



VODAFONE ITALIA: 22.154M CUSTOMERS

SMS AND DATA REVENUES UP TO 14.4%

VODAFONE LIVE! CUSTOMERS TOTAL 2,302,000

Milan, January 26, 2005 - The Vodafone Group today announced its quarterly results for the period October 1 – December 31, 2004. Vodafone Italia's customer growth has been calculated by bringing the proportionate figure reported by the Parent Company up to 100%.

Vodafone Italia reports 22,154,000 customers at the end of December 2004 (up 467,000 on September 30, 2004).

Vodafone Italia's ARPU is stable at €360 compared with the end of September and up on the €359 of twelve months earlier.

SMS and data revenues represent 14.4% of service revenues as of December 2004 (on an annual basis), up on the 14.1% of the end of September 2004.

The positive results reflect the special promotions offered during the Christmas period and growth in Vodafone Live! customers, partly thanks to the introduction of new UMTS handsets and the UMTS Connect Card.

Vodafone Live! customers numbered 2,302,000 at the end of December.