



DOORS OPEN TO THE CHILDREN OF VODAFONE ITALY EMPLOYEES

IMAGINATION, CREATIVITY AND COLOURS FOR 1600 CHILDREN

Milan, May 16, 2003. 80 Vodafone Italy sites will open their doors to employees' children for Children's Day.

From 3.00 pm on May 16 the children will be able to come and visit their parents' place of work and join in a huge party organized just for them.

"The Company has always favoured initiatives which make the task of balancing parenthood with a career easier and simpler," – says Monica Possa, Human Resources Director at Vodafone Italy. *"In line with this policy the Company has decided to give new mothers four months' paid maternity leave in addition to and following the obligatory five."*

On May 16 at the company's main offices (Milan, Ivrea, Padova, Bologna, Pisa, Rome, Pozzuoli and Catania) entertainment will be laid on for an expected 1600 children.

Creativity and different means of expression will be the unifying theme of the initiative. At some sites kitchen corners have been set up where the children will be able to make sweets with the help of a professional chef. In the drawing corner, colour and fantasy will reign, while in the games corner the children will be able to play with entertainers and clowns. Finally, snacks including bread and nutella, lolly-pops and other treats will be provided for the little guests.

Employees were informed of the initiative in March via the company's intranet site, and were invited to send in their children's drawings of "Mum and Dad in the office".

The drawings collected have become the leitmotiv of the party. On April 14, an email describing the event was sent to all employees, and the names of those who wished to attend were gathered.

As part of a series of initiatives aimed at making working parents' lives easier, the first covenants for day nurseries in the cities of Padua, Bologna, Rome and Naples have been available since September 2002. Other initiatives, including summer holiday camps and a day nursery in Milan, are planned for later in the year.