Director/PDMR Shareholding

RNS Number : 6166H Vodafone Group Plc

28 July 2023

VODAFONE GROUP PLC (the "Company")

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES OR PERSONS CLOSELY ASSOCIATED

Conditional Award of Shares

Conditional awards of shares were granted to the below participants on 27 July 2023 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 2026 unless otherwise stated. The adjusted free cash flow target range for the awards vesting is €9.0bn (threshold) to €11.0bn (maximum) whilst details of the relative total shareholder return and ESG targets can be found in the Company's 2023 Annual Report available at vodafone.com/ar2023. 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.

- 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 Executive and Chief Financial Officer
- b) Initial notification/ Initial notification Amendment
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
- a) Name Vodafone Group Plc b) LEI 213800TB53ELEUKM7Q61
- 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 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

and identification code

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 0.7753 8,061,395

d) Aggregated Aggregated volume: 8,061,395 Ordinary shares

information: Aggregated price: GBP 6,249,999.54

volume, Price

e) Date of the 2023-07-27

transaction

f) Place of the Outside a trading venue

transaction

 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/ Initial notification

Amendment

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, Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

type of instrument and identification

code

b) Nature of the Grant of nil cost conditional award of shares under the Global

transaction Incentive Plan, based on Group performance.

c) Price(s) and

volume(s) Price(s) Volume(s) GBP 0.7753 3,533,703

d) Aggregated Aggregated volume: 3,533,703 Ordinary shares

information: Aggregated price: GBP 2,739,679.94

volume, Price

e) Date of the 2023-07-27

transaction

f) Place of the Outside a trading venue

transaction

 Details of the person discharging managerial responsibilities/person closely associated

a) Name Maaike de Bie

2 Reason for the notification

a) Position/status
 Vodafone Group General Counsel and Company Secretary

b) Initial notification/ Initial notification

Amendment

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 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc financial instrument, (ISIN: GB00BH4HKS39)

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

c) Price(s) and

volume(s) Price(s) Volume(s) GBP 0.7753 2,579,646

Aggregated volume: 2,579,646 Ordinary shares Aggregated

Aggregated price: GBP 1,999,999.54 information:

volume, Price

2023-07-27 e) Date of the

transaction

Place of the Outside a trading venue

transaction

Details of the person discharging managerial responsibilities/person closely associated

Name Ahmed Essam a)

Reason for the notification 2

Position/status Vodafone UK Chief Executive Officer a)

Initial notification/ Initial notification b)

Amendment

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

a) Name Vodafone Group Plc b) LEI 213800TB53ELEUKM7Q61

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 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc financial instrument, (ISIN: GB00BH4HKS39)

type of instrument and identification

code

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

Price(s) and

volume(s) Price(s) Volume(s) GBP 0.7753 3,188,443

Aggregated volume: 3,188,443 Ordinary shares Aggregated

Aggregated price: GBP 2,471,999.86 information:

volume, Price

2023-07-27 e) Date of the

transaction

Place of the Outside a trading venue

transaction

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

Name Shameel Joosub a)

Reason for the notification 2

Vodacom Group Chief Executive Officer a) Position/status

Initial notification/ Initial notification b)

Amendment

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

Vodafone Group Plc a) Name 213800TB53ELEUKM7Q61 b)

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,

(ISIN: GB00BH4HKS39)

Ordinary shares of US\$0.20 $^{20}/_{21}$ each in Vodafone Group Plc

type of instrument and identification

code

b) Nature of the transaction

Grant of nil cost conditional award of shares under the Global

Incentive Plan, based on Group performance.

Price(s) and c) volume(s)

Price(s) Volume(s) GBP 0.7753 783,046

d) Aggregated Aggregated volume: 783,046 Ordinary shares information:

Aggregated price: GBP 607,095.56

volume, Price

Date of the e)

2023-07-27

transaction

Place of the Outside a trading venue f)

transaction

Details of the person discharging managerial responsibilities/person closely associated

Name a) Scott Petty

Reason for the notification 2

a) Position/status Vodafone Group Chief Technology Officer

Initial notification b) Initial notification/

Amendment

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

Vodafone Group Plc Name a) b) LEI 213800TB53ELEUKM7Q61

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, Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc

(ISIN: GB00BH4HKS39)

type of instrument and identification code

Grant of nil cost conditional award of shares under the Global b) Nature of the transaction

Incentive Plan, based on Group performance.

c) Price(s) and

Price(s) Volume(s) volume(s) GBP 0.7753 2,579,646

d) Aggregated Aggregated volume: 2,579,646 Ordinary shares

Aggregated price: GBP 1,999,999.54 information:

volume, Price

e) Date of the 2023-07-27

transaction

Place of the Outside a trading venue

transaction

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

a) Name Joakim Reiter

Reason for the notification 2

a) Position/status Vodafone Group External and Corporate Affairs Officer

b) Initial notification/ Initial notification

Amendment

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

Vodafone Group Plc a) Name 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 Ordinary shares of US\$0.20 20/21 each in Vodafone Group Plc

ent, (ISIN: GB00BH4HKS39)

and identification code

b) Nature of the Grant of nil cost conditional award of shares under the Global

transaction Incentive Plan, based on Group performance.

c) Price(s) and volume(s)

Price(s) Volume(s) GBP 0.7753 2,579,646

d) Aggregated Aggregated volume: 2,579,646 Ordinary shares

information: Aggregated price: GBP 1,999,999,54

volume, Price

e) Date of the 2023-07-27

transaction

f) Place of the Outside a trading venue

transaction

 Details of the person discharging managerial responsibilities/person closely associated

a) Name Alberto Ripepi

2 Reason for the notification

a) Position/status Vodafone Group Chief Network Officer

b) Initial notification/ Initial notification

Amendment

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

a) Name Vodafone Group Plc

b) LEI 213800TB53ELEUKM7Q61

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 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc financial instrument, (ISIN: GB00BH4HKS39)

type of instrument and identification

code

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 0.7753 2,429,420

d) Aggregated Aggregated volume: 2,429,420 Ordinary shares

information: Aggregated price: GBP 1,883,529.33

volume, Price

e) Date of the 2023-07-27

transaction

Place of the Outside a trading venue

transaction

 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/ Initial notification

Amendment

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

Name Vodafone Group Plc a) b) LEI 213800TB53ELEUKM7Q61

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

Description of the financial instrument,

type of instrument

Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc

(ISIN: GB00BH4HKS39)

and identification code

b) Nature of the transaction

Grant of nil cost conditional award of shares under the Global

Incentive Plan, based on Group performance.

Price(s) and c)

volume(s) Price(s) Volume(s) GBP 0.7753 3,754,559

Aggregated Aggregated volume: 3,754,559 Ordinary shares

information: Aggregated price: GBP 2,910,909.59

volume, Price

Date of the 2023-07-27 e)

transaction

Place of the Outside a trading venue

transaction

Details of the person discharging managerial responsibilities/person closely associated

Name Serpil Timuray a)

2 Reason for the notification

Vodafone Chief Executive Officer Europe Cluster a) Position/status

Initial notification/ Initial notification b)

Amendment

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

Vodafone Group Plc Name a) LEI 213800TB53ELEUKM7Q61 b)

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

Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc Description of the financial instrument, type of instrument and identification

(ISIN: GB00BH4HKS39)

code

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

Price(s) and

volume(s) Price(s) Volume(s) 3,353,540 GBP 0.7753

Aggregated volume: 3,353,540 Ordinary shares Aggregated

Aggregated price: GBP 2,599,999.56 information:

volume, Price

2023-07-27 e) Date of the

transaction

Place of the Outside a trading venue

transaction

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

Leanne Wood a) Name

Reason for the notification 2

Vodafone Group Chief Human Resources Officer a) Position/status

Initial notification b) Initial notification/

Amendment

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

a) Name Vodafone Group Plc b) LEI 213800TB53ELEUKM7Q61

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

Ordinary shares of US $\$0.20^{20}/_{21}$ each in Vodafone Group Plc

(ISIN: GB00BH4HKS39)

and identification code

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 0.7753 2,922,739

d) Aggregated Aggregated volume: 2,922,739 Ordinary shares

information: Aggregated price: GBP 2,265,999.55

volume, Price

e) Date of the 2023-07-27

transaction

f) Place of the Outside a trading venue

transaction

A conditional award of shares was granted to the below participant on 27 July 2023 by the Company. The award has been granted in accordance with the Vodafone Global Incentive Plan and is subject to the same conditions as the July 2022 award made to other members of the Executive Committee. The below table sets 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 Maaike de Bie

2 Reason for the notification

a) Position/status Vodafone Group General Counsel and Company Secretary

b) Initial notification/ Initial notification

Amendment

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

a) Name Vodafone Group Plc b) LEI 213800TB53ELEUKM7Q61

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,
 b) type of instrument
 c) Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

type of instrument and identification code

b) Nature of the transaction

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

Drice(s) and

c) Price(s) and

 volume(s)
 Price(s)
 Volume(s)

 GBP 0.7753
 2,179,130

d) Aggregated Aggregated volume: 2,179,130 Ordinary shares

information: Aggregated price: GBP 1,689,479.49

volume, Price

e) Date of the 2023-07-27

transaction

f) Place of the transaction Outside a trading venue

A conditional award of shares was granted to the below participant on 27 July 2023 by the Company. The award has been granted in accordance with the Vodafone Global Incentive Plan. The vesting of this award is conditional on continued employment with the Vodafone Group and will vest on 27 July 2025. The award also attracts dividend equivalent awards.

 Details of the person discharging managerial responsibilities/person closely associated

a) Name Maaike de Bie

2 Reason for the notification

a) Position/status Vodafone Group General Counsel and Company Secretary

b) Initial notification/ Initial notification

Amendment

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
 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

and identification code

Grant of nil cost conditional award of shares under the Global

Incentive Plan, subject to continued employment.

c) Price(s) and

b) Nature of the transaction

volume(s) Price(s) Volume(s) GBP 0.7753 386.946

d) Aggregated Aggregated volume: 386,946 Ordinary shares

information: Aggregated price: GBP 299,999.23

volume. Price

e) Date of the 2023-07-27

transaction

f) Place of the Outside a trading venue

transaction

A conditional award of shares was granted to the below participant on 27 July 2023 by the Company. The award has been granted in accordance with the Vodafone Global Incentive Plan. The vesting of the award is conditional on continued employment with Vodafone Germany and on the satisfaction of local performance conditions approved by the Remuneration Committee and will vest on 27 July 2025. The below table sets out the maximum number of shares granted and these will be reduced accordingly if less than maximum performance is achieved. The award also attracts dividend equivalent awards.

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/ Initial notification

Amendment

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, (ISIN: GB00BH4HKS39) Ordinary shares of US $\$0.20^{20}/_{21}$ each in Vodafone Group Plc

type of instrument and identification code

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

c) Price(s) and

d) Aggregated Aggregated volume: 1,877,279 Ordinary shares

information: Aggregated price: GBP 1,455,454.41

volume, Price

e) Date of the 2023-07-27

transaction

) Place of the Outside a trading venue

transaction

Acquisition of shares

The below individuals acquired shares under the Vodafone Global Incentive Plan. The vesting of the share awards was conditional on continued employment with the Vodafone Group.

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

a) Name Scott Petty

2 Reason for the notification

a) Position/status Vodafone Group Chief Technology Officer

b) Initial notification/ Initial notification

Amendment

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

a) Name Vodafone Group Plc b) LEI 213800TB53ELEUKM7Q61

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

Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

and identification

code

b) Nature of the transaction Vesting of retention shares as part of the Global Long Term Retention (GLTR) plan for Senior Leadership Team members.

Sale of shares to satisfy tax withholding obligations.

c) Price(s) and

volume(s) Price(s) Volume(s)
GBP nil 115,800
GBP 0.765544 54,564

d) Aggregated Aggregated volume of shares acquired: 115,800 Ordinary

information: shares

volume, Price Aggregated price of shares acquired: GBP nil

Aggregated volume of shares sold: 54,564 Ordinary shares

Aggregated price of shares sold: GBP 41,771.14

e) Date of the 2023-07-27

transaction

f) Place of the London Stock Exchange (XLON)

transaction

Details of the person discharging managerial responsibilities/person closely associated

a) Name Alberto Ripepi

2 Reason for the notification

a) Position/status Vodafone Group Chief Network Officer

b) Initial notification/ Initial notification

Amendment

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 Grdinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc financial instrument, (ISIN: GB00BH4HKS39)

type of instrument and identification

code

b) Nature of the Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc

transaction (ISIN: GB00BH4HKS39)

c) Price(s) and Vesting of retention shares as part of the Global Long Term volume(s) Retention (GLTR) plan for Senior Leadership Team members.

Sale of shares to satisfy tax withholding obligations.

d) Aggregated

information: Price(s) Volume(s) volume, Price GBP nil 132,512 GBP 0.765544 54,583

e) Date of the Aggregated volume of shares acquired: 132,512 Ordinary

transaction shares

Aggregated price of shares acquired: GBP nil

Aggregated volume of shares sold: 54,583 Ordinary shares

Aggregated price of shares sold: GBP 41,785.69

f) Place of the 2023-07-27

transaction

Purchase of Shares

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/ Initial notification

Amendment

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 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc financial instrument, (ISIN: GB00BH4HKS39)

type of instrument and identification

code

b) Nature of the Purchase of shares.

transaction

c) Price(s) and

volume(s) Price(s) Volume(s) GBP 0.7674 65,823

d) Aggregated Aggregated volume: 65,823 Ordinary shares

information: Aggregated price: GBP 50,512.57 volume, Price

e) Date of the 2023-07-27

transaction

f) Place of the London Stock Exchange (XLON)

transaction

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