

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

This Price Plan Guide applies to the Vodafone Business Optimiser 2.0 price plan and is incorporated into the Commercial Terms between Vodafone and Customer and, together with the General Terms, Mobility Service Terms, Service Specific Terms, Order and any applicable policies and guidelines shall form the Agreement for the Vodafone Business Optimiser price plan.

All Charges detailed in this Price Plan Guide are Standard List Price and subject to change.

1. Tariff Structure

1.1 Business Optimiser 2.0 is a data self-optimising plan: The tariff will automatically move the Customer up the data ladder depending on their data usage in each billing cycle. This will make sure the Customer is paying the most cost-efficient price for the data being consumed on each connection. The Business Optimiser tariff will:

- (a) Start every month with 0mb data allowance (Step 0).
- (b) Each Connection automatically moves up the ladder as they use data.
- (c) Individual Capping and notifications options as customer moves up ladder. (See section 7.)

1.2 The Optimiser tariff consists of 2 options:

- (a) Optimiser Pro
 - (i) Voice & data plans
 - (ii) Data Only plans – voice service not enabled

Optimiser Pro											
UK Minutes and text	Unlimited for Voice & Data plans										
Data included	Step 0	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10
	0MB	512MB	1GB	2GB	4GB	6GB	8GB	10GB	15GB	20GB	Unlimited data
International Calling & messaging <i>Only included in Voice & Data plans</i>	500 minutes & 50 messages for calls and texts from the UK to the European Union, Channel Islands, Iceland, Isle of Man, Liechtenstein, Norway, Monaco, San Marino										
Roaming	Inclusive in the European Union, Channel Islands, Iceland, Isle of Man, Liechtenstein, Norway, Monaco, San Marino										
Wi-Fi and 4G Calling	Included for voice & data plans										
5G	Included Find more information https://www.vodafone.co.uk/business/why-vodafone/5g-for-business										
Minimum Term	Refer to Commercial Terms										
Standard Monthly Access Fee (Per Connection)	Refer to Commercial Terms										

- (b) Optimiser Essentials
 - (i) Voice & data plans

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

(ii) Data Only plans - voice service not enabled

Optimiser Essentials											
UK Minutes and text	Unlimited for Voice & Data plans										
Data included	Step 0	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9	Step 10
	0MB	512MB	1GB	2GB	4GB	6GB	8GB	10GB	15GB	20GB	Unlimited data
International Calling & messaging	Not available										
Roaming	Inclusive in Iceland, Isle of Man, Norway, Republic of Ireland										
Wi-Fi and 4G Calling	Included for voice & data plans										
5G	Included Find more information https://www.vodafone.co.uk/business/why-vodafone/5g-for-business										
Minimum Term	Refer to Commercial Terms										
Standard Monthly Access Fee (Per Connection)	Refer to Commercial Terms										

1.3 Example of how Price Plan works.

Each connection starts from the bottom of the ladder each month and gets charged according to their data usage.

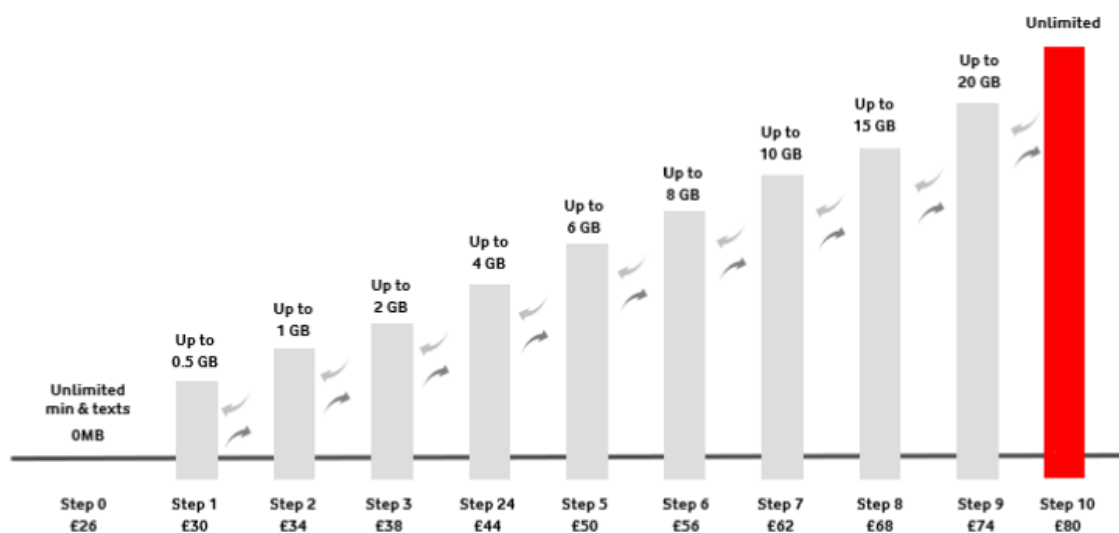
Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

E.g., Step 1 is triggered when 50kb are used, Step 2 is triggered when 50kb are used above 512MB, Step 3 is triggered when 50kb are used above 1GB, Step 4 is triggered when 50kb are used above 2GB, and so forth.



Prices are illustrative. Refer to Commercial terms refer to the Commercial Terms for the Optimiser Monthly Access Fee and Step pricing Included in Price Plan.

1.4 Unlimited UK Minutes and Texts:

- Each Voice & Data Connection on the Vodafone Business Optimiser 2.0 price plan has unlimited calls to UK mobiles and UK landlines (starting 01, 02, 03) and standard UK text messages made or sent (as applicable) from and to the UK.
- All other call and text types on the Vodafone Business Optimiser 2.0 price plan shall be charged at the out of bundle rates set out in this Price Plan Guide.
- Calls made through the return call service via voicemail are included in the Customer's allowance and will be charged 0p (Minimum call charge of a minute and then charged per second) for returning calls made to Vodafone UK mobile standard UK landline (starting 01, 02 or 03), and other UK mobile networks within the UK. All other calls using call service will be charged the Vodafone Business Optimiser 2.0 prices detailed in this guide.

1.5 Wi-Fi Calling:

- Wi-Fi calling is available to Customer on Business Optimiser 2.0 Voice & Data plans whose Users have compatible devices.
- Please see <http://www.vodafone.co.uk/businesswificalling> for a list of compatible devices and more information on Wi-Fi Calling.
- Customer should refer to the Mobility Service Terms for limitations to Wi-Fi Calling.

1.6 4G Calling:

- 4G calling is available to Customer on Business Optimiser 2.0 Voice & Data plans whose Users have compatible devices.
- Please see <https://support.vodafone.co.uk/Using-our-network/Vodafone-4G-Calling/> for a list of compatible devices and more information on 4G Calling.

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

1.7 5G:

- (a) 5G is available to customers on Business Optimiser 2.0 and with compatible devices, in specific geographic regions. Please see <https://www.vodafone.co.uk/business/why-vodafone/5g-for-business> for a list of compatible devices, availability, and more information on 5G.

1.8 Data

- (a) Business Optimiser 2.0 charges domestic data usage in optimising steps for each connection so the Customer is on the most cost-effective plan, refer to the Commercial Terms for the Optimiser Step pricing. The Customer can use the domestic Data in Business Traveller countries (subject to the daily charges set out below), Data usage outside of the Business Traveller countries is charged at roaming rates. Refer to the roaming section for more details.

1.9 Mobile data roaming FUP

- (a) On all Business Optimiser 2.0 plans, data usage, when roaming in the inclusive and Business Traveller destinations, will be capped at 25GB per billing month. Customers' will be notified as they approach this limit if they haven't opted out of notifications. If the limit is reached this limit, customer will be surcharged £2.05per 1GB (ex VAT) to continue using data in all the Inclusive and Business Traveller destinations until their monthly allowance renews

1.10 Inclusive International Calls & texts bundle

The International Calls & Texts bundles included in the Business Optimiser 2.0 Pro voice & data plans can be used for calls made and texts sent from the UK to the following destinations:

- (a) European Union, Channel Islands, Iceland, Isle of Man, Liechtenstein, Norway, Monaco, San Marino
- (b) If the customer calls or texts from the UK to a destination not included in his price plan bundle, additional charges will apply, which are detailed in this Price Plan Guide (section 2).

1.11 Roaming allowance:

Inclusive Roaming Destinations: Customers may use his domestic UK allowances at no extra cost in the Inclusive Roaming zones, depending on the price plan used, which are as follows:

- (a) Optimiser Essentials: Isle of Man, Iceland, Norway, Republic of Ireland
- (b) Optimiser Pro: European Union, Channel Islands, Iceland, Isle of Man, Liechtenstein & Norway
- (c) If the customer uses the roaming service in a destination not Inclusive in his price plan, additional charges will apply, which are detailed in this Price Plan Guide (section 3).

2. Additional domestic charges

2.1 Business Optimiser 2.0 Voice & Data plans. Charges are applicable where services are not included in the customer's price plan or customer has exhausted his inclusive allowance.

Standard UK call Charges (one-minute minimum call Charge)	Charge per minute
Calls to any Vodafone UK mobile or standard UK landline (starting 01, 02 or 03) within the UK	0p
Calls to other UK mobile networks within the UK	0p
Calls to UK voicemail	0p
Standard UK text Charges	Charge per text
Standard UK text message	0p
Standard UK picture message	33.3p
Standard UK long text	15p
Standard UK video message	51p

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

Non-geographic call Charges (one-minute minimum call Charge)	Charge per minute
Non-geographic numbers starting 0500	46p
Non-geographic numbers starting 0800, 0808	Free
Non-geographic numbers starting 0870, 0871, 0872, 0843, 0844, 0845	Access charge of 54.17p a minute plus a service charge* (one-minute minimum call Charge)
Charity numbers starting 0800 or 0808	Free
Radio-paging services (starting 076)	42.5p a call
Personal numbering services (starting 070)	0p
Call forwarding services (e.g. 07744, 07755)	30p

* A service charge also applies for calls to numbers starting 084, 087, 09 or 118, as advertised by the organisation offering the service (such as a bank or travel agent). More information is available at www.ukcalling.info

Premium Rate Charges	Charges
Premium rate services (starting 09)	Access charge of 54.17p a minute plus a service charge* (one-minute minimum call Charge)
Voice short codes. These are usually 5-7 numbers long and used for TV or radio shows, competition lines and information services. The service provider will let Customer know the cost of the call.	Free to £2.00 per minute (one-minute minimum call Charge)
Directory enquiries call Charges (one-minute minimum call Charge)	Charge per minute
Calls to Vodafone's preferred directory enquiry number (118 881)	Access charge of 54.17p a minute, plus a service charge of 80p a minute (one-minute minimum call charge)
Calls to directory enquiries numbers (118)	Access charge of 54.17p a minute, plus a service charge* (one-minute minimum call charge)

* A service charge also applies for calls to numbers starting 084, 087, 09 or 118, as advertised by the organisation offering the service (such as a bank or travel agent). More information is available at www.ukcalling.info

2.2 Calls to the Channel Islands and Isle of Man from the UK

Standard calls (one-minute minimum call Charge)	Charge per minute
Calls to any Channel Islands and Isle of Man mobile and landline (starting 01481, 01534, 01624)	30p

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

Standard calls (one-minute minimum call Charge)	Charge per minute
Text messages (per message)	Charge per text
Texts to Channel Islands and Isle of Man numbers	15p

2.3 International Calls, Texts and Video Calls from the UK

International calls (one-minute minimum call Charge)	Charge per minute
Calls to Europe Zone	80p
Calls to USA and Canada	£1.00
Calls to any other worldwide destination	£1.50
Text messages (per message)	Charge per text
Worldwide (up to 160 characters) per text	29.17p
Video calls (one-minute minimum call Charge)	Charge per minute
Worldwide	46.8p

All Charges are stated in pence per minute or pence per text as applicable. International calls to International Band Europe are charged in one 60-second increment and thereafter measured in 1-second increments. Calls to International Bands USA and Canada and other Worldwide destinations are measured in 60-second increments.

(a) **Countries within each international group:**

Europe: Andorra, Austria, Belgium, Bulgaria, Croatia, Cyprus (excluding Turkish sector), Czech Rep, Denmark, Estonia, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland (Republic of), Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal (inc. Azores & Madeira), Romania, San Marino, Slovakia, Slovenia, Spain (inc. Balearic Islands & Canary Islands), Sweden, Switzerland, Turkey (including Turkish sector of Cyprus), Vatican City.

USA and Canada: USA, Canada

Other worldwide destination: All other countries

2.4 Business Optimiser 2.0 Data only plans

- (a) Customer acknowledges and agrees that: (i) it shall not use Data-only plans to make voice calls; and (ii) Data-only plans include a restriction on making voice calls. Without prejudice to the foregoing, and without limiting Vodafone's rights and remedies, if the Customer removes the restriction on making voice calls (whether directly or indirectly), Vodafone shall charge Customer 37.5p per minute for voice calls made from Data-only plans to UK mobile or standard landlines (starting 01, 02, or 03).

Standard UK text Charges	Charge per text
Standard UK text message	15p

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

3. Additional roaming charges

3.1 Charges are applicable where services are not included in the customer's price plan or customer has exhausted his inclusive allowances.

Roaming Zone	Making calls & sending texts within zone and back to the UK *	Making calls to other zones	Receiving calls and texts (no daily Charge will apply)	Sending text messages	Sending picture messages	Using the internet
Europe Zone 1: £2.00 daily fee Charge per Connection	0p per minute	International (**)	0p	0p per text in Country & to a UK mobile 29.17p per text when sending in Country to any other worldwide destination or an international mobile number	33.3p per picture message	Use UK data bundle then charged £12.77 per GB on Pooled data plans if UK data bundle has been exhausted Fair usage policy of 25GB per month. £2.05 per 1GB (ex VAT) surcharge after reaching FUP limit
Business Traveller Europe Zone 2: £2.50 Business Traveller daily fee Charge per Connection	0p per minute	International (**)	0p	0p per text in Country & to a UK mobile 29.17p per text when sending in Country to any other worldwide destination or an international mobile number	33.3p per picture message	Use UK data bundle then charged £12.77 per GB on Pooled data plans if UK data bundle has been exhausted Fair usage policy of 25GB per month. £2.05 per 1GB (ex VAT) surcharge after reaching FUP limit
Business Traveller World Zone: £5.00 Business Traveller daily fee Charge per Connection	0p per minute	International (**)	0p	0p per text in Country & to a UK mobile 29.17p per text when sending in Country to any other worldwide destination or an international mobile number	33.3p per picture message	Use UK data bundle then charged £12.77 per GB on Pooled data plans if UK data bundle has been exhausted Fair usage policy of 25GB per month. £2.05 per 1GB (ex VAT) surcharge after reaching FUP limit
Roaming Zone	Making calls in Country and back to the UK	Making calls to another Country	Receiving calls	Sending texts	Sending picture messages	Using the internet

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

Rest of World Zone 1 (Outside of Business Traveller World Zone)	140p per minute	179p per minute	100p per minute	35p per text plus the UK text message rate	37p per picture message	£3 per MB for the first 5MB, £15 per 5MB thereafter
Rest of World Zone 2	200p per minute	200p per minute	150p per minute	50p per text plus the UK text message rate	37p per picture message	£6 per MB for the first 5 Mb, then £30 per 5MB thereafter

- (a) All Charges are stated in pence per minute or pence per text as applicable. Calls made in Business Traveller destinations have a minimum call Charge of 1 minute then charged per second charging. International calls to Europe Zones are charged in one 60-second increment and thereafter measured in 1 second increments. Calls to USA and Canada and other worldwide destinations are measured in 60-second increments.
- (b) Business Traveller & Daily Fees destinations are detailed in the Business Traveller Price Plan Guide (please see www.vodafone.co.uk/businessstraveller).
- (c) For the list of destination in Vodafone's Rest of World Zone 1 and Rest of World Zone 2 please see www.vodafone.co.uk/business/business-mobile-plans/business-roaming. Roaming in Rest of World Zone 1 destinations that are part of the Business Traveller World Zone will be charged as per the Business Traveller daily fees.
- (d) (*) Customers are charged standard UK Charges and standard UK out-of-bundle Charges. Calls to non-standard UK numbers (premium rate, directory enquiry, non-geographical, etc.) are charged 3.9p per min. Calls to FreePhone numbers (0800, 0808) are free of charge. UK Non-geographic minutes bundles can't be used in Europe Zone 1.
- (e) (**) Cross-zone calls & texts are charged as international calls and texts. Any applicable international Add-ons and/or inclusive international minutes apply. See sections:
 - (i) 2.7 for Inclusive International Calls & texts bundle
 - (ii) 5.3 for optional International Calls & texts add on bundles
 - (iii) 3.3 for standard international calls and texts charges, for when bundles are exhausted or not applicable
 - (iv) 5.4 for optional discounted international calls and texts charges, for when bundles are exhausted or not applicable
- (f) In Europe Zone 2, Vodafone will charge Customer for calls Customer makes in 1 second increments with a 30 second minimum call Charge. All calls Customer receives are charged per second.
- (g) In Asia Pacific, USA & Canada, Rest of World 1 and Rest of World Zone 2, Vodafone will charge Customer for the calls Customer makes and receives in 1 minute increments with a 1 minute minimum call Charge.
- (h) Premium rate and satellite calls are excluded, and additional Charges (including network handling fees) may apply. If Vodafone is charged an admin fee from a foreign network operator for Customer to receive a text, Vodafone will pass this Charge to Customer.

3.2 Business Traveller & Daily Fees

- (a) Business Traveller & Daily Fees destinations are detailed in the Business Traveller Price Plan Guide (please see www.vodafone.co.uk/businessstraveller).
- (b) Customer will be automatically opted into Business Traveller within Business Optimiser 2.0 (use your UK minutes, texts and data abroad). Depending on the price plan used, the Daily Fee will not be charged when roaming in the Inclusive destinations set out in section 3.9.

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

- (c) Customer will automatically opt out of the 50 Euro monthly spend limit for data in Europe Zone 1, Europe Zone 2 and World Zone countries, together with associated notifications, because Customer will be using the UK data allowance.
- (d) When roaming in our Europe Zone 1, Europe Zone 2 and World Zone, the Daily Fee will be triggered when a customer generates any voice, sms or data use from their connection.
- (e) The Daily Fee is charged on a per connection basis (where applicable) and will allow customers to access their domestic tariff allowance when roaming in Europe Zone 1, Europe Zone 2 and World Zone
- (f) Customers using Business Optimiser 2.0 Essentials plans may also opt into one of our Europe Zone 1 roaming passes that will grant access to their domestic tariff allowance while in Europe Zone 1. These passes can be added before you travel or while you are travelling by contacting Vodafone and will only be billed for when activated by any generated voice, sms or data use while in Europe Zone 1. Where Customer opts into purchasing a roaming pass, the £2.00 daily fee will not apply.
 - (A) 8 Day Europe Roaming Pass = £8 (£1 per day)
 - (B) 15 Day Europe Roaming Pass = £15 (£1 per day)
- (g) On all Business Optimiser 2.0 plans, data usage when roaming will be capped at 25GB per billing month in Europe Zone 1, Europe Zone 2, and World Zone destinations. Customer will be notified as they approach this limit unless they have opted out of notifications. If this limit is reached, additional usage will be surcharged £2.05per 1GB (ex VAT) to continue using data in Europe Zone 1, Europe Zone 2, and World Zone destinations until the monthly allowance renews.
- (h) The Business Traveller Price Plan Guide applies to Customer's use of Business Traveller (please see www.vodafone.co.uk/businesstraveller).

3.3 Other roaming options

(a) Roaming Discount:

Customer may also opt in to a Roaming Discount (as listed in section 6.4, **one discount only**). Roaming discounts only apply in Rest of World Zone 1 and Rest of World Zone 2 destinations.

(b) Roaming Data Bundle:

- (i) Customer has the option of choosing a 1GB or 2GB Roaming Data Bundle. Roaming Data Bundles only apply in Rest of World Zone 1 destinations.

(c) Roaming Data Cap:

- (i) Customer has the option of choosing a £200, £500, £750, £1,000, £1,250, £1,500 or £2,000 Roaming Data Cap with Opt in Options which apply in Rest of World Zone 1 which are not included in the Business Traveller Footprint and Rest of World Zone 2 destinations.

4. Opt-in Options:

Vodafone Business Optimiser 2.0 allows Customer to take 'opt in' solutions where appropriate. These are set out in this Price Plan Guide as "**Opt in Options**". Customer must speak with its account manager as to how these options are utilised and applied.

4.1 Domestic options

Opt in Options for voice calls, internet, and messaging from the UK	Access Fee (per Connection per month)	Out of bundle charging
100 MMS picture messages	£2.09	100 MMS picture messages then charged Standard List Price

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

Opt in Options for voice calls, internet, and messaging from the UK	Access Fee (per Connection per month)	Out of bundle charging
300 minutes to 084 and 087 numbers	£2.08	300-minute bundle that includes 0870, 0871, 0872, 0843, 0844, 0845 numbers (including Access and Service Charge), then charges standard access charge (e.g., 54.17p access charge plus the service charge).

4.2 Options for international calls and texts from the UK

4.3 Opt-in additional bundles

Description	Access Fee per Connection per month	Eligible destinations
100 international text messages	£5.00	All international destinations excluding premium rate
300 international minutes to Channel Islands, Isle of Man and Republic of Ireland	£4.00	Channel Islands, Isle of Man and Republic of Ireland
300 international minutes to USA and Canada	£6.00	USA and Canada

4.4 Opt-in international call discount options

(a) International Discount 1 - Standard List Price £2.50 a month per Connection:

International calls (one-minute minimum call Charge)	Charge per minute
Calls to Europe Zone	50p
Calls to USA and Canada	75p
Calls to any other worldwide destination	100p

All Charges are stated in pence per minute or pence per text as applicable. International calls to International Band Europe are charged in one 60-second increment and thereafter measured in 1-second increments. Calls to International Bands USA and Canada and other worldwide destinations are measured in 60-second increments.

(b) International Discount 2 - Standard List Price £2.75 a month per Connection:

International calls (one-minute minimum call Charge)	Charge per minute
Calls to Europe Zone	30p
Calls to USA and Canada	50p
Calls to any other worldwide destination	60p

All Charges are stated in pence per minute or pence per text as applicable. International calls to International Band Europe are charged in one 60-second increment and thereafter measured in 1-second increments. Calls to International Bands USA and Canada and other worldwide destinations are measured in 60-second increments.

(c) International Discount 3 - Standard List Price £3.00 a month per Connection:

International calls (one-minute minimum call Charge)	Charge per minute
Calls to Europe Zone	10p

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

International calls (one-minute minimum call Charge)	Charge per minute
Calls to USA and Canada	10p
Calls to any other worldwide destination	30p

All Charges are stated in pence per minute or pence per text as applicable. International calls to International Band Europe are charged in one 60-second increment and thereafter measured in 1-second increments. Calls to USA and Canada and other worldwide destinations are measured in 60-second increments.

(d) International Discount 4 - Standard List Price £3.50 a month per Connection:

International calls (one-minute minimum call Charge)	Charge per minute
Calls to Europe Zone	6p
Calls to USA and Canada	6p
Calls to any other worldwide destination	15p

All Charges are stated in pence per minute or pence per text as applicable. International calls to International Band Europe are charged in one 60-second increment and thereafter measured in 1-second increments. Calls to International Bands USA and Canada and other worldwide destinations are measured in 60-second increments.

(e) Countries within each international group:

Europe: Andorra, Austria, Belgium, Bulgaria, Croatia, Cyprus (excluding Turkish sector), Czech Rep, Denmark, Estonia, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland (Republic of), Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Netherlands, Norway, Poland, Portugal (inc. Azores & Madeira), Romania, San Marino, Slovakia, Slovenia, Spain (inc. Balearic Islands & Canary Islands), Sweden, Switzerland, Turkey (including Turkish sector of Cyprus), Vatican City.

USA and Canada: USA, Canada

Other worldwide destination: All other countries

4.5 Opt-in international message discount options

Description	Access Fee per Connection per month	Out of Bundle Charging
International SMS Discount 1	£2.00	International SMS discounted to 10p per text from 29.17p
International SMS Discount 2	£1.50	International SMS discounted to 15p per text from 29.17p
International SMS Discount 3	£1.00	International SMS discounted to 20.4p per text from 29.17p

4.6 Opt in Options for Calls, Texts and Data Outside the UK

4.7 Cross-zone calls and SMS (i.e. from Europe Zone 1 to any other Zone) are charged as standard international calls/SMS. Any eligible international Add-on or inclusive minutes can be used.

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

Type	Monthly charge, per connection	Roaming Zone	Making calls in Europe and back to the UK	Making calls from Europe to USA/Canada and Rest of the World	Receiving calls	Sending texts	Sending picture messages	Using the internet
Standard List Price		Rest of World Zone 1	140p per min	179p per min	100p per min	35p per text plus the UK text message rate	37p per picture message	£3 per MB for the first 5MB, £15 per 5MB thereafter
Roaming Discount 1	£3.00	Rest of World Zone 1	115p per min	145p per min	90p per min	28p per text plus the UK text message rate	37p per picture message	£2.50 per MB for the first 5MB, £12.50 per 5MB thereafter
Roaming Discount 2	£5.00	Rest of World Zone 1	100p per min	125p per min	75p per min	25p per text plus the UK text message rate	37p per picture message	£2 per MB for the first 5MB, £10 per 5MB thereafter
Roaming Discount 3	£7.50	Rest of World Zone 1	90p per min	110p per min	60p per min	20p per text plus the UK text message rate	37p per picture message	£1.50 per MB for the first 5MB, £7.50 per 5MB thereafter

- (i) Rest of World 1 and Rest of World Zone 2, Vodafone will charge Customer for the calls Customer makes and receives in 1 minute increments with a 1 minute minimum call Charge.
- (ii) Premium rate and satellite calls are excluded and additional Charges (including network handling fees) may apply. If Vodafone is charged an admin fee from a foreign network operator for Customer to receive a text, Vodafone will pass this Charge to Customer.
- (iii) List of Countries by Roaming Zone are detailed within this Price Plan Guide.

4.8 Opt-in Options - Roaming Data Bundles

Description	Monthly Access Fee	What's included
1GB Roaming Data (recurring)	£100.00	1GB allowance applicable to destinations in Rest of the World 1, which are not included in the Business Traveller Footprint. Roaming Data Bundle will remain recurring until removed by customer.
2GB Roaming Data (recurring)	£150.00	2GB allowance applicable to destinations in Rest of the World 1, which are not included in the Business Traveller Footprint. Roaming Data Bundle will remain recurring until removed by customer.
1GB Roaming Data (one-off)	£150.00	1GB allowance applicable to destinations in Rest of the World 1, which are not included in the Business Traveller Footprint. Allowance will expire after 30 days.
2GB Roaming Data (one-off)	£225.00	2GB allowance applicable to destinations in Rest of the World 1, which are not included in the Business Traveller Footprint. Allowance will expire after 30 days.

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

4.9 Opt-in Options - Roaming Data Caps

When Roaming Data Caps are added, they will override the standard roaming cap of £39.33 (50 euro spend cap) and give a new cap in Rest of the World Zone 1 destinations which are not included in the Business Traveller Footprint and Rest of the World Zone 2 destinations

Description	Access Fee	Value notification sent at 80% Usage	Value Cap applied at 100% Usage
Roaming Cap £200.00	£0.00	£160.00	£200.00
Roaming Cap £500.00	£0.00	£400.00	£500.00
Roaming Cap £750.00	£0.00	£600.00	£750.00
Roaming Cap £1,000.00	£0.00	£800.00	£1,000.00
Roaming Cap £1,250.00	£0.00	£1,000.00	£1,250.00
Roaming Cap £1,500.00	£0.00	£1,200.00	£1,500.00
Roaming Cap £2,000.00	£0.00	£1,600.00	£2,000.00

5. Inclusive Roaming Fair Usage Policy

- Inclusive Roaming services are intended for use during periodic travel and not for customers roaming across foreign networks on a semi-permanent or permanent basis.
- If Customer or Customer's Users use its mobile Vodafone's Inclusive roaming destinations for more than 50% of the time in any 4 month rolling period, they will receive a text requesting more moderate use of Vodafone's roaming services.
- If Customer or Customer's Users usage in Vodafone's Inclusive roaming destinations continues to exceed 50% as described above, over the 2-week period following the first notification, Customer will be charged for further use and/or Vodafone may bar Customer's from using its roaming services. The additional roaming charges will be:
 - 3.3p per minute for calls
 - 1p per SMS
 - £2.61 per GB of data (0.25 per MB)

If Vodafone applies a bar, Customer will be notified before Vodafone applies it. Please note that Customer will still be able to receive calls and texts at no additional cost.

6. Data Threshold Capping Notifications

- The following data threshold capping notifications are available. This will cap Customer's domestic data; the capping will also apply in Business Traveller countries because Customer will be using Customer's domestic data. Notifications will be sent when 80% and 100% of the threshold capping allowance is used to warn a data cap is being applied.

Price Plan Guide



Vodafone Business Optimiser 2.0

Enterprise Customers – For contracts taken on or after 15th of November 2023

Data Threshold Capping Allowance								
512MB	1GB	2GB	4GB	6GB	8GB	10GB	15GB	20GB

7. Email Notifications

- 7.1 Customer will be able to opt in to receive email notifications which provide copies of SMS notifications received. Customer must be opted in to receive SMS notifications on the Connection. The email address allocated by Customer could be the Connection's email address or could be an administrator's group email address. There are two email types that are available:

Email message types
User Email Notification Daily (sends previous day's summary of SMS notifications)
User Email Notify Per Message

8. Mobile Security discount

- (a) Customers that contract Business Optimiser 2.0 plans will also be entitled to a 20% discount for a Mobile Security product licence sold by Vodafone.
- (b) Customer will receive one 20% discount for one Mobile Security product license for each Business Optimiser 2.0 price plan contracted.
- (c) Vodafone's Mobile Security products are detailed on <https://www.vodafone.co.uk/business/cloud-solutions/cloud-based-applications>.
- (d) As the solutions Mobile Security products are offered in partnership with third party Security providers, Vodafone reserves the right to change the products eligible for discount, depending on their availability from respective providers.
- (e) Vodafone reserves the right to withdraw or amend this promotion in the event of any unforeseen circumstances outside its reasonable control. Proper notification of such change will be provided on www.vodafone.co.uk.
- (f) The contract with Vodafone for the mobile connectivity shall continue in force in accordance with the customer's contract with Vodafone regardless of any changes or termination of the product supplied by a third-party provider.

9. General

- 9.1 Any data allowance or usage increment relates to use of all or part of the specified amount. Charges are correct at time of print.
- 9.2 The Business Optimiser 2.0 Price Plans are 5G enabled. Speeds may vary subject to network coverage, capacity, and the mobile broadband device used for connection.
- 9.3 The detailed functionality of Business Optimiser 2.0 is at the discretion of Vodafone and is subject to change from time to time. Customer is responsible for all usage on its account.