5 years. We've added more broadband customers than any other major provider.

We are one of the largest full fibre providers, offering the most reliable broadband technology to homes.

We delivered the UK's Fastest WiFi technology throughout the home, meeting one of the biggest customer needs. More details can be found here:

<https://www.vodafone.co.uk/newscentre/pressrelease/research-reveals-transformation-of-home-wifi-usage-in-europe/#:~:text=Almost%20two-thirds%20of%20householders,lifestyle%20patterns%20remain%20in%20place>

We are the fastest growing Full Fibre provider – more Vodafone customers on Full Fibre than any other major provider or more switchers choose Vodafone Full Fibre. We are proud to say that we have a higher % of our customer base on Full Fibre. Below is an Openreach report on proportion of our base on Full Fibre, which is higher than industry (chart below)



Key: BCZ = Vodafone. OR = the average

We launched Essentials Broadband in 2022 for those on Universal Credit, supporting financially vulnerable individuals of this nation to stay connected with affordable, fully flexible, full fibre broadband, with fixed pricing. At Vodafone, we understand the importance of staying connected through difficult times and to help the nation, we have designed Vodafone Essentials Broadband. More information can be found here: <https://www.vodafone.co.uk/broadband/essentials-broadband>

To conclude, we take great pride in the way we have been supporting the nation with our broadband service, especially in difficult circumstances.

### **Everyone.connected:**

Our everyone.connected campaign is one of our greatest contributions to the nation. Our aim is to help four million people and business cross the digital divide by 2025. We believe connectivity is essential, and everyone should have access to the opportunities it provides. The digital divide between those who have access to digital technology, and the 1.7 million households who do not, is at risk of widening further. As of today, we have helped over 2 million people and businesses cross the digital divide. We've done this through various initiatives such as:

#### **Donating connectivity and tech:**

We donated six months free mobile connectivity to grassroots charities nationwide, and through our partners the Trussell Trust and Good Things Foundation. Recognising the needs of SIM recipients in the context of broader social issues, such as the cost-of-living crisis, we increased the data allowance from 20GB to 40GB month. We also call on the public and businesses to donate old devices which we restore and donate to young people through Barnardo's and the Good Things Foundation.

#### **Rolling our affordable and accessible services:**

We launched social mobile and broadband tariffs for those receiving Government benefits and we provide support to users who finish their six-month free SIM to access 7GB data, unlimited calls and texts at £5 per month – a powerful demonstration of our support to the nation.



#### Upskilling businesses and communities:

We worked with NSPCC to help families and children stay safe online, including our 'Your Child's First Phone' platform; Hi Digital for older people; business.connected for 800,000 small businesses and sports.connected to help 200 community sports club

The launch of everyone.connected in 2021 saw Vodafone UK embarking on a multi-year strategy to tackle key social issues facing the nation. We have sought to learn and improve since, further supporting the nation. In 2023, we quantified the impact of everyone.connected through a social value measurement tool, known as the TOMs framework (you can find out more about it here: <https://socialvalueportal.com/solutions/national-toms/>). This put approximate financial values on our digital inclusion initiatives to quantify the wider value created for the nation (the economy and society), improving our understanding of the impact of everyone.connected.

Below is a breakdown of impact on communities:

- £112,842,658 worth of SIMs and devices donated through charities.connected and the Great British Tech Appeal.
- £1,852,176 savings to customers through mobile and broadband social tariffs.
- £31,799,900 worth of skills training provided to small businesses through business.connected.

Our commitment to the end of 2025 highlights our ambition to drive holistic change. We have built lasting partnerships with key charities: NSPCC, Trussell Trust, Good Things Foundation, Barnardo's and Independent Age. They have the expertise, network, and capability to reach the most vulnerable members of society of our nation and have co-created these programmes to ensure they are successful.

Our most recent partnership with NSPCC further embeds online safety into our programmes – a key aspect of a safe nation. The partnership helped us to launch new initiatives like 'Your Child's First Phone' platform. This supported parents, promoted online safety and increased our customers awareness of refurbished devices. Refurbished devices are an example of our commitment to supporting the circular economy and giving customers the option to make sustainable choices.

With everyone.connected we are not only supporting the nation but we are leaving a legacy to the nation. We are changing the mindset of the nation on what it means to be digitally excluded. We use our brand and brand platforms to raise awareness of this issue and encourage collaboration to find sustainable solutions.

To conclude, our everyone.connected initiative is one that has immeasurably contributed in supporting our great nation. Below some useful slides highlighting key points for ease:





## Over £146 million delivered in social value across the UK

The free support we have provided to people and businesses nationwide since 2020 includes:

- £112,842,658 worth of SIMs and devices donated through [charities.connected](#) and the [Great British Tech Appeal](#);
- £1,852,176 savings to customers achieved through mobile and broadband social tariffs;
- £31,799,900 worth of skills training provided to small businesses through [business.connected](#) programme.

## Donating connectivity and tech

We've provided over one million free SIMs and 12,200 phones or tablets to people in need with the help of over 2,000 charities. Key programmes include:



[charities.connected](#) - any registered UK charity that helps digitally excluded people can apply for free Vodafone SIMs, each with 40GB data, unlimited calls and texts for six months.



[Vodafone's Great British Tech Appeal](#) gives used phones and tablets a new home with young people and families in need, with the help of Barnardo's.



## Upskilling businesses and communities

We're helping digitally transform small businesses and providing digital skills to communities across the nation.

Our Smart Living hub offers free resources to improve digital skills:

### Small-medium business support by V-Hub



V-Hub and business.connected offers free digital support and training for small businesses.

### Digital Parenting Pro



Our Digital Parenting hub provides tools and resources including Digital Parenting Pro and our Child's phone page to help families get the most out of tech and enjoy happy and safe digital lives.

sports.connected helps over 200 community sports clubs to benefit from digital skills training, connectivity and grants in partnership with Sported.



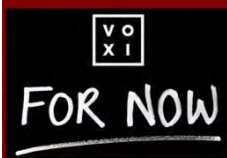
Hi Digital offers basic digital training for elderly people in partnership with Independent Age.

### Introducing Hi Digital



## Affordable and accessible services

We offer targeted, affordable mobile and broadband plans to help people who need it most



VOXI for now offers unlimited data, calls and texts for £10 a month.



Vodafone Essentials Broadband is a 12-month contract and no early termination fees for £12 a month.



Everyone.connected BVB For everyone.connected customers 7GB data plus unlimited calls and texts for £5



NHS discount NHS and ambulance service employees receive savings of 25% on selected pay monthly airtime plans, and 15% on tablets and SIMO

More information can be found here:

<https://www.vodafone.co.uk/mobile/everyoneconnected>. We are deeply proud of our commitment to providing support to the nation via our everyone.connected initiatives.

### Our loyalty scheme:

We launched VeryMe, our loyalty scheme in 2018 and have been offering rewards to the nation since. Last year we gave away: 4.5 million VeryMe Rewards, over 1 million #FeelgoodFriday free treats, 100 pairs of tickets to Glastonbury, 103 pairs to Wimbledon, over 25,000 vouchers to major supermarkets and ~500k Costa Coffees. We are immensely proud of these achievements because it's these little things that sometimes could be the most important to the nation.

### Business:

Kindly find below how Vodafone Business has been powering and helping the nation:



Vodafone's V-Hub service was created during lockdown as a way of helping small and medium businesses thrive in the digital world. This July we celebrate three years of helping SMEs digitally upskill in addition to celebrating over one million visits to our service.

We are so proud to be helping SMEs improve the digital capabilities thanks to our completely free services, which include tools, training, insights and a business helpline – an initiative that truly empowers the nation because almost a quarter million SMEs have enhanced their digital skills thanks to Vodafone Business.

We launched an industry-leading offer, with free business broadband for a year to help UK small businesses mitigate rising business costs and stay connected. Find out more here:

<https://www.vodafone.co.uk/newscentre/press-release/free-broadband-for-a-year-to-help-small-businesses/>

Via our everyone.connected (as detailed above), Vodafone has provided free connectivity, devices and digital training to more than a million people and businesses, delivering the equivalent of £108 million in social value across the nation. Find out more here:

<https://www.vodafone.co.uk/newscentre/everyone-connected/100m-quid-in-social-value-through-digital-divide-campaign/>

See below a visual representation of how we support the nation:







We are so proud to support the nation in being a leading technology communications partner for companies of all shapes and sizes in the UK. As a connector of businesses, we have a deep understanding of the nation's needs and the challenging environment they're operating in. Through our unique position, we have curated a range of insight-fuelled partners and rewards that speak directly to small business owners and employees of the nation. Below is a convenient fact sheet:



### **Brand recognition:**

We are proud to have been recognised, for the eighth consecutive year, as the most valuable UK telecoms provider – and most valuable UK brand overall – in the “[Kantar BrandZ Most Valuable UK Brands Report 2024](#)”. The report prepared by Kantar was compiled following an extensive study considering over 4.3 million consumer interviews and covering 21,000 brands in 54 markets.

### **Conclusion:**

The above demonstrate that, since 1984, Vodafone has supported the nation and is still supporting the nation and have been growing to meet demands of the nation, even during difficult times.