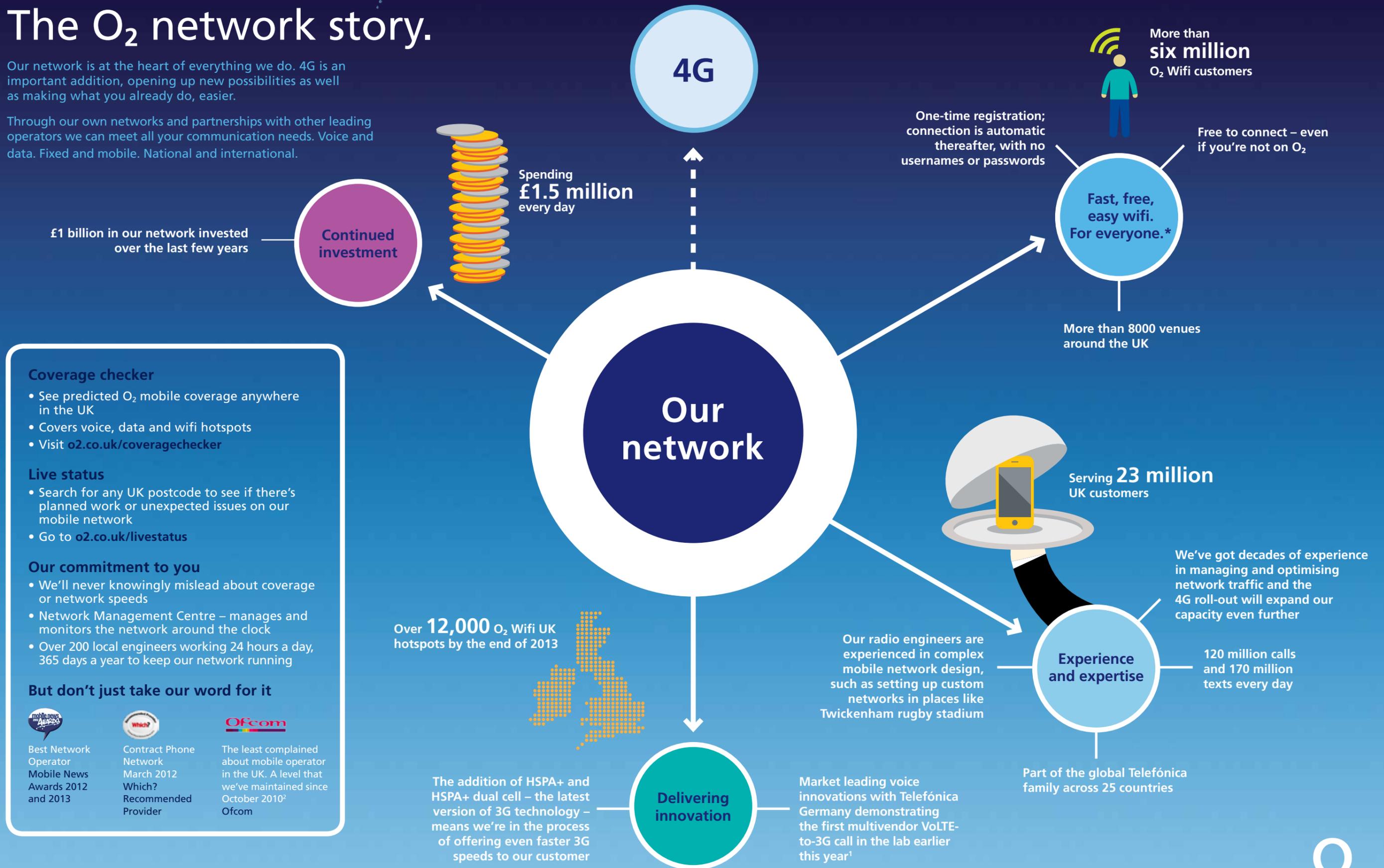


The O₂ network story.

Our network is at the heart of everything we do. 4G is an important addition, opening up new possibilities as well as making what you already do, easier.

Through our own networks and partnerships with other leading operators we can meet all your communication needs. Voice and data. Fixed and mobile. National and international.



Coverage checker

- See predicted O₂ mobile coverage anywhere in the UK
- Covers voice, data and wifi hotspots
- Visit o2.co.uk/coveragechecker

Live status

- Search for any UK postcode to see if there's planned work or unexpected issues on our mobile network
- Go to o2.co.uk/livestatus

Our commitment to you

- We'll never knowingly mislead about coverage or network speeds
- Network Management Centre – manages and monitors the network around the clock
- Over 200 local engineers working 24 hours a day, 365 days a year to keep our network running

But don't just take our word for it



Best Network Operator
Mobile News Awards 2012 and 2013



Contract Phone Network
March 2012
Which? Recommended Provider



The least complained about mobile operator in the UK. A level that we've maintained since October 2010²
Ofcom

4G opens up new possibilities.

As well as making what you already do, easier.

We're launching 4G in more and more UK cities. Use our online network coverage checker to see if you're in a 4G area: <http://www.o2.co.uk/4g/coverage-and-cities>

Some ideas about how 4G can be used.

Speedier growth in retail

A small retailer specialising in ski wear is expanding by opening a new store.

Timing is crucial so that the store opens before ski season, but broadband installation will take at least four weeks.

The store manager set up a pop up office using a 4G enabled mobile wifi device. Now the store's ePOS and payment card processors are connected.

Competitive edge in civil engineering

A small civil engineering company specialises in the design of roads, roundabouts and junctions.

Its on-site team members use 4G tablets to access and download large files, like plans. They send applications to local highways and buildings authorities without leaving the site. And they use videoconferencing to help solve issues.

This agile and responsive way of working gives them a competitive edge.

Efficiency gains in construction

A leading construction company has won a bid to build a hospital.

With 4G and their usual VPN, the team can access a project management application that's hosted on the office network, 50 miles away.

And when the project manager has a query about the specifications, he can access CAD images of the plans on site, attach comments and send them back to head office.

Bringing the back office to the front line in distribution

An electrical distributor carries tens of thousands of lines of stock, from spare parts to technical advice sheets.

It has equipped its sales team with 4G-enabled smartphones. Now they can quickly access videos, photos and diagrams using 4G and their usual VPN solution. They use an interactive order-building application linked to the distributor's stock, pricing and delivery systems. And they can access the Customer Relationship Management (CRM) system to offer discretionary discounts.

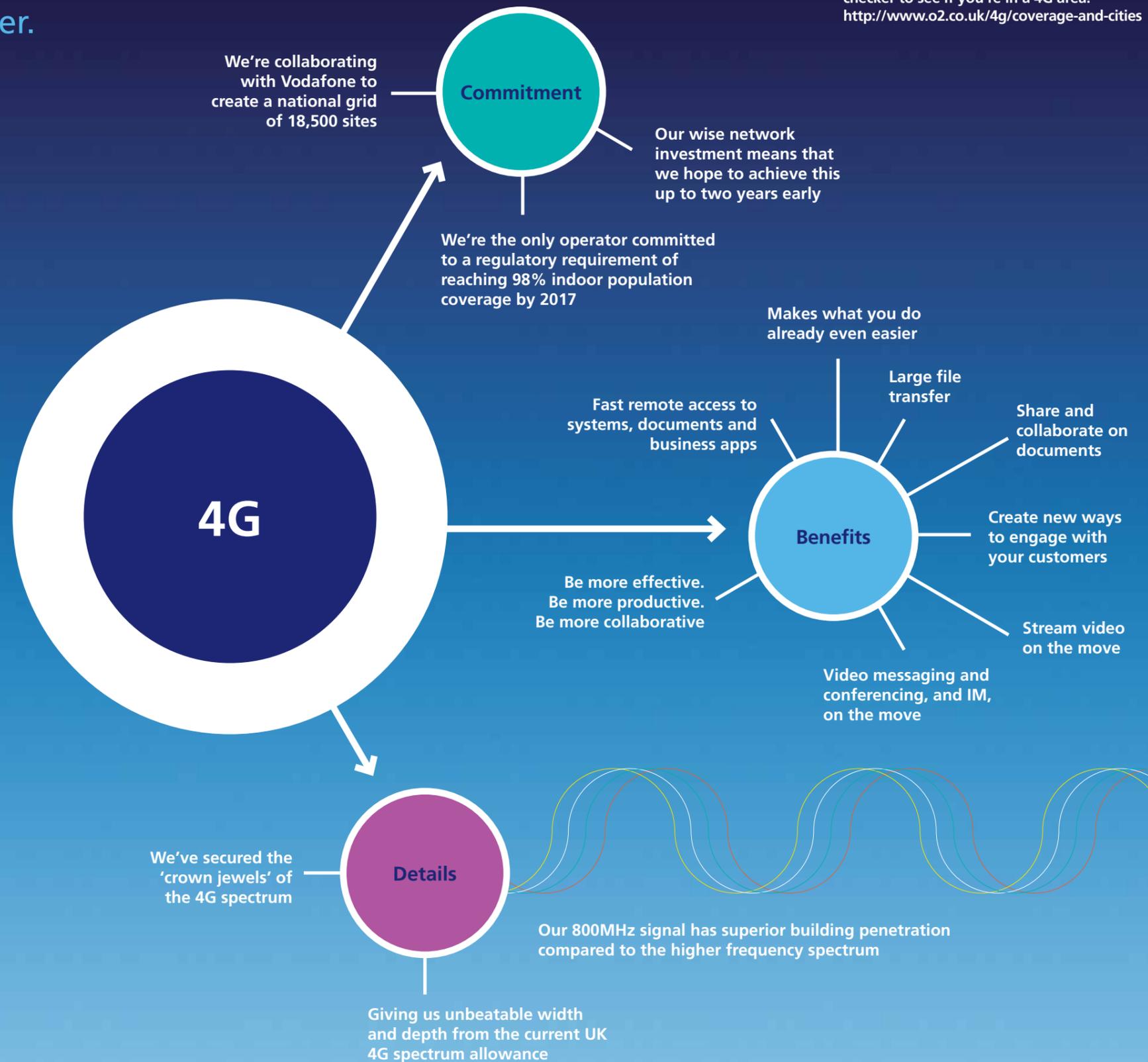
Bringing the back office to the front line, people can get more done in less time.

Collaboration's a breeze for senior management

A company is preparing for its annual sales conference.

The directors of each division are making last-minute amends to their joint presentation. The PowerPoint document includes video and animations – it's huge.

The directors are in different locations but they all have 4G smartphones and use Microsoft Office 365, so they can view, discuss and edit the presentations together, in real time.



Terms

o2 Wifi: Subject to availability. Fair use policy and terms apply. See o2wifi.co.uk

*4G service available in selected areas with 4G coverage. Check o2.co.uk for details. 4G speed will vary depending on location and number of people using the service. All 4G tariffs and propositions are subject to terms and conditions.

–See o2.co.uk/terms

¹Telefónica announces landmark LTE voice call technology tests (Telefónica press office) <http://bit.ly/12Sgokb>

²Ofcom, Telecoms Complaints Q4 (October – December 2012)