



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



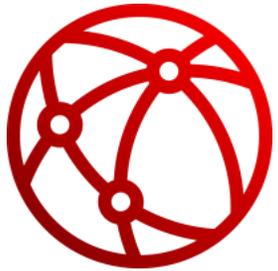
Inclusion for all



Planet



Together we can: Create a digital society.



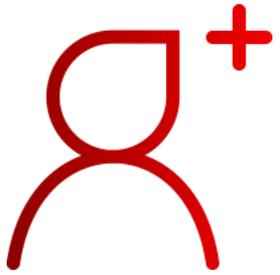
A better future

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.

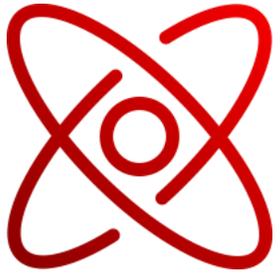


Our network for people and machines makes cities smarter, traffic safer, processes more efficient – and helps to save resources at home, in the field or in industry.

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

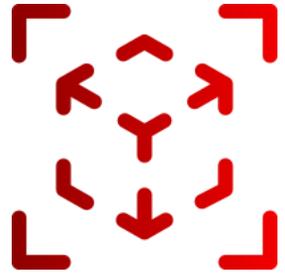
5G as the basis for air taxis and drones

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

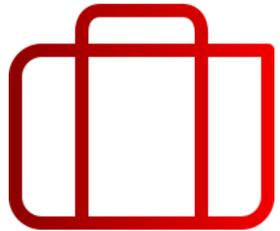
5G for digitisation in sport: among professionals and amateurs

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 CO₂ emissions
from own activities

2030



50 % less CO₂ emissions from our
Value Chain
Supply Chain | Business Travels | Joint
Ventures | Benefits from sold
materials & services

350 million tonnes less CO₂ 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
CO₂ 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**

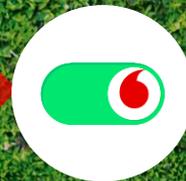
Refurbish

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