

Seventh Children's Day Gets Underway

“Children On Board” At 22 Vodafone Offices

Milan, 21 May 2008 - Vodafone is again organising its annual Children's Day event, which for the seventh year running will see the children and families of employees take over a number of the Company's offices. On May 23 over 4,000 children and their parents will join in the initiatives to be held from 3 to 6pm at 22 of Vodafone's offices throughout Italy. “Children on board” is this year's theme: all the children will be invited on board an imaginary airship and supplied with compasses, magnifying glasses and exercise books. Then, with the amusing members of the crew (the Engine Room Man, the Cook, the Captain and the Navigator), they will set off to explore Mummy and Daddy's office.

The event was created to help the children of Vodafone staff get to know their parents' workplace and over the years more and more people have taken part, proof that corporate policies promoting a better work-life balance can exist even within a company operating in a very competitive market.

The *Children's Day* project was established in the wake of a series of initiatives carried out by Vodafone from 1995 to promote the professional growth of mothers, such as allowing working mums to be absent from the workplace beyond the period provided for by law while continuing to receive their full salaries, as well as the reimbursement of medical expenses (until children reach the age of 18 and including artificial milk). After the five months of compulsory maternity leave on full salaries, Vodafone offers its mums (and dads) the opportunity to stay at home another 4 and a half months, paying the 70% of their salary during this period of voluntary leave not covered by the State, which pays around one third.