Director/PDMR Shareholding RNS Number : 40661 Vodafone Group Plc 04 August 2023

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/ 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 and identification code
 Ordinary shares of US\$0.20 ²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction
 b) Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan.
 c) 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	
	volume, i nee	Aggregated price of shares acquired. Obt mi	
		Aggregated volume of shares sold: 631,829 Ordinary shares Aggregated price of shares sold: GBP 460,243.83	
e)	Date of the	2023-08-03	
f)	transaction Place of the transaction	London Stock Exchange (XLON)	
1		discharging managerial responsibilities/person closely	
a)	associated Name Descent for the metifie	Aldo Bisio	
2 a)	Reason for the notification Position/status	Vodafone Italy Chief Executive Officer	
b)	Initial notification/ Amendment	Initial notification	
3	Amendment Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Vodafone Group Plc	
b)	LEI	213800TB53ELEUKM7Q61	
4	,		
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US 0.20^{20} ach 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.	
c)	Drico(c) and	Sale of shares to satisfy tax withholding obligations.	
c)	Price(s) and volume(s)	Price(s) Volume(s)	
	volume(3)	GBP nil 1,112,960	
		GBP 0.728431 483,612	
d)	Aggregated information:	Aggregated volume of shares acquired: 1,112,960 Ordinary shares	
	volume, Price	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 of	discharging managerial responsibilities/person closely	
-	associated		
~)	Namo	Abmod Essam	

- a) Name Ahmed Essam
- 2 Reason for the notification
- a) Position/status Vodafone UK 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)	been conducted Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 ² (ISIN: GB00BH4HKS39)	$^{0}/_{_{21}}$ each in Vodafone Group Plc
b)	Nature of the transaction	Vesting of conditional award conditions under the Global I Sale of shares to satisfy tax w	
c)	Price(s) and		
	volume(s)	Price(s)	Volume(s)
		GBP nil	936,541
		GBP 0.728431	441,278
d)	Aggregated information:	Aggregated volume of shares shares	acquired: 936,541 Ordinary
	volume, Price	Aggregated price of shares a	cquired: GBP nil
		Aggregated volume of shares Aggregated price of shares so	s sold: 464,188 Ordinary shares old: GBP 321,440.57
e)	Date of the transaction	2023-08-03	
f)	Place of the	London Stock Exchange (XLO	N)

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

transaction

- Shameel Joosub
- 2 Reason for the notification
- a) Position/status Vodacom Group 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, type of instrument and identification code
 Ordinary shares of US\$0.20²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the
transactionVesting 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 Aggregated volume of shares acquired: 213,236 Ordinary information: shares volume, Price Aggregated price of shares acquired: GBP nil e) Date of the 2023-08-03 transaction f) Place of the London Stock Exchange (XLON) transaction
- 1 Details of the person discharging managerial responsibilities/person closely associated

a) 2 a) b)	Name Reason for the notifica Position/status Initial notification/	Vinod Kumar ation Vodafone Business Group Ch Initial notification	ief Executive Officer
3	Amendment Details of the issuer, e	emission allowance market par	ticipant, auction platform,
a) b)	auctioneer or auction Name LEI	monitor Vodafone Group Plc 213800TB53ELEUKM7Q61	
4 Details of the transaction(s): section to be repeated each type of transaction; (iii) each date; and (iv) eac been conducted			
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 ² (ISIN: GB00BH4HKS39)	$^{0}\!/_{_{21}}$ each in Vodafone Group Plc
b)	Nature of the transaction	Vesting of conditional award conditions under the Global I Sale of shares to satisfy tax w	
c)	Price(s) and volume(s)	Price(s) GBP nil GBP 0.728431	Volume(s) 1,021,681 481,394
d)	Aggregated information: volume, Price	Aggregated volume of shares shares Aggregated price of shares a	s acquired: 1,021,681 Ordinary
		Aggregated volume of shares Aggregated price of shares s	s sold: 481,394 Ordinary shares old: GBP 350,662.31
e)	Date of the transaction	2023-08-03	
f)	Place of the transaction	London Stock Exchange (XLC	DN)

- 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/ 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 and identification code
 b) Nature of the Vesting of conditional award of shares subject to performance
- 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 Of	ficer Europe Cluster
b)	Initial notification/	Initial notification	
ω,	Amendment	medimedition	
3			
0	auctioneer or auction monitor		
a)	Name	Vodafone Group Plc	
b)	LEI	213800TB53ELEUKM7Q61	
4	Details of the transact		for (i) each type of instrument; (ii)
			ch place where transactions have
	been conducted		
a)	Description of the	Ordinary shares of US\$0.20 ²	¹⁰ / ₂₁ each in Vodafone Group Plc
,	financial instrument,	(ISIN: GB00BH4HKS39)	/21
	type of instrument		
	and identification		
	code		
b)	Nature of the	Vesting of conditional award	of shares subject to performance
	transaction	conditions under the Global I	ncentive Plan.
		Sale of shares to satisfy tax v	withholding obligations.
c)	Price(s) and		
	volume(s)	Price(s)	Volume(s)
		GBP nil	1,021,681
		GBP nil GBP 0.728431	1,021,681 250,940
d)	Aggregated	GBP 0.728431	
d)	Aggregated information:	GBP 0.728431	250,940
d)		GBP 0.728431 Aggregated volume of shares	250,940 s acquired: 1,021,681 Ordinary
d)	information:	GBP 0.728431 Aggregated volume of shares shares	250,940 s acquired: 1,021,681 Ordinary
d)	information:	GBP 0.728431 Aggregated volume of shares Aggregated price of shares a Aggregated volume of shares	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares
d)	information:	GBP 0.728431 Aggregated volume of shares Aggregated price of shares a	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares
	information: volume, Price	GBP 0.728431 Aggregated volume of shares shares Aggregated price of shares a Aggregated volume of shares Aggregated price of shares s	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares
d) e)	information: volume, Price Date of the	GBP 0.728431 Aggregated volume of shares Aggregated price of shares a Aggregated volume of shares	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares
e)	information: volume, Price Date of the transaction	GBP 0.728431 Aggregated volume of shares Aggregated price of shares a Aggregated volume of shares Aggregated price of shares s 2023-08-03	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares old: GBP 182,792.48
	information: volume, Price Date of the transaction Place of the	GBP 0.728431 Aggregated volume of shares shares Aggregated price of shares a Aggregated volume of shares Aggregated price of shares s	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares old: GBP 182,792.48
e)	information: volume, Price Date of the transaction	GBP 0.728431 Aggregated volume of shares Aggregated price of shares a Aggregated volume of shares Aggregated price of shares s 2023-08-03	250,940 s acquired: 1,021,681 Ordinary acquired: GBP nil s sold: 250,940 Ordinary shares old: GBP 182,792.48

- 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/ 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 and identification code	Ordinary shares of US\$0.20 ⁷ (ISIN: GB00BH4HKS39)	²⁰ / ₂₁ each in Vodafone Group Plc
b)	Nature of the transaction	Vesting of conditional award conditions under the Global Sale of shares to satisfy tax	
c)	Price(s) and volume(s)	Price(s) GBP nil GBP 0.728431	Volume(s) 936,541 441,278
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 936,541 Ordinary shares Aggregated price of shares acquired: GBP nil	
		Aggregated volume of share Aggregated price of shares s	s sold: 441,278 Ordinary shares sold: GBP 321,440.57
e)	Date of the transaction	2023-08-03	
f)	Place of the transaction	London Stock Exchange (XLC	ON)

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/ 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 and identification code
 Ordinary shares of US\$0.20²⁰/₂₁ each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the Vesting of retention shares under the Global Long Term transaction 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	Aggregated volume of shares acquired: 268,799 Ordinary shares Aggregated price of shares acquired: GBP nil
		Aggregated volume of shares sold: 126,653 Ordinary shares Aggregated price of shares sold: GBP 92,257.97
e)	Date of the transaction	2023-08-03
f)	Place of the transaction	London Stock Exchange (XLON)

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