

Everything Everywhere and Go ON UK join forces to get more Britons online

UK's biggest communications company joins Martha Lane Fox's digital literacy charity as a founding partner

London, 12th July 2012 – Everything Everywhere and Go ON UK today announced that Everything Everywhere has become a founding partner of the cross-sector charity, which aims to make the UK the world's most digitally capable nation.

Everything Everywhere, which provides communications services to more than 27 million customers through the Orange and T-Mobile brands, has pledged support in helping to bring the social, economic and cultural benefits of the internet to every individual and every organisation in the country. Everything Everywhere is the only UK mobile operator among the eight founding partners, which include the Lloyds Banking Group, EON, the Post Office and Age UK.

Digital literacy is an urgent priority for the UK. 8.1 million Britons have never used the internet¹ and an estimated 14 million use the internet infrequently. However, many people who are not online at home are active mobile users and have ready access to the internet. Nine out of ten people in the UK now own a mobile phone and one in seven households are now mobile-only².

Additionally, many organisations still struggle to exploit the broader benefits of technology. Only 14% of small businesses in the UK sell products and services online³, while the charity sector cites technology as its biggest skills gap⁴.

With the integration of the Orange and T-Mobile networks, Everything Everywhere offers the widest mobile coverage, and also offers home broadband services, to get people online. Everything Everywhere also recently announced plans to invest £1.5bn on updating mobile infrastructure and rolling out 4G services this year, with regulatory approval. This will provide even faster and more reliable mobile internet connectivity for individuals and businesses that don't have access to high speed broadband at home, such as those in rural areas or in social housing.

As a founding partner of Go ON UK, Everything Everywhere has committed to delivering a number of programmes in stores and in the community that will inspire people to get online and make the most of being connected. These initiatives will start to launch later this year.

¹ ONS Labour Force Survey, February 2012

² Ofcom Communications Market Report, August 2011

³ Lloyds Banking Group/BDRC, April 2012

⁴ NCVO

Olaf Swantee, CEO of Everything Everywhere, said: “With more than 20 million people in the UK rarely or never using the internet, it’s clear more needs to be done to ensure people have access to a good connection and understand the value it can bring to their lives. Everything Everywhere is committed to addressing both elements of this equation, investing £1.5bn in bringing fast 4G mobile networks to the UK as soon as possible and supporting Go ON UK in building digital skills across the country.”

Martha Lane Fox, Founder of Go ON UK said: “Everything Everywhere is vital to the work we’re doing. Through its valuable support of Go ON UK, it is investing in the digital future of the country by ensuring we have the infrastructure and expertise to compete in tomorrow’s world. Mobile internet has the ability to help revolutionise how SMEs grow and can transform the way charities deliver their frontline services. We are delighted to be working with such a great British company that supports our society and economy by bringing the benefits of digital connectivity to individuals and organisations across the UK”.

For more information please visit the Go ON UK website at www.go-on-uk.org

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About Everything Everywhere

Everything Everywhere is the UK’s largest communications company, providing mobile and fixed-broadband communications services to more than 27 million customers through the Orange and T-Mobile brands. It has invested over £15 billion since 2000 building Britain’s biggest mobile networks, and plans to invest over £1.5bn in the next three years to further improve its network and introduce fast 4G LTE mobile broadband services. Recognised for award-winning customer service, Everything Everywhere employs more than 15,000 people and operates over 720 retail stores across the UK. It has revenues equivalent to a FTSE 40 company and is backed by two of the world’s leading global communications groups, Deutsche Telekom and France Telecom, who are equal owners.