Speeds of up to 8Gbps on Vodafone Pro 4 Home Broadband – Effective 5 November 2026

See below claims and substantiations for our Vodafone Pro4 Home Broadband.

Claims:

1. Pro4. The UK's fastest whole-home Wi-Fi Power every room with the most reliable broadband technology.
2. Power your whole home with the UK's fastest broadband speeds. Ultra-fast speeds up to 8Gbps on the UK's most reliable broadband technology. Work, stream and game with a stronger Wi-Fi connection in every room.
3. Your whole home just got faster Enjoy the UK's fastest broadband speeds, with a strong, reliable connection in every room thanks to our Ultra Hub 7+ and inclusive boosters.
4. Whole home Wi-Fi you can rely on With 4G broadband Back Up, you'll stay connected to our reliable 4G network even if your broadband goes down, so home life runs smoothly.
5. Prioritise the devices that matter most Get the best Wi-Fi performance on your chosen devices with Smart Modes, for smooth streaming, working and gaming.
6. Keep your family safe with online Secure Net Home Security and advanced parental controls on up to 192 devices – included with Pro Broadband.

Substantiation of each claim:

1. Pro4. The UK's fastest whole-home WiFi
   Power every room with the most reliable broadband technology.

   Substantiation:

   - This claim is substantiated on the basis of our third-party comparative benchmarking report carried out by Cartesian; demonstrates Vodafone were faster overall compared to others tested within the benchmarking tests. See: The UK's fastest whole-home WiFi - Evidence Report - Cartesian.

   - Further, it is substantiated on the basis that Vodafone are offering the UK's fastest available Gigabit speeds based on the current available technology in the market. Vodafone offer the latest WiFi Tri band Ultra Hub 7+ technology and up to three mesh boosters to enable a connection in every room and with our WiFi guarantee if customers cannot achieve a connection in every room with up to 3 boosters, then Vodafone offer the right to leave.
   - Full Fibre is the UK's most reliable broadband technology: Ofcom's Broadband Terminology Research, published March 2023 '

   Small print copy:

   - **Pro 4:** Actual speeds and WiFi performance vary dependent on factors such as location, home layout, network condition, device and time of day. Whole-home WiFi requires Ultra Hub 7+ and, where needed, inclusive boosters. **UK's fastest whole-home WiFi**: vs comparable major competitors, independently verified by Cartesian, as of October 2026. **Most reliable broadband technology:** Full Fibre is the UK's most reliable technology as per Ofcom's Broadband Terminology Research Report, March 2023. Terms & verification: vodafone.co.uk/broadband'

2. Power your whole home with the UK's fastest broadband speeds.
   Ultra-fast speeds up to 8Gbps on the UK's most reliable broadband technology. Work, stream and game with a stronger WiFi connection in every room.

   Substantiation:

   - The independent Cartesian report concludes that the evidence supports the claim that overall Pro 4 provides the "UK's fastest whole-home WiFi". However, importantly, it also records the limitations: Vodafone did not

win every comparison, it won 232 of 340. For further details please see: The UK's fastest whole-home WiFi - Evidence Report - Cartesian.

- Pro 4 was fastest in 232/340 head-to-head tests, or 68%, and led for both download and upload in every tested setup. In House A, Ultra Hub 7+ plus Super WiFi 7+ won 77/116 tests, 66%, compared with EE's 26. In House B it won 81/108 tests, 75%, compared with Sky's 27.
- Evidence to support "whole home", Vodafone led at all five location difficulty grades. At the "very hard" locations it won 45/74 tests, compared with 12 for the next-best system.

- Vodafone offers speeds up to 8Gbps, these are the **highest available speeds** currently offered by the relevant major Internet Service Providers:

Major ISP advertised speed-tier comparator

Working comparison based on a market review of Broadband offerings between UK major netowrk providers dated 4 November 2026. National Availability is dependent on post code.

Provider	1.6 Gbps	1.8 Gbps	2 Gbps	2.2 Gbps	2.5 Gbps	3 Gbps	5 Gbps	8 Gbps	Highest tier shown	Availability / caveat
Vodafone	✓	✓	–	✓	–	✓	✓	✓	8 Gbps	Pro 4 launch scope indicates 3/5/8 Gbps on Openreach and CityFibre; address eligibility applies.
EE	✓	–	–	–	–	–	–	–	1.6 Gbps	Internal chat stated EE had not released 8 Gbps to wider customers as at 4 Nov 2026.
BT	–	–	–	–	–	–	–	–	Not shown	No qualifying tier was marked in the source table.
Sky	–	–	–	–	✓	–	✓	–	5 Gbps	Source table marked 2.5 and 5 Gbps.
Virgin Media	–	–	✓	–	–	–	–	–	2 Gbps	Source table marked 2 Gbps.

Key information:

The table supports a strongest-tier story for Vodafone among the major providers shown, but it should not be used alone to claim that Vodafone is the only UK ISP offering 8 Gbps. Community Fibre and other regional providers must be considered, and any "national" wording should be qualified by postcode and network availability.

Small print copy:

- **Pro 4:** Actual speeds and Wi-Fi performance vary dependent on factors such as location, home layout, network condition, device and time of day. Whole-home Wi-Fi requires Ultra Hub 7+ and, where needed, inclusive boosters. **UK's fastest whole-home Wi-Fi**: vs comparable major competitors, independently verified by Cartesian, as of October 2026. **Most reliable broadband technology:** Full Fibre is the UK's most reliable technology as per Ofcom's Broadband Terminology Research Report, March 2023. Terms & verification: vodafone.co.uk/broadband.

3. Your whole home just got faster
   Enjoy the UK's fastest broadband speeds, with a strong, reliable connection in every room thanks to our Ultra Hub 7+ and inclusive boosters.

   Substantiation:

   - Comparative whole-home Wi-Fi testing showing improved/leading speeds across different locations within representative homes, ideally including hard-to-reach rooms. The Cartesian report: The UK's fastest whole-home WiFi - Evidence Report - Cartesian., cites that PRO4 was fastest in 232/240 head-to-head tests (68%), and led at all five location grades, including 45/74 wins in the "very hard" locations.

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- Evidence in the cartesian report as well as the table above, demonstrating that Vodafone PRO4 Home Broadband offer access speeds up to 8Gbps and a competitor comparison showing that this is at least as fast as, or faster than, relevant major UK competitors.
- The independent third-party Cartesian report evidence; Whole-home performance/coverage testing of Ultra Hub 7+ plus Super Wi-Fi 7+ boosters across representative properties and difficult locations. The results in the Cartesian whole-home testing. With the booster, Vodafone won 77/116 tests in House A (66%) and 81/108 in House B (75%).

Small print copy:

- **'Pro 4:** Actual speeds and Wi-Fi performance vary dependent on factors such as location, home layout, network condition, device and time of day. Whole-home Wi-Fi requires Ultra Hub 7+ and, where needed, inclusive boosters. **8Gbps speeds**: based on a wired connection. **UK's fastest broadband speeds**: vs comparable major competitors, independently verified by Cartesian, as of October 2026. **Most reliable broadband technology:** Full Fibre is the UK's most reliable technology as per Ofcom's Broadband Terminology Research Report, March 2023. Terms & verification:

4. Whole home Wi-Fi you can rely on with 4G broadband Back Up, you'll stay connected to our reliable 4G network even if your broadband goes down, so home life runs smoothly.

- Vodafone provides a 4G broadband back up dongle with 100 GB of data should there ever be an outage.
- For more information on our award-winning network see: Vodafone network | Vodafone UK

Small print copy:

- '4G Broadband Back-up: Only to be used when fixed line is down and cannot be used for roaming. 100GB data included. Speed & coverage varies. Details & terms at: vodafone.co.uk/broadband'.

5. Prioritise the devices that matter most
Get the best Wi-Fi performance on your chosen devices with Smart Modes, for smooth streaming, working and gaming.

- **PRO4** offers inclusive Smart Modes feature on the PRO4 Ultra hub 7+ tri-band router. The Smart modes feature enables customers to prioritise traffic on selected devices. For more information see: Smart Modes terms and conditions: Vodafone Terms and Conditions | Vodafone UK

6. Keep your family safe with online Secure Net Home
Security and advanced parental controls on up to 192 devices – included with Pro Broadband.

- PRO4 offers inclusive Secure Net Home which enables customers to set advanced parental controls on up to 192 devices via the My Vodafone App. For more information, please see Secure Net Home terms and conditions and FAQs: Secure Net and securenet.vodafone.co.uk/apps/faq/?type=broadband.