

VODAFONE GROUP PLC
(the "Company")

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

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 and on the satisfaction of the performance conditions approved by the Remuneration Committee.

- 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 Executive and 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
 - b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
Sale of shares to satisfy tax withholding obligations.
 - c) Price(s) and volume(s)

Price(s)	Volume(s)
GBP nil	1,340,956
GBP 0.728431	631,829

- d) Aggregated information: volume, Price
 Aggregated volume of shares acquired: 1,340,956 Ordinary shares
 Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 631,829 Ordinary shares
 Aggregated price of shares sold: GBP 460,243.83
- e) Date of the transaction
 2023-08-03
- f) Place of the transaction
 London Stock Exchange (XLON)

- 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction
 Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
 Sale of shares to satisfy tax withholding obligations.
- c) Price(s) and volume(s)
- | Price(s) | Volume(s) |
|--------------|-----------|
| GBP nil | 1,112,960 |
| GBP 0.728431 | 483,612 |
- d) Aggregated information: volume, Price
 Aggregated volume of shares acquired: 1,112,960 Ordinary shares
 Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 483,612 Ordinary shares
 Aggregated price of shares sold: GBP 352,277.97
- e) Date of the transaction
 2023-08-03
- f) Place of the transaction
 London Stock Exchange (XLON)

- 1 Details of the person discharging managerial responsibilities/person closely associated
- a) Name
 Ahmed Essam
- 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
Sale of shares to satisfy tax withholding obligations.
- c) Price(s) and volume(s)
- | Price(s) | Volume(s) |
|--------------|-----------|
| GBP nil | 936,541 |
| GBP 0.728431 | 441,278 |
- d) Aggregated information: volume, Price Aggregated volume of shares acquired: 936,541 Ordinary shares
Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 464,188 Ordinary shares
Aggregated price of shares sold: GBP 321,440.57
- e) Date of the transaction 2023-08-03
- f) Place of the transaction London Stock Exchange (XLON)

- 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
Sale of shares to satisfy tax withholding obligations.
- c) Price(s) and volume(s)
- | Price(s) | Volume(s) |
|----------|-----------|
| GBP nil | 213,236 |
- d) Aggregated information: volume, Price Aggregated volume of shares acquired: 213,236 Ordinary shares
Aggregated price of shares acquired: GBP nil
- e) Date of the transaction 2023-08-03
- f) Place of the transaction London Stock Exchange (XLON)

- 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
 b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.
 c) Price(s) and volume(s)

Price(s)	Volume(s)
GBP nil	1,021,681
GBP 0.728431	481,394

 d) Aggregated information: volume, Price Aggregated volume of shares acquired: 1,021,681 Ordinary shares
 Aggregated price of shares acquired: GBP nil

 Aggregated volume of shares sold: 481,394 Ordinary shares
 Aggregated price of shares sold: GBP 350,662.31
- e) Date of the transaction 2023-08-03
 f) Place of the transaction London Stock Exchange (XLON)

- 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
 b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.
 c) Price(s) and volume(s)

Price(s)	Volume(s)
GBP nil	681,120
GBP 0.728431	320,929

d) Aggregated information: volume, Price
 Aggregated volume of shares acquired: 681,120 Ordinary shares
 Aggregated price of shares acquired: GBP nil

Aggregated volume of shares sold: 320,929 Ordinary shares
 Aggregated price of shares sold: GBP 233,774.63

e) Date of the transaction 2023-08-03

f) Place of the transaction London Stock Exchange (XLON)

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

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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)

b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
 Sale of shares to satisfy tax withholding obligations.

c) Price(s) and volume(s)

Price(s)	Volume(s)
GBP nil	1,021,681
GBP 0.728431	250,940

d) Aggregated information: volume, Price
 Aggregated volume of shares acquired: 1,021,681 Ordinary shares
 Aggregated price of shares acquired: GBP nil

Aggregated volume of shares sold: 250,940 Ordinary shares
 Aggregated price of shares sold: GBP 182,792.48

e) Date of the transaction 2023-08-03

f) Place of the transaction London Stock Exchange (XLON)

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/ 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
Sale of shares to satisfy tax withholding obligations.
- c) Price(s) and volume(s)
- | Price(s) | Volume(s) |
|--------------|-----------|
| GBP nil | 936,541 |
| GBP 0.728431 | 441,278 |
- d) Aggregated information: volume, Price
- Aggregated volume of shares acquired: 936,541 Ordinary shares
Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 441,278 Ordinary shares
Aggregated price of shares sold: GBP 321,440.57
- e) Date of the transaction 2023-08-03
- f) Place of the transaction London Stock Exchange (XLON)

Acquisition of shares

The below individual acquired shares under the Vodafone Global Incentive Plan. The conditional share award was granted on 30 November 2020 by the Company and vesting of the award was conditional on continued employment with the Vodafone Group.

- 1 Details of the person discharging managerial responsibilities/person closely associated
- a) Name Ahmed Essam
- 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 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Vesting of retention shares under the Global Long Term Retention (GLTR) plan.
- c) Price(s) and volume(s)
- | Price(s) | Volume(s) |
|--------------|-----------|
| GBP nil | 268,799 |
| GBP 0.728431 | 126,653 |

d) Aggregated information: volume, Price	<p>Aggregated volume of shares acquired: 268,799 Ordinary shares</p> <p>Aggregated price of shares acquired: GBP nil</p> <p>Aggregated volume of shares sold: 126,653 Ordinary shares</p> <p>Aggregated price of shares sold: GBP 92,257.97</p>
e) Date of the transaction	2023-08-03
f) Place of the transaction	London Stock Exchange (XLON)

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