

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
 - 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	1,317,713
GBP 0.690605	620,878
 - d) Aggregated information: volume, Price Aggregated volume of shares acquired: 1,317,713 Ordinary shares
Aggregated price of shares acquired: GBP nil

Aggregated volume of shares sold: 620,878 Ordinary shares
Aggregated price of shares sold: GBP 428,781.45

- e) Date of the transaction 2024-08-05
- 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 Chief Commercial Officer and CEO Vodafone Italy

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	1,044,260
	GBP 0.690605	463,693

d) Aggregated information: volume, Price Aggregated volume of shares acquired: 1,044,260 Ordinary shares
Aggregated price of shares acquired: GBP nil

Aggregated volume of shares sold: 463,693 Ordinary shares
Aggregated price of shares sold: GBP 320,228.70

e) Date of the transaction 2024-08-05

f) Place of the transaction Outside a trading venue

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

a) Name Ahmed Essam

2 Reason for the notification

a) Position/status Executive Chairman Vodafone Germany and CEO European Markets

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)

- 1 Details of the person discharging managerial responsibilities/person closely associated
 - a) Name Joakim Reiter
- 2 Reason for the notification
 - a) Position/status Chief 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	752,979
GBP 0.690605	354,788
 - d) Aggregated information: volume, Price

Aggregated volume of shares acquired: 752,979 Ordinary shares
Aggregated price of shares acquired: GBP nil
Aggregated volume of shares sold: 354,788 Ordinary shares
Aggregated price of shares sold: GBP 245,018.37
 - e) Date of the transaction 2024-08-05
 - f) Place of the transaction Outside a trading venue

- 1 Details of the person discharging managerial responsibilities/person closely associated
 - a) Name Serpil Timuray
- 2 Reason for the notification
 - a) Position/status CEO Vodafone Investments
 - 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	1,003,972
GBP 0.690605	246,590

- d) Aggregated information: volume, Price Aggregated volume of shares acquired: 1,003,972 Ordinary shares
Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 246,590 Ordinary shares
Aggregated price of shares sold: GBP 170,296.29
- e) Date of the transaction 2024-08-05
- 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 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 | 920,307 |
| GBP 0.690605 | 433,629 |
- d) Aggregated information: volume, Price Aggregated volume of shares acquired: 920,307 Ordinary shares
Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 433,629 Ordinary shares
Aggregated price of shares sold: GBP 299,466.36
- e) Date of the transaction 2024-08-05
- f) Place of the transaction Outside a trading venue

Purchase of shares through Dividend Reinvestment

Pursuant to a Dividend Reinvestment Plan offered to shareholders of the Company, the below individual acquired shares on 5 August 2024.

- 1 Details of the person discharging managerial responsibilities/person closely associated
- a) Name Lady Anna Carter
- 2 Reason for the notification
- a) Position/status Person closely associated to Stephen A. Carter CBE (Non-Executive Director)

- | | | | | | | |
|--------------|---|---|----------|-----------|--------------|-------|
| 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 | Purchase of shares through Dividend Reinvestment Plan | | | | |
| c) | Price(s) and volume(s) | <table border="0"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>GBP 0.693960</td> <td>5,844</td> </tr> </table> | Price(s) | Volume(s) | GBP 0.693960 | 5,844 |
| Price(s) | Volume(s) | | | | | |
| GBP 0.693960 | 5,844 | | | | | |
| d) | Aggregated information: volume, Price | Aggregated volume: 5,844 Ordinary shares
Aggregated price of shares acquired: GBP 4,055.50 | | | | |
| e) | Date of the transaction | 2024-08-05 | | | | |
| f) | Place of the transaction | London Stock Exchange (XLON) | | | | |

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFLFEITFIRIIS