

A photograph of the Vodafone headquarters building, a tall, curved structure with a glass facade and a red Vodafone logo at the top. The building is surrounded by a large, modern fountain with multiple water jets. The sky is clear and blue. The text "WELCOME TO VODAFONE" is overlaid in the center of the image.

WELCOME TO  
VODAFONE



# WHO WE ARE

We are **more than a telco company.**

For over 30 years, we have been **at people's side**, making **change** happen and **driving our society forward** – with reliable, high-performance networks.

Networks with which we have always been creating **connections for a better future**. By **bringing together** families, friends and businesses around the world. **Driving innovation.**

And becoming more **sustainable** every day.

And not just as a provider.  
But as a **partner** you can **always rely on.**



Together we can





# We are one of the biggest communications companys in the world ...



Europe's largest **fixed network provider**



Europe's largest **mobile network provider**



One of the largest **digital TV platforms** in Europe



World market leader in **Internet of Things**



Awarded **top employer**



More than **45 billion €** revenue worldwide





... and a leading global provider  
of digital products & services.

Our **100,000 employees** provide  
people and business:



Broadband-  
Internet & Wifi



Cloud & Hosting

**WE CONNECT  
FOR A  
BETTER FUTURE**



TV & Entertainment



Augmented &  
Virtual Reality



Mobile  
Communications



Artificial  
Intelligence



Internet of Things



Mobile  
Payment Systems

We are successful worldwide because we  
smartly connect people and technology to  
find answers to the big questions and  
challenges of the future. Making the world a  
better place today? Check!





# Technology and us – together we can achieve anything.

When technology and the human spirit come together, anything is possible.  
That's why we combine the two and actively work to make the future a better place for everyone.



Digital Society



Inclusion for all



Planet





# Together we can: Create a digital society.



## **A better future**

for us is a digital future where data intelligently connects people and things.

To make life easier, healthier, smarter and more fulfilling for everyone, we will connect a billion people and things worldwide.





# Together we can: Ensure that no one is left behind.



## **A better future**

means that all people have access to the opportunities and possibilities of the digital future.

To ensure that no one is left behind on this journey, we are committed to being bridge builders for inclusion.





# Together we can: Protect our planet.



## **A better future**

is a liveable future in which business success does not come at the expense of the environment. And where our technologies enable people to a more sustainable life.

Green digitalization is the key for us, to stopping climate change.





# We not only can do it – we do it. Most successfully in Germany.



**16,000** employees in Germany



**13 billion €** total revenue in Germany



**Digitisation partner** of the  
German economy



**Every second German** is our customer –  
whether he surfs, phones or watches television





# We are constantly developing our infrastructure, innovations and ideas.

We are driving the Gigabit Society in the largest market of the Vodafone Group.  
With heart and technology.



Largest  
Gigabit network



State-of-the-art  
5G network



Smartest  
IoT network



Latest  
Innovations





# The largest gigabit network makes gigabit speed the standard.



We are already delivering gigabit for all to homes and businesses via our fibre-optic lines and TV cable.

In the largest cable fibre network, two thirds of all Germans will be able to surf, stream, work and live digitally at gigabit speeds.





# State-of-the-art 5G network transforms advantage into progress for all.



State-of-the-art 5G mobilises the giga-society in real time and takes the economy to a new level with gigabit speeds.

No one else offers more real 5G and 5G pioneering experience.





# The smartest IoT network makes our life smarter, safer and greener.



Our network for people and machines makes cities smarter, traffic safer, processes more efficient – and helps to save resources at home, in the field or in industry.

An almost nationwide booster for innovation, sustainability and prosperity in Germany. From the IoT world market leader.





**The most innovative ideas are already shaping the progress of tomorrow.**



The future made in Düsseldorf – this is where ideas become innovations. In our labs, pioneering spirit meets doer mentality.

We connect start-ups, corporations, service providers, universities – and offer a productive environment for innovation around IoT, 5G, Cloud and Co.





# Our key for tomorrow: technology for people.

With a pioneering spirit and partners, we are developing the future – and applications that are already bringing Germany in many areas today.



Mobility



Entertainment



Business





# With a pioneering spirit, we inspire the mobility of the future.



1

Innovative mobility concept for autonomous electric ferries

2

5G as the basis for air taxis and drones

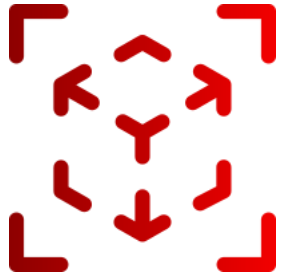
3

5G for the development of digital services for smart mobility





# Our technologies bring tomorrow's entertainment.



1

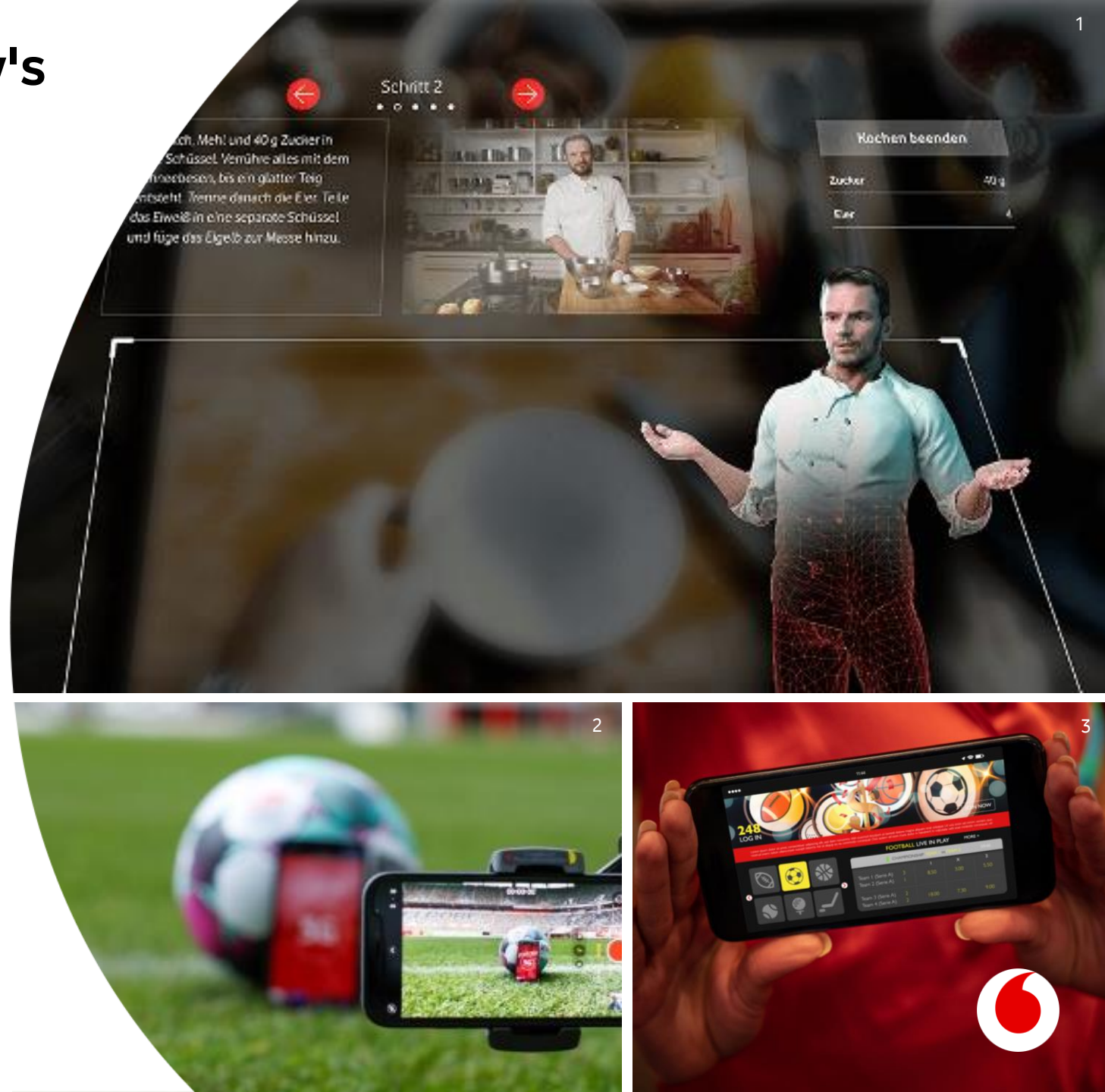
With augmented reality for the virtual cooking experience at home

2

5G for digitisation in sport: among professionals and amateurs

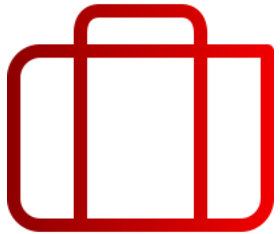
3

With cloud technology in the 5G network for tomorrow's mobile gaming





# We revolutionise a wide range of industries – together with partners.



1

5G campus networks support digital transformation in scientific research

2

Germany's first autonomously driving kiosk transmits on the 5G network

3

5G Edge Computing makes maintenance on the digital twin of Cologne Cathedral possible





# For us progress not only means technology.

Our vision of the digital society is as lively, colourful and unique as the team spirit that drives us – and which can be experienced in everything we do.



Human



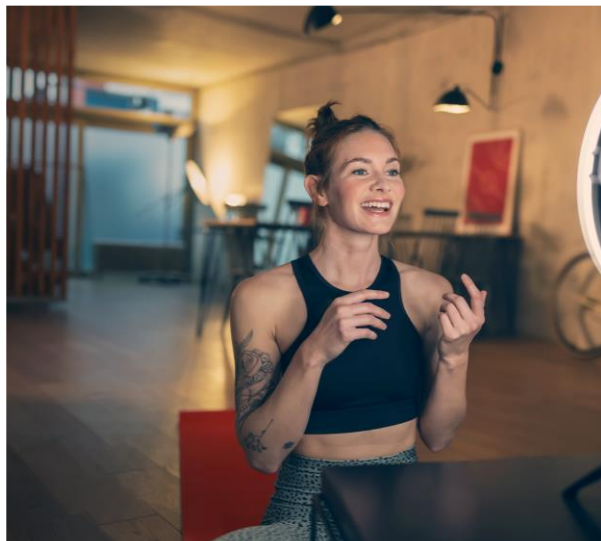
New Work



Diversity



Benefits





# Technology open up new perspectives, but people make the difference.



We place great emphasis on the development of potential. Because there are always people behind innovative technologies for the challenges of our time.

Our spirit and culture encourage curiosity and provide impetus for the development of our employees.





# We revolutionise the ways of working – and we are starting with ourselves.



On our way to the giga-society, we are already providing the basis for new forms of work: home office, mobile work and hybrid working models.

As digitalisation champions, we live flexible forms of work: 'Full Flex Office' is the name of our hybrid work model – we work where we can do it best.





**We promote diversity and  
create real teamwork.**



We believe in enrichment through diversity and work with partner programmes to enhance this.

This is how we create a multicultural inclusive working environment that promotes diversity of gender and sexual identity regardless of age.





**As team players, we give something back to our employees.**



Because our employees give everything each day, we give everything for them – even beyond work: we support them in childcare, in caring for relatives, with a comprehensive range of health services and in retirement provision.

Because together we don't just get our work done – but much more.





# WE ARE THE GIGABIT COMPANY

We bring people and technology together.  
With the technological power of our networks – **reliable, sustainable and pioneering.**

Together, we create something new.  
Because when everything changes, together we can change everything.

That's why we are **moving from provider to partner.**  
A reliable partner with whom we can work side by side to make the world a little better every day – for a better gigabit society.







# **DEEP DIVE** SUSTAINABILITY





Together we are fighting against climate change and for a sustainable digitalisation.

The climate crisis is already having catastrophic consequences worldwide.

**We see it as our responsibility to drive digitalisation forward and use it to contribute to a more healthy and green planet.**





# Our way to protect our planet.

## 2020



100 % electricity from  
renewable sources

## 2025



Climate neutrality  
100% less CO<sub>2</sub> emissions  
from own activities

## 2030



50 % less CO<sub>2</sub> emissions from our  
Value Chain  
Supply Chain | Business Travels | Joint  
Ventures | Benefits from sold  
materials & services

350 million tonnes less CO<sub>2</sub> from  
business customers worldwide  
through the use of digital technologies

## 2040



Net zero emissions  
along the upstream and  
downstream value chain





**We're not just making Vodafone more sustainable.  
We are also helping our customers to make sustainable choices.**



**REDUCING OUR  
CO<sub>2</sub> EMISSIONS**



**EMPLOYEE  
ENGAGEMENT**



**CIRCULAR  
ECONOMY**



**GREEN IOT  
SOLUTIONS**

**Green  
Electricity**

**Green  
Mobility**

**Mission  
Green**

**Team  
Green  
Network**

**Reduce**

**Repair**

**Smart  
Energy**

**Smart  
Mobility**

**Green  
Supply Chains**

**Green  
Logistics**

**E-Learning  
Sustainability**

**Communities  
of Practices**

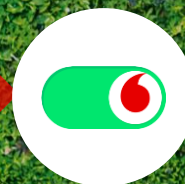
**Refurbish**

**Recycle**

**Smart  
City**

**Green  
Innovation**

**We act sustainably!**



**We support others!**





**We translate these approaches into  
concrete projects and initiatives.**



**100% GREEN ELECTRICITY  
FOR OUR NETWORKS**



**SUSTAINABLE SIM-  
TECHNOLOGIES**



**CIRCULARITY IN SALES**



**CLIMANEUTRAL BUSINESS  
CUSTOMER TARIFFS**



**CLIMANEUTRAL SHOPS**



**CONNECTING  
TECHNOLOGIES  
SAVING ENERGY**



**SUSTAINABLE  
MARKETING**



**CONNECTING  
TECHNOLOGIES  
PROTECTING SPECIES**







Together we can

[www.vodafone-deutschland.de](http://www.vodafone-deutschland.de)