



EE UNVEILS PLANS TO INCREASE 4G ACCESSIBILITY AND TRANSFORM THE USER EXPERIENCE AS 4G OVERTAKES 3G

- EE reaches tipping point as **4G contract sales outstrip** 3G, and 3.6m customers sign up to superfast internet on the move
- Completes second phase of rural roll out bringing 4G to **2,588 villages and small towns**, and doubles footprint of unique double speed network
- Evolves 4G access with **market-leading 4G WiFi plans** and introduces own-brand **4G WiFi device range** – including the UK's first 4G in-car WiFi
- EE founding member of the **Mobile Video Alliance**, enabling content owners to provide first class mobile video and TV experience

LONDON 21 May, 2014 – EE, the UK's most advanced digital communications company, today unveiled the next phase of its world class 4G service, including **rapid network expansion** and **the launch of new 4G plans and devices**. The company will dramatically **improve accessibility** of superfast mobile internet across the UK, and set a new **benchmark for the 4G user experience**.

The move comes as EE 4G customer numbers hit 3.6 million and sales of EE 4G plans outstrip 3G for the first time, representing a tipping point for the business. 4G is rapidly changing mobile behaviour, with customers increasing their data usage by 66% in a year - watching more television and video, working, banking and shopping on the go.

Olaf Swantee, CEO of EE, said: "With more experience of 4G than any other UK operator, we have unique insight into how the technology is changing behaviour. Our mobile devices have effectively become mini TVs with video traffic already making up over half the data on our 4G network.

"We're committed to remaining one step ahead – adapting our network to make 4G available where it matters most, with a focus on more rural areas, transport links and offering our customers the best network experience and great value, innovative devices and plans."

RAPID NETWORK EXPANSION

EE is accelerating network rollout in **rural areas** and on **transport routes**, as well doubling the footprint of its unique **double speed network**, meeting the growing demand for consistently fast speeds across the busiest areas of the UK.

1. Rural revolution: EE completes second phase of rural roll out

EE is bringing the UK's fastest network to **2,588 villages and small towns** with populations under 10,000, including many rural areas. From Silverburn in Scotland with less than 65 people, to Aberdulais in South Wales with 500, more than three million people in rural areas now have access to a mobile network to rival the UK's largest cities.

Businesses and residents in many of those rural areas of the UK will now have access to high speed internet in the home or office for the first time, with 4G speeds often faster than the fixed line connection they previously depended on.

2. 4G in the fast lane

In addition to residential zones, EE is focusing on areas of high usage, including airports, roads, and train lines and stations. 47 major train stations and 22 of the busiest airports, from Bournemouth to Aberdeen, are now 4G-enabled, along with upwards of 50% 4G coverage on 50 of the busiest motorways and A-roads. Coverage of major roads in more built up areas, such as the M25 and M62 is greater than 80%.

The ongoing investment forms part of EE's plan to offer a superfast digital network in the places customers want it the most, recognising the increasing need for a reliable, high-speed data connection on the move to support in-car navigation and passenger data usage.

By enhancing the 4G network on the busiest roads in the UK, EE will allow business customers to remain productive on the move. A programme is in place to cover the busiest motorway service stations, completing the connected journey.

3. Extending EE's unique double speed 4G network

EE will double the footprint of its unique, high capacity network to 40 towns and cities by the end of the year, allowing millions more customers to enjoy the UK's fastest speeds, and targeting the parts of the country where data usage is showing the quickest growth.

EE's double speed network ensures that its customers are guaranteed the best mobile experience, whether that's downloading large files, uploading images or streaming video.

REDEFINING THE 4G WiFi MARKET

From 28 May, EE is introducing a range of EE-branded 4G broadband devices and plans, designed to take advantage of EE's double speed network. Available on pay as you go (PAYG) and consumer and business pay monthly plans, the devices include:

- The **UK's first 4G car WiFi** – the 'Buzzard' is the first in a series of superfast in-car devices available direct from EE. The simple and affordable plug-and-play device (only £49.99 on PAYG) will enable any car with a 12v connection to instantly become a 4G WiFi hotspot for up to 10 connections, and avoid the need for expensive in-built solutions. It also comes in a unique storage container designed to sit conveniently in a cup holder.
- **Superfast 4G for work and play** - EE is introducing two new 4G WiFi devices optimised for EE's double speed 4G network. For busy professionals a new sleek pocket-sized premium device called the 'Kite'* (£69.99 on PAYG); and for a younger audience, the UK's most affordable 4G WiFi unit - the colourful and rugged 'Osprey' (only £49.99 on PAYG).
- **The UK's most affordable 4G tablet** – with the 'Eagle', an Android tablet offering specifications and features traditionally associated with more expensive devices for just £199 on PAYG or £49.99 on 24 month pay monthly plans of £15 and above.

In support of the new devices, EE is also introducing the UK's best value set of 4G WiFi plans. A new range of 24 and one month plans will be available, offering a variety of data allowances for unparalleled value and choice. New plans for small businesses will also be available.

The Buzzard, Kite and Osprey will be available on EE's Shared plans, as well as the new 4G WiFi pay monthly plans, and are free on 24-month plans of £15-per-month and over.

THE BEST 4G EXPERIENCE

Video usage on the EE network has risen significantly in recent months, and early findings from EE's latest Mobile Living Index¹ reveal that the video experience is now as important as making calls and web surfing for 4G customers. Video and TV are expected to increase data traffic 1100% in the next four years, and will be more than two thirds of data on the network by 2018.

To meet growing customer expectations, EE is putting the video experience at the heart of its network plans, ensuring content owners can give customers a reliable, high-quality, user experience.

On the 20th May, Minister Ed Vaizey [announced the launch of the Mobile Video Alliance \(MVA\)](#), founded by EE and run by the Digital TV Group (DTG), which represents the UK's broadcast industry. The MVA connects broadcasters and content owners with mobile operators for the first time to create the best possible experience of mobile video apps. Broadcasters have mastered content delivery in the home, to the web, and now they're focusing on the third axis – mobile platforms.

EE has also embarked on a programme for selected video and TV content owners, who desire an optimum user experience for their customers over EE's 4G network. For example, work with the BBC iPlayer team has already seen significant improvements for their customers on the speed of programme load times.

For more information on the new plans and devices, please visit: ee.co.uk/campaigns/ee/mobile-broadband-launch-may-2014

For more information on EE's network roll-out, please visit: ee.co.uk/ee-and-me/network/locations

– ENDS –

Notes to Editors

*Kite due to launch in July

New 4G WiFi pricing plans launching the 28th May:

Data allowance**	EE		EE Extra More data and double-speed 4G		
	1GB	3GB	15GB	25GB	50GB
24 Month	£10	£15	£20	£30	£50
1 Month	£10	£15	£20	£30	

**Depending on 4G WiFi device chosen - upfront device cost discount is cheaper (or free) on 24month plans

- Data add-ons are available for £1 (100MB), £5 (1GB) and £15 (10GB)
- Add-ons are available for all pay monthly 4G WiFi plans and last until the start of a new bill cycle
- The speed of the add-on is dependent on the original price plan
- Pay As You Go device pricing is subject to a £10 top-up at the point of purchase

New 4G WiFi plans for small businesses:

Data allowance	EE Extra 4G			More data and EE Extra double-speed 4G			
	100MB	1GB	3GB	15GB	25GB	50GB	80GB
24 Month		£8.33	£12.50	£16.67	£25.00	£41.67	£100
12 Month	£2.50						
1 Month		£8.33	£12.50	£16.67	£25.00		

- Tablet plan, £35 for 15GB of 4GEE data
- Larger add-ons are available for £3 (250MB), £30 (20GB), £40 (30GB) and £60 (50GB)
- Add-ons are available for all pay monthly Business 4G WiFi plans and last until the start of a new bill cycle

About EE

EE is the largest and most advanced digital communications company in Britain, delivering mobile and fixed communications services to consumers, businesses, government and the wholesale market. EE has approximately 15,000 employees and 550 retail stores, and serves more than 30 million customers across its mobile, fixed and wholesale businesses.

EE runs the UK's biggest, fastest and most reliable mobile network, pioneering the UK's first superfast 4G mobile services in October 2012. EE's 4G coverage today reaches more than 70% of the UK population. EE's 2G coverage reaches 99% of the population while 3G reaches 98%. EE's superfast fibre broadband service covers 54% of the UK population, and ADSL broadband service covers 98.7% of the population.

In the last few years, EE has received extensive independent recognition including being ranked the UK's best overall network by RootMetrics®, Best network at the 2014 Mobile News Awards, Fastest Network at the 2013 uSwitch Awards, Best Network at the 2013 Mobile Choice Consumer Awards and What Mobile Awards, Network Innovation at the 2013 Recomubu awards and Best Network for Business at the 2013 Mobile Industry awards.

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ⁱ EE's Mobile Living Index is a survey of 1,000 EE 4G customers and in depth network insight, published twice a year.