We are a global player and one of the world’s largest telecoms operators.

Mobile network provider in 24 countries; partnering in 42 more nations

One of the 40 most valuable companies worldwide*

More than 100,000 employees worldwide

43.7bn€ revenue* worldwide

2019
Vodafone Group: founded 1984 in Newbury, UK

*Fiscal year 2018/19

*Source: Millward Brown BrandZ 2018 Global Top 100 most valuable brands
The milestones of our brand define our success story.

- Incorporated in UK as Racal Strategic Radio Ltd
- UK’s first mobile phone call
- Strategic Radio Ltd
- Acquisition of Mannesmann AG, acquiring further businesses in Europe
- UK’s first mobile phone call
- Demerger from Racal and full listing on the LSE as Vodafone Plc
- World’s first text message sent
- Vodafone merges with AirTouch
- Acquisition of Telsim (now Vodafone Turkey)
- Vodafone Australia merged with Hutchison 3G Australia
- Acquisition of controlling stake in Vodafone Essar (now Vodafone India)
- Acquisition of TelstraClear in New Zealand
- Acquisition of Cable and Wireless Worldwide in UK
- Launch of M-Pesa
- Acquisition of Hellas Online in Greece
- Vodafone Netherlands merged with Ziggo
- Acquisition of Kabel Deutschland in Germany
- Acquisition of Kabel Deutschland in Germany
- Sale of 45% interest in Verizon Wireless
- Acquisition of Ono in Spain
- Global maternity policy launched
- Proposed acquisition of Liberty Global’s German and CEE operations announced
- Vodafone India merged with Idea Cellular
- Ownership of Vodafone India and Italy increased to 100%
- Acquisition of Cable and Wireless Worldwide in UK
- Acquisition of Cobra Automotive in Italy
- Vodafone India merged with Idea Cellular
A brand based on a strong customer centric purpose.

**BRAND PURPOSE**
We connect for a better future

**BRAND PROMISE**
The future is exciting. Ready?
That truly understands and serves the needs of our customers.

Every 24 hours, our customers:

- make **7.3bn minutes** of mobile calls
- stream the equivalent of **14.6bn songs** on their phones
- watch **1.8bn 3 minute HD videos** over their fixed broadband connections
- make **30m financial transactions** using M-Pesa

1) Europe only

Source: Annual Group Report 2018
This makes us a trusted brand and converged player in all relevant areas.

Mobile: 640m customers\(^1\)
- The world’s 2\(^{nd}\) largest mobile network

Fixed: 21m customers\(^2\)
- Europe’s fastest growing broadband provider

TV: 14m customers\(^2\)
- TV in 9 markets

IoT: 85m IoT connections
- World market leader in IoT

---

\(^1\) includes all joint ventures
\(^2\) includes VodafoneZiggo

Source: Annual Group Report 2018 and KPI Q1 19/20
And one of the most valuable brands worldwide and in Europe.
Germany plays an important role in this success story of Vodafone.

- 13,500 employees in Germany
- 11 bn€ revenue in Germany
- 90% of DAX companies trust Vodafone
We are constantly developing for further growth.

- **1985**: Start mobile network provider named Vodafone in UK
- **1989**: Contract for first private mobile network licence through Mannesmann (D2)
- **1991**: Founding Mannesmann Mobilfunk GmbH
- **1992**: Commercial Service (D2 Net)
- **2000**: Vodafone Group takes over Mannesmann Mobilfunk
- **2002**: D2 turns into Vodafone
- **2009**: Takeover and replacement of the brand Arcor
- **2014**: Takeover of Kabel Deutschland
- **2015**: Replacement of Kabel Deutschland to 'One Brand'
- **2016**: Empowering the Society with the GIGABIT Positioning
- **2017**: Unitymedia takeover announced
- **2018**: 1st gigabit speeds in cable delivered

Global Brand refresh
With a unique interpretation of our global brand purpose.

The Gigabit Company

#1 in innovation, speed & power

We connect for a better future

For people with a progressive mindset, that are open to the digital future and want to go beyond the limits to leave their mark on this world.

The future is exciting. Ready?
A fully converged player in all areas.

“Digital products and services for an exciting future.”

Mobile: 48.9m SIM cards
Market leader in mobile

Fixed: 6.9m broadband customers
Largest cable-fiber network

TV: 7.6m TV customers
Biggest TV operator

IoT: 88.9m IoT connections 2019
World market leader in IoT

Source: Annual Report 2018
Winning customers hearts and heads.
2019 will be historical for the Gigabit Company and its GigaNetwork.
The GigaNetwork is our backbone to build an exciting future.

**MOBILE NETWORK**
- **First Free Roaming**: LTE Network in Europe
- **Wi-Fi Calling**: for better in-door connectivity
- **Top Coverage**: 99% GSM, 88% UMTS, 93% LTE
- **Top Availability**: 99.9% leader in Europe
- **First Mover 500 Mbit/s**: High-speed mobile in already more than 90 cities
- **Best Voice Quality**: with Vodafone CrystalClear

**FIXED NETWORK**
- **12.7m** households in cable fibre network
- **100 megabit/s** 100%
- **200 megabit/s** 98%
- **400 megabit/s** 80%
- **500 megabit/s** 75%
- **1,000 megabit/s** 69%
Our Gigabit roadmap makes ‘Ready’ tangible.

GIGABIT OFFENSIVE

GIGA KABEL
Cable fibre speed for 12.7m. households until 2021
Cable fibre speed for 25m. households until 2022 through planned Unitymedia merger

GIGA GEMEINDE
Cable fibre speed for up to 1 Million households in rural areas

GIGA GEWERBE
Cable fibre network for up to 100,000 companies and up to 2,000 business parks
We are ready for the best future ever.
THANK YOU!