

Definitions

The following definitions apply throughout this document unless the context requires otherwise:

“Airwave”	A secure TETRA communications system for the emergency services and other Public Safety Users.	“O ₂ ”	A reference to our trade name or brand.
“analogue”	The first generation of mobile telecommunications technology in which radio signals are modulated proportionally by the strength and frequency of audio sounds.	“O2 Group”	O2 plc and its subsidiary undertakings from time to time.
“ARPU”	Average Revenue Per User.	“O2 Airwave”	Airwave O2 Limited, a company incorporated in England and Wales with a registered number 3985643.
“CRM”	Customer Relationship Management.	“O2 Germany”	O2 (Germany) GmbH & Co. OHG, a company incorporated in Germany.
“GPRS”	General Packet Radio Service. A technology, sometimes referred to as 2.5G, that allows customers to remain connected to the network between calls for the receipt and transmission of data.	“O2 Ireland”	O2 Communications (Ireland) Limited, a company incorporated in Ireland.
“GSM”	The Global System for Mobile communications. Originally defined as a pan-European standard for digital cellular telephone networks to support roaming, it is now one of the world’s main digital mobile standards.	“O2 Netherlands”	O2 (Netherlands) B.V., a company incorporated in the Netherlands.
“HSDPA”	High Speed Downlink Packet Access, widely regarded as the next enhancement to 3G, also referred to as superfast 3G.	“O2 UK”	O2 (UK) Limited, a company incorporated in England and Wales with registered number 1743099.
“IFRS”	International Financial Reporting Standards.	“PDA”	Personal Digital Assistant.
“ISP”	Internet Service Provider.	“Public Safety Users” or “PSU”	Any organisation, as determined by Ofcom, which has broadly fulfilled the following criteria: (a) responds to emergencies; (b) is involved in emergency situations reasonably frequently; (c) is civilian, or is required to respond to civilian emergencies; and (d) requires interaction with those who respond to emergencies.
“Manx Telecom”	Manx Telecom Limited, a company incorporated in the Isle of Man with registered number 28059.	“SAC”	Subscriber Acquisition Cost.
“mmO2”	mmO2 plc, a company incorporated in England and Wales with registered number 4190833.	“SMP”	Significant Market Power.
“MMS”	Multimedia Messaging Services.	“SMS”	A service sometimes known as text messaging, which enables mobile telephone users to send and receive written messages on their handsets.
“MVNO”	Mobile Virtual Network Operators. Mobile operators that do not own spectrum and usually do not have their own network infrastructure.	“TETRA”	Terrestrial Trunked Radio. Radio technology used in networks that require a high level of security and availability.
“O2 Ordinary Shares” or “ordinary shares”	Ordinary shares of 0.1 pence each in the capital of O2.	“UMTS”	Universal Mobile Telecommunications System. An international standard of third generation, or 3G, mobile telecommunications.
“O2”	O2 plc, a company incorporated in England and Wales with registered number 5310128 or, where the context requires, a reference to its subsidiaries or associated undertakings.	“WAP”	Wireless Application Protocol. A global, open standard for accessing online services through mobile devices.
		“we” or “us” or “our”	O2 and/or, if the context so requires, one or more members of the O2 Group.