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**VODAFONE ANNOUNCES CREATION OF GROUP MARKETING  
AND GROUP TECHNOLOGY FUNCTIONS**

Vodafone Group Plc ("Vodafone" or "the Company") today announces the creation of two new central functions, Group Marketing and Group Technology & Business Integration, together with changes to the structure and management of the Group's regional operations.

Peter Bamford, currently CEO of the Company's Northern Europe, Middle East and Africa Region and a director of the Company, will be responsible for Group Marketing, as Chief Marketing Officer. Group Marketing will provide leadership and co-ordination across the full range of marketing and commercial activities including brand, product development, content management, partner networks and global accounts.

Thomas Geitner, currently CEO Global Products and Services and a director of the Company, will be head of Group Technology & Business Integration, as Chief Technology Officer. The purpose of Group Technology will be to lead the implementation of a standardised architecture for business processes, information technology and network systems. This will support the next generation of products and services and the critical role of introducing and operating 3G capacity.

Peter Bamford and Thomas Geitner will report to Julian Horn-Smith, Group Chief Operating Officer.

As a result of the creation of Group Marketing and Group Technology & Business Integration functions, there will be some changes to the Regional management structure of the Group.

Jürgen von Kuczowski will become Chief Executive of the Northern Europe Region, based in Düsseldorf. This region will include the Company's operating companies and interests in Germany, Netherlands, France, Belgium, Sweden, Hungary, Poland and Switzerland.

Vittorio Colao, currently CEO of the Southern Europe Region and a director of the Company, will be Chief Executive of the Southern Europe, Middle East and Africa Region, based in Milan. This region will include Vodafone's operating companies and interests in Italy, Spain, Greece, Portugal, Romania, Malta, South Africa, Egypt and Kenya.

Peter Bamford will continue to have responsibility for the operating companies in the UK and Ireland and Thomas Geitner will continue to have responsibility for Arcor, the fixed line business in Germany.

Commenting on the changes, Sir Christopher Gent, Chief Executive, stated: "One of our key objectives is to use the scale and scope of Vodafone's business to provide clear benefits which differentiate our service to customers. To achieve this objective we need increasingly to integrate our operational activities. In the last two years very considerable progress has been made in the establishment of a global brand and the development of new products and services, as was demonstrated by the launch of Vodafone live! and Vodafone Mobile Office. It is now time to move to the next stage of the evolution towards a highly customer focused and operationally efficient business providing the best products and services across the greatest number of markets when compared to our competitors. The creation of central Marketing and Technology & Business Integration functions, led by Peter Bamford and Thomas Geitner, will enable Vodafone to maintain its leadership at a time of change in our industry."

These changes will all take place with effect from 1 July 2003. Vodafone Group's financial reporting will reflect the new regional structure.