



VODAFONE'S EXTENDS COMMITMENT TO STAFF WELFARE

FITNESS CENTRE, TRAINING AND MULTIMEDIA ROOMS FOR 1,100 PEOPLE AT REGIONAL HEADQUARTERS IN POZZUOLI

INVESTMENT OF €1.1M

Pozzuoli, October 25, 2004 - Vodafone is extending its commitment to staff welfare, with the opening of a fitness centre and a multimedia room for the over 1,100 people who work at its regional headquarters in Pozzuoli. The new facilities, occupying an area of about 600 square metres, also include a training room for call centre staff, and have cost a total of approximately €1.1m.

The creation of new facilities is part of the work-life balance campaign that the Company launched some years ago. The fitness centre (measuring 400 square metres) is the fourth wellness facility to be opened in Vodafone's Italian offices, after Bologna and Padua in March 2003 and Catania in March 2004.

The opening ceremony was attended by the Mayor of Pozzuoli, the Hon. Vincenzo Figliolia, the Bishop Coadjutor for the Diocese of Pozzuoli, His Excellency Monsignor Gennaro Pascarella, Vodafone Italia's General Manager, Luca Rossetto, and the Director of Vodafone Italia's Southern Region, Giovanni Orestano.

"The creation of these facilities within the Company," declared Luca Rossetto, "is part of an action plan designed to put one of Vodafone's four core values into practice: our passion for people. People make up the Company, they manage its activities and they are the primary generators of the value Vodafone creates for its shareholders and the society in which it operates".

"It gives me great pride to be able to present our Fitness Centre," added Giovanni Orestano. "In this way Vodafone hopes to improve the work-life balance of its staff, as well as provide a pleasant working environment, offering the chance to have fun whilst at the workplace."

A number of initiatives have been undertaken in order to implement the Group's "passion for our people", one of the four core values (passion for customers, for results and for the world around us being the others). These include: the annual Children's Day for the sons and daughters of staff; the chance to apply for a credit card offering special conditions that can be used to make both business and private purchases; a large number of special discount offers available to staff, and an



innovative project designed to create day nurseries within the Company, the first of which was recently opened in Milan.

The Pozzuoli fitness centre is kitted out with the latest in wellness equipment, with carefully selected and qualified trainers ready to advise staff and devise activity programmes. In addition to being located within the office building, the fitness centre also has very flexible opening hours with the needs of staff in mind. Entry is free from 9.00 in the morning until 10.00 at night.

Staff can also relax in the multimedia room (82 square metres), which boasts internet points and plasma TVs equipped with Home Theatre, in addition to comfy armchairs for reading, bar billiards and table games. The facilities also include a new training room in addition to the Call Centre's existing training space.

With over 1,100 staff (38% men and 62% women, with an average age of 32), Pozzuoli is one of Vodafone Italia's two main offices in the Southern Region, and one of four regional headquarters together with those located in the North Western, North Eastern and Central regions. Pozzuoli hosts one of Vodafone's eight call centres in addition to the "412" customer assistance call centre.