



The new flat rates respond, from €19.9 a month, to customer's different patterns and levels of use, are simpler and make it easier to save and keep tabs on spending

## VODAFONE SPAIN LAUNCHES A REVOLUTIONARY FAMILY OF FLAT RATES THAT BUNDLES MOBILE VOICE WITH MOBILE AND DSL INTERNET SERVICES

- Customers who sign up for the new flat rates of €19.9 a month or more will also enjoy discounts when they sign up for other Vodafone services:
  - 25% off the "Internet and music on the mobile" flat rate
  - 40% off Vodafone in your home
  - 15% off Vodafone DSL 12 MB
- Customers who sign up for the new flat rates of €29.9 a month or more can also choose one of the following benefits forever, for free:
  - All calls to landlines at any time of day
  - Calls to any destination at weekends
  - 1,000 text messages a month to Vodafone customers
- Business and SOHO customers can also sign up for a flat rate that, for €29 a month, will let them make calls to any domestic number for the 5 hours a day of their choice. This rate comes complete with one of these three options :
  - calls to any destination at weekends
  - calls to landlines 24 hours a day
  - Internet on the Mobile flat rate
- Customers of the new flat rates will be entitled to a coverage scheme if they become unemployed or if they are self-employed and stop doing business.
- Vodafone Spain completes its family of flat rates per call -Vitamin 90\*1- with the new initiative: "SIM Super 90\*1"

Madrid, 28<sup>th</sup> April 2009.- Vodafone Spain today announced a new pricing structure, based on monthly or per call flat rates, that will make it easier for all customers to save and keep tabs on what they spend. In doing so, it intends to respond to each customer's individual communication needs.

Vodafone Spain's offers new flexible bundles in a full range of mobile voice flat rates for mobile internet and traditional fixed telephony services (voice and DSL). The new rates include an unemployment or temporary disablement subsidy worth the cost of the chosen for a period of 6 months. Vodafone Spain also announced that it is completing its Vitamin 90\*1 family of per-call rates with the new initiative SIM Super 90\*1.

### New voice flat rates

The **Vodafone Flat Rates** (1,000 minutes a month) let you make domestic calls to all operators from 6 p.m. to 8 a.m. for €29.9 a month ("**To All**" mode) or calls to Vodafone numbers 24 hours a day for €29.9 a month ("**24h**" mode).

The **Vodafone Mini Flat Rates** (350 minutes a month) let you make calls to Vodafone numbers and landlines 24 hours a day for €19.9 a month ("**24h**" mode) or domestic calls to all operators from 6 p.m. to 8 a.m. for €19.9 a month ("**To All**" mode).

	<b>24 HOURS</b>	<b>TO ALL OPERATORS</b>
Vodafone flat rates	To Vodafone 1,000 min./month <b>€29.9/month</b>	Domestic calls to all operators from 6 p.m. to 8 a.m. 1,000 min./month <b>€29.9/month</b>
Vodafone Mini flat rates	To Vodafone and landlines 350 min./month <b>€19.9/month</b>	Domestic calls to all operators from 6 p.m. to 8 a.m. and weekends. 350 min./month <b>€19.9/month</b>

Meanwhile the **Super Flat Rate** lets you call all operators 24 hours a day, for up to 1,000 minutes, for €99.9 a month and the **Super Flat Rate 500** lets you call all operators 24 hours a day, for up to 500 minutes a month for €59.9 a month.

These rates **do not have any activation or disconnect fee, or tie-in clause**, and customers can sign up for them from 4th May. They are also compatible with savings plans (a2, Qtall, Tarifa Plana Familia (Family Flat Rate), etc.)

In all these flat rate schemes previous, the price per minute for calls to any operator and at any time of day when these rates do not apply is €0.19 a minute and the setup charges is €0.15.

### Benefits linked to the flat rates

When they sign up for a rate of €29.9 a month or more, customers can choose one of the following benefits for free and sign up for the others for €9 a month each:

- Calls to landlines 24 hours a day
- Calls at weekends to all operators
- 1000 text messages to Vodafone numbers

A free benefit with a rate of €29.9 or more			
Benefits	Free calls to landlines 24 hours a day	Free calls at weekends to all operators	1,000 Vodafone text messages

**Bundling of mobile voice flat rates with internet on the mobile and traditional fixed telephony –voice and DSL- services**

When they sign up for any these rates, customers can also sign up for mobile Internet services or traditional fixed telephony (voice and DSL) services in the following terms and conditions:

- 40% discount on Vodafone in your home (€9 a month instead of €15 a month)
- 25% discount on Internet and Music on your mobile (€9 a month instead of €12 a month)
- 15% discount on Vodafone DSL 12 MB (€33.9 a month instead of €39.9 a month)

Discounts when signing up for one of the flat rates from €19.9 a month		
Internet on your mobile for €9 a month (25% discount)	Vodafone in your Home for €9 a month (40% discount)	Vodafone DSL 12 MB for €33.9 a month (15% discount)

These discounts will apply provided that the customer stays signed up to the rate

**Flat rates for the self-employed**

The **Landline 5 Hour Flat Rate** lets you call all national destinations for the 5-hour period of your choice and includes calls to landlines 24 hours a day, no matter where you are for €29 a month. Customers can also have calls made to their business landline forwarded to their mobile, without having to pay a landline monthly fee.

The **Free Time 5 Hour Flat Rate** lets you call all national destinations for the 5-hour period of your choice and also includes calls at night and weekends to all operators for €29 a month.

The **Browsing 5 Hour Flat Rate** also lets you call all national destinations for the 5-hour period of your choice and includes unlimited browsing from your mobile phone<sup>1</sup>

**Unemployment or temporary disablement coverage scheme**

The new “flat rates” include a scheme under which customers will be reimbursed the rate for a period from 6 months in the event of unemployment or temporary disablement<sup>2</sup>

Any professional or self-employed customers who have stopped doing business as a result of the crisis but want to keep their mobile phone line will not be charged the minimum spend until the start next year<sup>3</sup>

What's more, any new SMEs or SOHOs who have just started doing business and contract Vodafone DSL will enjoy this service free of charge until 2010.

## New SIM Super 90X1

The family of per-call flat rates, Vitamin 90\*1, has been boosted by the new initiative “**SIM Super 90x1**”, which is designed for customers who prefer to pay a lower price per minute and waive the handset subsidy.

**SIM Super 90x1** lets you call any destination for 90 minutes, at any time of day, and only pay the first minute of each call (€0.199) and the setup charge (€0.15). This offer will not include a monthly fee until January 2010, has a monthly minimum spend of €6 and is already available.

### NOTES TO EDITOR:

- (1) The data rate drops after 250 MB/month
- (2) This unemployment or temporary disablement coverage scheme applies to the first 275,000 customers who sign up for any of the new flat rates.
- (3) Customers who choose this benefit will be charged a rate with no minimum usage and with a price per minute of €0.159 (to any destination and at any time of day).

Vodafone

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## APPENDIX 1

### Nuevas Tarifas Planas Vodafone España

<b>TARIFAS PLANAS MENSUALES</b>	<b>Tarifa plana Mini (19,9€)</b> 350 min	<ul style="list-style-type: none"> <li>• Descuentos en internet móvil, ADSL y voz fija</li> </ul>
	<b>Tarifa plana ≥29,9 €</b> 1000 minutos	<ul style="list-style-type: none"> <li>• Descuentos en internet móvil, ADSL y voz fija</li> <li>• Un beneficio gratis</li> <li>• Cobertura de desempleo</li> </ul>
	<b>Beneficios adicionales a las tarifas planas</b>	
	Llamadas gratis a Fijos todos los días 24h	Llamadas gratis a todos sábados y domingos
<b>Integración de otros servicios con tarifas planas de voz</b>		
Internet en tu Móvil	Vodafone en tu Casa	ADSL 12MB
<b>TARIFA PLANA POR LLAMADA</b>	<b>Vitamina 90x1</b>	<b>SUPER SIM 90x1</b>

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## APPENDIX 2

### Estructura de tarifas según necesidad de cliente

De la Necesidad del Cliente a la Propuesta Vodafone	
Solo quiero hablar por el móvil...	Tarifa plana por llamada. <b>SIM Super 90*1</b>
... y además, quiero un TERMINAL	Tarifas planas por llamada. Familia <b>Vitamina 90*1</b>
... y CONTROL sobre mi gasto fijo MENSUAL...	Tarifas Planas desde <b>19,9 €/mes</b>
... y tener FIJO en CASA	Tarifa plana móvil y Vodafone en tu casa desde <b>28,9 €/mes</b>
Y además... INTERNET en el móvil y toda la MUSICA	Tarifa plana móvil + Internet en tu móvil desde <b>28,9 €/mes</b>
Y, ADSL 6 MB en CASA, y conectividad PC	Tarifa plana móvil + Vodafone ADSL 12MB desde <b>53,8 €/mes</b> (Modem USB 2,9 €/día)
Iniciativas relacionadas con el desempleo	
Cobertura por desempleo o incapacidad temporal	Todos los que contraten una tarifa plana de 29,9€ o superior (hasta 275.000)

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## APPENDIX 3. VODAFONE BUSINESS CUSTOMER OFFERING

### Estructura de tarifas según necesidad de cliente profesional

De la Necesidad del Cliente a la Propuesta Vodafone	
Quiero reducir costes en mis comunicaciones integrando fijo y móvil ...	<p><b>Plan Todo en Uno</b></p> <ul style="list-style-type: none"> <li>- <b>llamadas internas</b></li> <li>- <b>a fijos</b> en movilidad</li> </ul> <p>por 15 €/mes,</p> <ul style="list-style-type: none"> <li>- un <b>número geográfico</b> para recibir las llamadas en el móvil</li> </ul> <p>por 5€ más</p>
... y ADSL ...	<p><b>Vodafone ADSL</b></p> <p>por 45 €/mes, desde el primer día y con un módem USB</p>
Utilizo mucho el móvil en mi trabajo ...	<p><b>Plan 5 horas</b></p> <p>llamadas a todos los destinos nacionales durante <b>5 horas</b> todos los días por 20€/mes</p>
... y quiero tarifa plana a fijos ...	<p><b>Plan 29 horas</b></p> <p>además, tarifa plana a fijos en movilidad y un número geográfico para recibir las llamadas en el móvil por 29€</p>
... o tarifa plana los fines de semana ...	<p><b>Plan 5 horas y tiempo libre</b></p> <p>además, <b>noches y fines de semana</b> por 29€</p>
... quiero tarifa plana de internet en el móvil ...	Tarifa plana de navegación por 9€ más
... y consultar mi correo electrónico en movilidad ...	Tarifa plana de correo en el móvil por 6€ más
Iniciativas relacionadas con la creación de empresas o el cese de actividad en 2009	
Si creas una empresa ...	Te regalamos el ADSL
Si eres autónomo y cesas tu actividad ...	Eliminamos tu compromiso de consumo mínimo