

Business Data Pricing

Vodafone Group Plc 13 June 2005 13 June 2005 VODAFONE CHANGING DYNAMICS OF BUSINESS DATA PRICING

Following the success of the Vodafone Mobile Connect 3G datacard, Vodafone continues to revolutionise business mobility, with the announcement today of two significant changes in the pricing of mobile data: * The introduction of a new great value, roaming data tariff, which provides clarity and predictability for our customers travelling abroad, and * Vodafone is doubling the countries offering its flat rate, unlimited usage, domestic data tariff "The Vodafone Mobile Connect 3G datacard has truly enabled business mobility. Now, more than 300,000 business customers are benefiting from the invaluable flexibility of being able to work wherever they are," said Peter Bamford, Chief Marketing Officer at Vodafone. "Vodafone has now made the service even better by adding great value data tariffs. Vodafone is unique - no other mobile operator can offer business customers the same seamless 3G experience or value internationally." New Roaming Tariff The Monthly Travel Tariff brings great value to our business customers and underlines Vodafone's commitment to offer its customers simple and predictable pricing when using its roaming services. Specifically tailored to suit the needs of business travellers, the new roaming tariff gives customers predictable data costs by charging a flat rate of €75 per month (£50 for Vodafone UK customers) to send or receive up to 100 MB of data when using the Vodafone Mobile Connect service on participating Vodafone networks**. Commenting on this industry leading initiative, Martin Gutberlet, Principal EMEA Analyst at Gartner, said: "Currently, business travellers can incur data charges of up to €15 per MB, depending on where they are. These kinds of charges are simply not sustainable in the long term and could lead to companies putting limits on the amount of work done remotely. Reducing the price of data services addresses the real needs of business users and is exactly the direction the industry should go in order to drive up usage of 3G networks." With 3G data rates of up to 384kbps, the Vodafone Mobile Connect 3G datacard enables Vodafone's business customers to access all their usual office applications like e-mail, calendar and internet. The reliability and ease of use of the Vodafone Mobile Connect 3G datacard, coupled with the Vodafone 3G national and international network coverage, means greater business productivity and enhanced responsiveness for businesses. The Vodafone Mobile Connect Monthly Travel Tariff will be made available to Vodafone customers in Greece, Italy and Portugal in June, followed closely by Germany and the UK in July. The tariff will also be made available to Vodafone customers in Hungary, the Netherlands, Spain and Sweden in due course. This is the second roaming pricing initiative to be launched in the last few weeks and forms part of the Vodafone Travel Promise. Domestic Tariff Vodafone's domestic, flat rate data tariffs offer unlimited usage* for just €50-€99 per month. Business customers will now have the flexibility to work whenever, and wherever, rather than worrying about data usage levels. Vodafone has already successfully launched the new bundles in a number of its European markets (Germany, Hungary, the Netherlands, Portugal and Sweden) and following positive customer feedback, is now rolling out the unlimited data pricing model across the rest of Europe. The new Vodafone Mobile Connect domestic data usage bundles is available from June in Greece, Ireland, Italy, and Spain followed by the United Kingdom in July. To opt-in to either of the new tariffs, customers should contact their local operator for more details. - ends - Notes to Editors * The Vodafone Mobile Connect domestic data tariff is subject to a fair usage policy, with a maximum limit of 1GB per month (excluding Vodafone Italy and Vodafone Germany, where a limit of 500 MB applies). ** Vodafone Mobile Connect Monthly Travel Tariff Availability and Roaming Footprint ----- Vodafone Networks to launch Vodafone Mobile Connect Monthly Travel Tariff Vodafone Mobile Connect Monthly Roaming Footprint Travel Tariff --- Vodafone Germany SFR, France Vodafone Greece Vodafone Australia Vodafone Hungary Vodafone Germany Vodafone Italy Vodafone Greece Vodafone Netherlands Vodafone Hungary Vodafone Portugal Vodafone Ireland Vodafone Spain Vodafone Italy Vodafone Sweden Vodafone K.K., Japan Vodafone UK Vodafone Malta Vodafone Netherlands Vodafone New Zealand Vodafone Portugal Vodafone Spain Vodafone Sweden Vodafone UK In addition, local Vodafone Networks may choose to include additional networks within their footprint.

----- Additional information on Group data tariffs The two new data tariffs complement the existing domestic and roaming flat rate tariff for BlackBerry(R) from Vodafone customers starting from €60 a month, enabling customers to fully predict their monthly BlackBerry email costs. The tariff has a maximum usage limit set by the local Vodafone operator (for example, Vodafone UK has a fair usage limit of 6MB for domestic use and 3MB when roaming). For further information: Vodafone Group Simon Lewis, Group Corporate Affairs Director Tel: +44 (0) 1635 673310 Investor Relations Charles Butterworth, Darren Jones or Sarah Moriarty Tel: +44 (0) 1635 673310 Media Relations Jon Earl or Janine Young Tel: +44 (0) 1635 673310 About Vodafone Vodafone is the world's largest mobile community with 154.8 million proportionate customers, equity interests in 27 countries and Partner Networks in a further 14 countries. For further information about Vodafone, please visit the Vodafone Group website: www.vodafone.com (c) Vodafone Group 2005. VODAFONE, the Vodafone logos and Vodafone Mobile Connect are trade marks of the Vodafone Group. The RIM and BlackBerry family of related marks, images and symbols are the exclusive properties of and trademarks of Research in Motion Limited - used by permission. This information is provided by RNS The company news service from the London Stock Exchange admin

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Mon, 06/13/2005 - 08:00

Company Announcement - General

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