

Director/PDMR Shareholding  
RNS Number : 5644N  
Vodafone Group Plc  
25 November 2024

**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.

- 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 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
  - b) Nature of the transaction Vesting of retention shares as part of the Global Long Term Retention (GLTR) plan.  
Sale of shares to satisfy tax withholding obligations.
  - c) Price(s) and volume(s)

Price(s)	Volume(s)
GBP nil	775,140
GBP 0.698023	365,229
  - d) Aggregated information: volume, Price Aggregated volume of shares acquired: 775,140 Ordinary shares  
Aggregated price of shares acquired: GBP nil  
  
Aggregated volume of shares sold: 365,229 Ordinary shares  
Aggregated price of shares sold: GBP 254,938
  - e) Date of the transaction 2024-11-22

- 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 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 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Vesting of retention shares as part of the Global Long Term Retention (GLTR) plan.  
Sale of shares to satisfy tax withholding obligations.
- c) Price(s) and volume(s)
- |  | Price(s)     | Volume(s) |
|--|--------------|-----------|
|  | GBP nil      | 581,353   |
|  | GBP 0.698023 | 273,921   |
- d) Aggregated information: volume, Price  
Aggregated volume of shares acquired: 581,353 Ordinary shares  
Aggregated price of shares acquired: GBP nil
- Aggregated volume of shares sold: 273,921 Ordinary shares  
Aggregated price of shares sold: GBP 191,203
- e) Date of the transaction 2024-11-22
- 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 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 <sup>20</sup>/<sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
- b) Nature of the transaction Vesting of retention shares as part of the Global Long Term Retention (GLTR) plan.  
Sale of shares to satisfy tax withholding obligations.

- |  |   |                                 |
|--|---|---------------------------------|
| c) Price(s) and volume(s)                | Price(s)<br>GBP nil<br>GBP 0.698023   | Volume(s)<br>775,140<br>190,386 |
| d) Aggregated information: volume, Price | Aggregated volume of shares acquired: 775,140 Ordinary shares<br>Aggregated price of shares acquired: GBP nil |                                 |
|  | Aggregated volume of shares sold: 190,386 Ordinary shares<br>Aggregated price of shares sold: GBP 132,894     |                                 |
| e) Date of the transaction               | 2024-11-22  |                                 |
| 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                 | 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 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)                                    |
| b) Nature of the transaction   | Vesting of retention shares as part of the Global Long Term Retention (GLTR) plan.<br>Sale of shares to satisfy tax withholding obligations. |
- |  |   |                                 |
|--|---|---------------------------------|
| c) Price(s) and volume(s)                | Price(s)<br>GBP nil<br>GBP 0.698023   | Volume(s)<br>710,547<br>334,795 |
| d) Aggregated information: volume, Price | Aggregated volume of shares acquired: 710,547 Ordinary shares<br>Aggregated price of shares acquired: GBP nil |                                 |
|  | Aggregated volume of shares sold: 334,795 Ordinary shares<br>Aggregated price of shares sold: GBP 233,695     |                                 |
| e) Date of the transaction               | 2024-11-22  |                                 |
| f) Place of the transaction              | London Stock Exchange (XLON)  |                                 |

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