



### *First Anniversary*

## **VODAFONE LIVE!: 3 MILLION CUSTOMERS**

***Sarin: “a crucial impact on our competitive positioning ”***

*Milan, October 29, 2003* - One year on from the launch of Vodafone live! the Vodafone Group today announces that the service now has three million customers. Vodafone Live! is currently available in 13 countries served by the Vodafone Group (Australia, Egypt, Germany, Greece, Hungary, Ireland, New Zealand, Holland, Portugal, Spain, Sweden, and the UK), and has 430,000 customers in Italy.

The multimedia service is now entering a new phase of its development, with the roll out under licence across its partner networks.

SFR launched Vodafone live! in France last week as part of a wider cooperation with Vodafone on products and services.

Swisscom Mobile is due to launch its version of the service later this year.

Arun Sarin, Chief Executive of Vodafone, said: *“Vodafone live! has been the most successful launch of a new offering in the history of this company: it is illustrative of the differentiation that Vodafone has created in the marketplace and has had a crucial impact on our competitive positioning. It marks a new way to increase customer consumption of data services thanks to its easy to use applications. Looking ahead, Vodafone will continue to strive to deliver the highest quality content and services.”*

Between October 2002 and July 2003, Vodafone live! customers downloaded over three million games and more than ten million polyphonic ringtones.

Throughout the year, the continued success of Vodafone live! has been recognised with a number of industry awards including Best Consumer Wireless Application or Service at the GSM Association Awards, and, most recently, Best New Service at the World Communications Awards and Best Network Service at the Mobile Choice Consumer Awards.

Vodafone live! has enabled customers for the first time to access a range of entertaining, easy to use multimedia services, including picture messaging, game and polyphonic ringtone downloads and a wide range of infotainment, all accessed through an icon based, colour menu on integrated camera phones.

Customers can access exclusive content from the world’s leading entertainment brands including UEFA Champions League, Tomb Raider, Sony Pictures and Ferrari.

The most frequently used services in Italy include those linked to soccer (Vodafone Italy has acquired the rights for 31 Italian league teams), downloadable games such as Batman, and news reports provided in collaboration with leading media partners (RCS, Il Sole 24 Ore, Class, Mediaset, Rai, etc.).