



**Phones 4u Finance plc**  
**("Phones 4u" or "the Group")**

**Phones 4U strengthens management team  
on the back of positive Q4 trading**

**WEDNESDAY 11<sup>TH</sup> JANUARY 2012:** Phones 4u Finance plc, the UK's leading mobile phone retailer and insurance provider, has strengthened its management team following a strong end to trading in 2011. Tim Whiting, the Group's Chief Executive Officer has announced the creation and fulfilment of three key roles.

Following his successful tenure as Chief Executive Officer of Phones 4u's Distribution business and his previous role as Chief Executive Officer of Phones 4u's insurance business, Lifestyle Services Group ("LSG"), Phil Dobson has been promoted to Deputy Group CEO in order to bolster the strategic capability in the Group.

In addition, the Group is delighted to confirm the appointment of Mary Grant as the new CEO of Phones 4u's Distribution business and of Chris Harrison as the new CEO of LSG.

Mary joins the business from FirstGroup Plc, the largest bus and rail operator in the UK, where she was Managing Director of the group's Bus and Rail Divisions. In her role she developed and executed a transformational plan that delivered significant value to shareholders. She will take charge of Phones 4u's 586 retail stores and will be responsible for growing Phones 4u's online and high street presence.

Chris Harrison joins the business from Ace Group where he was Chief Executive Officer of Combined Insurance Europe, responsible for developing a new business model and distribution strategies across the region. In his new role, Chris will take full accountability for the creation and execution of LSG's strategy.

These senior hires follow a period of strong trading for Phones 4u Finance plc. During Q4 2011, total revenues for the Group rose 10.4% with contract volume growth up 19% year on year. Like for like contract growth in the Group's Retail division rose by 4.3% with the Online division showing contract growth rising by 44%.

**Commenting on the strong Christmas trading performance, Tim Whiting, Group Chief Executive Officer said:**

"I believe this is the right time to invest further in the business and I am delighted to announce the promotion of Phil Dobson to Deputy Group CEO following his successful running of both divisions within the Group. In addition, I am pleased to welcome Mary Grant and Chris Harrison to the Group, both of whom bring with them proven track records of strong leadership and of delivering financial growth.

“Alongside this, I am very happy with the performance of the business during the last quarter of 2011. We continue to gain market share thanks to our focus on giving our customers excellent service and value and there is no doubt that investment in our stores, systems, and people have been reflected in our performance for the period. Despite the tough conditions we are seeing on the high street, I’m confident that we can maintain this positive momentum into 2012.”

-ENDS-

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### **About Phones 4u**

Phones 4u is an independent mobile retailer, offering all networks and handset brands and market leading choice and value. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning advertising and differentiated in-store experience, Phones 4u has over 580 stores and is still growing. It has recently completed a refresh of its entire store estate, with the focus now on interactivity and making the product the hero. Phones 4u employs circa 6,000 people.

Phones 4u is a truly unique brand within the mobile sector, with a distinctive customer base. It is the leading independent mobile phone retailer among the youth market and is recognised for its success in engaging with this hard to reach audience through its stand-out marketing, social media and its market leading smartphone range.

Passionate about its customers and committed to delivering award winning customer excellence every time, Phones 4u has made its customers’ needs the foundation of its business behaviour. Phones 4u was the first mobile retailer to implement NPS and led the industry in making staff accountable for the way they sell and is known for running the largest Ofsted accredited retail apprenticeship programme in the UK. Significant investment in the training and development of its people along with a 'unique to the high street' customer consultation process, delivers quality staff, unrivalled mobile expertise and advice tailored to individual customers’ needs. As a result, 1 in 4 new contract smartphones sold on the high street are through Phones 4u.

For more information, visit Phones 4u online: [www.phones4u.co.uk](http://www.phones4u.co.uk)