



**VODAFONE GROUP PLC**  
**(the "Company")**

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS  
DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED  
PERSONS**

**Conditional Award of Shares**

Conditional awards of shares were granted to the below participants on 27 July 2022 by the Company. The awards have been granted in accordance with the Vodafone Global Incentive Plan. The vesting of these awards is conditional on continued employment with the Vodafone Group and on the satisfaction of performance conditions approved by the Remuneration Committee and will vest on 27 July 2025 unless otherwise stated. The adjusted free cash flow target range for the awards vesting on 27 July 2025 is €14.0bn (threshold) to €16.6bn (maximum) whilst details of the relative total shareholder return and ESG targets can be found in the Company's 2022 Annual Report available at [www.vodafone.com/ar2022](http://www.vodafone.com/ar2022). The below tables set out the maximum number of shares granted and these will be reduced accordingly if the Company achieves less than maximum performance.

- 1 Details of the person discharging managerial responsibilities/person closely associated
  - a) Name Nick Read
- 2 Reason for the notification
  - a) Position/status Vodafone Group Chief Executive Officer
  - b) Initial notification/ Amendment Initial notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
  - a) Name Vodafone Group Plc
  - b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

- |  |  |                        |
|--|--|------------------------|
| a) Description of the financial instrument, type of instrument and identification code | Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)  |                        |
| b) Nature of the transaction   | Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance. |                        |
| c) Price(s) and volume(s)  | Price(s)<br>GBP 1.2236   | Volume(s)<br>4,290,617 |
| d) Aggregated information: volume, Price   | Aggregated volume: 4,290,617 Ordinary shares<br>Aggregated price: GBP 5,249,998.96                         |                        |
| e) Date of the transaction   | 2022-07-27   |                        |
| f) Place of the transaction  | Outside a trading venue  |                        |

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Margherita Della Valle

2 Reason for the notification

a) Position/status Vodafone Group Chief Financial Officer

b) Initial notification/ Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Vodafone Group Plc

b) LEI 213800TB53ELEUKM7Q61

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument and identification code  
Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

b) Nature of the transaction  
Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.

c) Price(s) and volume(s)	Price(s) GBP 1.2236	Volume(s) 2,574,370
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d) Aggregated information: volume, Price  
Aggregated volume: 2,574,370 Ordinary shares  
Aggregated price: GBP 314,999.13

e) Date of the transaction  
2022-07-27

f) Place of the transaction  
Outside a trading venue

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Aldo Bisio

2 Reason for the notification

a) Position/status Vodafone Italy Chief Executive Officer

b) Initial notification/ Amendment Initial notification

- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
- a) Name Vodafone Group Plc  
b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
- c) Price(s) and volume(s)
- | Price(s)   | Volume(s) |
|------------|-----------|
| GBP 1.2236 | 2,007,321 |
- d) Aggregated information: volume, Price Aggregated volume: 2,007,321 Ordinary shares  
Aggregated price: GBP 2,456,157.98
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

- 1 Details of the person discharging managerial responsibilities/person closely associated
- a) Name Colman Deegan
- 2 Reason for the notification
- a) Position/status Vodafone Spain Chief Executive Officer  
b) Initial notification/ Amendment Initial notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
- a) Name Vodafone Group Plc  
b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
- c) Price(s) and volume(s)
- | Price(s)   | Volume(s) |
|------------|-----------|
| GBP 1.2236 | 1,634,521 |
- d) Aggregated information: volume, Price Aggregated volume: 1,634,521 Ordinary shares  
Aggregated price: GBP 1,999,999.90
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

- 1 Details of the person discharging managerial responsibilities/person closely associated

- a) Name Ahmed Essam Aboushelbaya  
 2 Reason for the notification
- a) Position/status Vodafone UK Chief Executive Officer  
 b) Initial notification/ Amendment Initial notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
- a) Name Vodafone Group Plc  
 b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
- c) Price(s) and volume(s)
- | Price(s)   | Volume(s) |
|------------|-----------|
| GBP 1.2236 | 1,961,425 |
- d) Aggregated information: volume, Price Aggregated volume: 1,961,425 Ordinary shares  
 Aggregated price: GBP 2,399,999.63
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

- 1 Details of the person discharging managerial responsibilities/person closely associated
- a) Name Alexandre Froment-Curtill  
 2 Reason for the notification
- a) Position/status Vodafone Group Chief Commercial Officer  
 b) Initial notification/ Amendment Initial notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
- a) Name Vodafone Group Plc  
 b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
- c) Price(s) and volume(s)
- | Price(s)   | Volume(s) |
|------------|-----------|
| GBP 1.2236 | 1,634,521 |
- d) Aggregated information: volume, Price Aggregated volume: 1,634,521 Ordinary shares  
 Aggregated price: GBP 1,999,999.90
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

- 1 Details of the person discharging managerial responsibilities/person closely associated
  - a) Name Shameel Joosub
- 2 Reason for the notification
  - a) Position/status Vodacom Group Chief Executive Officer
  - b) Initial notification/ Amendment Initial notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
  - a) Name Vodafone Group Plc
  - b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
  - a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
  - b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
  - c) Price(s) and volume(s)
 

Price(s)	Volume(s)
GBP 1.2236	555,933
  - d) Aggregated information: volume, Price Aggregated volume: 555,933 Ordinary shares  
Aggregated price: GBP 680,239.62
  - e) Date of the transaction 2022-07-27
  - f) Place of the transaction Outside a trading venue

- 1 Details of the person discharging managerial responsibilities/person closely associated
  - a) Name Vinod Kumar
- 2 Reason for the notification
  - a) Position/status Vodafone Business Group Chief Executive Officer
  - b) Initial notification/ Amendment Initial notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
  - a) Name Vodafone Group Plc
  - b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
  - a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
  - b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
  - c) Price(s) and volume(s)
 

Price(s)	Volume(s)
GBP 1.2236	1,441,647

- d) Aggregated information: volume, Price Aggregated volume: 1,441,647 Ordinary shares  
Aggregated price: GBP 1,763,999.27
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

1 Details of the person discharging managerial responsibilities/person closely associated

- a) Name Rosemary Martin

2 Reason for the notification

- a) Position/status Vodafone Group General Counsel and Company Secretary
- b) Initial notification/ Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name Vodafone Group Plc
- b) LEI 213800TB53ELEUKM7Q61

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
- c) Price(s) and volume(s)
 

Price(s)	Volume(s)
GBP 1.2236	1,797,973

- d) Aggregated information: volume, Price Aggregated volume: 1,797,973 Ordinary shares  
Aggregated price: GBP 2,199,999.76
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

1 Details of the person discharging managerial responsibilities/person closely associated

- a) Name Joakim Reiter

2 Reason for the notification

- a) Position/status Vodafone Group External and Corporate Affairs Officer
- b) Initial notification/ Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name Vodafone Group Plc
- b) LEI 213800TB53ELEUKM7Q61

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.

c) Price(s) and volume(s)	Price(s) GBP 1.2236	Volume(s) 1,471,068
d) Aggregated information: volume, Price	Aggregated volume: 1,471,068 Ordinary shares Aggregated price: GBP 1,799,998.81	
e) Date of the transaction	2022-07-27	
f) Place of the transaction	Outside a trading venue	

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name	Philippe Rogge
2 Reason for the notification	
a) Position/status	Vodafone Germany Chief Executive Officer
b) Initial notification/ Amendment	Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name	Vodafone Group Plc
b) LEI	213800TB53ELEUKM7Q61

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
b) Nature of the transaction	Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance vesting on 27 July 2025 and 27 July 2024 respectively.

c) Price(s) and volume(s)	Price(s)	Volume(s)
	(1) GBP 1.2236	2,337,291
	(2) GBP 1.2236	2,337,291

d) Aggregated information: volume, Price	(1) Aggregated volume: 2,337,291 Ordinary shares (1) Aggregated price: GBP 2,859,909.27
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	(2) Aggregated volume: 2,337,291 Ordinary shares (2) Aggregated price: GBP 2,859,909.27
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e) Date of the transaction	2022-07-27
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f) Place of the transaction	Outside a trading venue
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1 Details of the person discharging managerial responsibilities/person closely associated

a) Name	Serpil Timuray
2 Reason for the notification	
a) Position/status	Vodafone Chief Executive Officer Europe Cluster
b) Initial notification/ Amendment	Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name	Vodafone Group Plc
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- b) LEI 213800TB53ELEUKM7Q61
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
- a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.
- c) Price(s) and volume(s)
- | Price(s)   | Volume(s) |
|------------|-----------|
| GBP 1.2236 | 1,961,425 |
- d) Aggregated information: volume, Price Aggregated volume: 1,961,425 Ordinary shares  
Aggregated price: GBP 2,399,999.63
- e) Date of the transaction 2022-07-27
- f) Place of the transaction Outside a trading venue

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Johan Wibergh

2 Reason for the notification

a) Position/status Vodafone Group Technology Officer

b) Initial notification/ Amendment Initial notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Vodafone Group Plc

b) LEI 213800TB53ELEUKM7Q61

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument and identification code Ordinary shares of US\$0.20 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

b) Nature of the transaction Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance.

c) Price(s) and volume(s)

Price(s)	Volume(s)
GBP 1.2236	1,961,425

d) Aggregated information: volume, Price Aggregated volume: 1,961,425 Ordinary shares  
Aggregated price: GBP 2,399,999.63

e) Date of the transaction 2022-07-27

f) Place of the transaction Outside a trading venue

1 Details of the person discharging managerial responsibilities/person closely associated

a) Name Leanne Wood

2 Reason for the notification

a) Position/status Vodafone Group Chief Human Resources Officer



- |    |   |  |           |
|----|---|--|-----------|
| b) | Initial notification/<br>Amendment  | Initial notification   |           |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |  |           |
| a) | Name  | Vodafone Group Plc   |           |
| b) | LEI   | 213800TB53ELEUKM7Q61   |           |
| 4  | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |  |           |
| a) | Description of the financial instrument, type of instrument and identification code   | Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)  |           |
| b) | Nature of the transaction   | Grant of nil cost conditional award of shares under the Global Incentive Plan, based on Group performance. |           |
| c) | Price(s) and volume(s)  | Price(s)   | Volume(s) |
|    |   | GBP 1.2236   | 1,797,973 |
| d) | Aggregated information: volume, Price   | Aggregated volume: 1,797,973 Ordinary shares<br>Aggregated price: GBP 2,199,999.76                         |           |
| e) | Date of the transaction   | 2022-07-27   |           |
| f) | Place of the transaction  | Outside a trading venue  |           |

### Conditional Award of Shares

Conditional awards of shares were granted to the below participants on 27 July 2022 by the Company. The awards have been granted in accordance with the Vodafone Global Incentive Plan. The vesting of these awards is conditional on continued employment with the Vodafone Group and will vest on 27 July 2024. The awards also attract dividend equivalent awards

- |    |   |   |  |
|----|---|---|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated   |   |  |
| a) | Name  | Aldo Bisio  |  |
| 2  | Reason for the notification   |   |  |
| a) | Position/status   | Vodafone Italy Chief Executive Officer  |  |
| b) | Initial notification/<br>Amendment  | Initial notification  |  |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |   |  |
| a) | Name  | Vodafone Group Plc  |  |
| b) | LEI   | 213800TB53ELEUKM7Q61  |  |
| 4  | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |   |  |
| a) | Description of the financial instrument, type of instrument and identification code   | Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)       |  |
| b) | Nature of the transaction   | Grant of nil cost conditional award of shares under the Global Incentive Plan, subject to continued employment. |  |

c) Price(s) and volume(s)	Price(s) GBP 1.2236	Volume(s) 501,830
d) Aggregated information: volume, Price	Aggregated volume: 501,830 Ordinary shares Aggregated price: GBP 614,039.19	
e) Date of the transaction	2022-07-27	
f) Place of the transaction	Outside a trading venue	
1 Details of the person discharging managerial responsibilities/person closely associated		
a) Name	Philippe Rogge	
2 Reason for the notification		
a) Position/status	Vodafone Germany Chief Executive Officer	
b) Initial notification/Amendment	Initial notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a) Name	Vodafone Group Plc	
b) LEI	213800TB53ELEUKM7Q61	
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a) Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)	
b) Nature of the transaction	Grant of nil cost conditional award of shares under the Global Incentive Plan, subject to continued employment.	
c) Price(s) and volume(s)	Price(s) GBP 1.2236	Volume(s) 1,168,645
d) Aggregated information: volume, Price	Aggregated volume: 1,168,645 Ordinary shares Aggregated price: GBP 1,429,954.02	
e) Date of the transaction	2022-07-27	
f) Place of the transaction	Outside a trading venue	

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