

VODAFONE ITALIA: A LEADER IN RESPONSIBILITY

Vodafone Italia receives the Sodalitas Social Award

Milan, 13 June 2007. Vodafone Italia has been awarded the **Special Prize for companies with an ongoing and consistent commitment to Corporate Social Responsibility**. The prize was awarded during the prize-giving ceremony for the 5th Sodalitas Social Awards held today at the Assolombarda Auditorium in Milan.

Vodafone Italia's commitment stems from the fact that the 10,000 people who work for the Company share a corporate values system that considers respect "for the world around us" one of the fundamental elements of personal and professional identity. One of the first targets Vodafone set itself in 2000 was to provide concrete and innovative support for the non-profit world through the use of technologies typical of a mobile telecommunications business.

The Solidarity SMS, created in this period to enable customers to donate a fixed sum of money to charity without additional costs and proceeds for the company, is now the most successful means of fundraising in Italy: **€28 million donated by Vodafone customers from 2002 to the present day**.

Vodafone's commitment to social responsibility has resulted in concrete initiatives through the activities of the **Corporate Responsibility Department** and the **Vodafone Italia Foundation**, an independent body founded in 2002 and entirely dedicated to social and charitable initiatives with the aim of carrying out social investments for communities and individuals in need. Over the period 2002-2006 the Foundation has financed 118 projects, 42 of which have been completed while 76 are ongoing, making a total amount of over **€18 million**.

Through the "**Handset Collection**" project launched in 2000, Vodafone Italia is the only mobile operator to have collected and passed on for recycling and re-use some 25 tons of materials, long before it became compulsory under the new regulations. The Company also supports the environment through Legambiente's "Goletta Verde" and "Clean Up the World" campaigns.

Vodafone Italia's interest in the development of special **products** and services for specific categories grows every year. In addition to launching the **Vodafone Speaking Phone** for blind users, who can access mobile telephony services thanks to a special software that reads and describes the icons in the menu to the user, Vodafone has also introduced **Simply**, a handset for older, less technology-wise users, which is easy to use and has a simplified menu and bigger keys and display.

In terms of secure access to content, **Vodafone** has created the **Filtro Famiglia (Family Filter)** option, the **only parent control system in the mobile telephony market** which,

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out of respect for customers and their families, limits access to services with sensitive content. **Filtro Famiglia, activated in November**, enables customers to choose the services they want. Blocks can be put on other services by calling 190 or linking up to the www.vodafone.it site and asking for them to be activated. Two categories of service can be blocked: **Chat and discussion forums** and **Services with sensitive content**.

Vodafone Italia supports "**You're connected**", the campaign launched by the Ministry of Communications for the safe, correct use of new technologies with the aim of protecting children.