

**COMPLETED ACQUISITION BY VODAFONE LIMITED OF
BUSINESSES AND ASSETS FORMERLY CONTROLLED BY
PHONES 4U LIMITED**

***Notice of commencement of initial period published pursuant to
section 107(1)(ab) of the Enterprise Act 2002***

The Competition and Markets Authority (**CMA**) hereby gives notice that the initial period defined in section 34ZA(3) of the Enterprise Act 2002 (**the Act**) in relation to the completed acquisition by Vodafone Limited of businesses and assets formerly controlled by Phones 4U Limited, will commence on the first working day after the date of this notice, that is 8 December 2014. The deadline for the CMA to announce its decision whether to refer the Merger for a Phase 2 investigation would be **4 February 2015**.

This merger was completed on 23 September 2014. Vodafone and the CMA have agreed to extend the 'four month' period pursuant to section 25(1) of the Act by 10 working days. As a result, the 'four month' period set out in section 24(1)(a) of the Act expires on **5 February 2015**.

This notice is given in accordance with paragraph (b) of the definition of 'initial period' in section 34ZA(3) of the Act.