



## OMNITEL: THE INTRODUCTION OF EUROCALL, VODAFONE'S FIRST PAN-EUROPEAN SERVICE

### Single tariff calls for 70 million customers all over Europe

**Rome, 16 January 2001** - Omnitel is launching *EUROCALL*, The Vodafone Group's first Pan-European service, which will offer its customers from February 12th a single tariff for roaming calls abroad using the Vodafone networks.

*EUROCALL* is the first Pan-European branded service available for all continental Vodafone customers, and will be able to be used by 70 million people. Customers choosing the *EUROCALL* service will be able to benefit from affordability and a simple tariff structure: indeed, roaming tariffs currently applied depend on the time of day, the customer's network, the visited network and the destination of the call, with over 10,000 possible call rates.

The *EUROCALL* service will be able to be used by European customers of the associated companies of the Vodafone Group (*Gold Network*): UK (Vodafone), France (SFR), Germany (D2), Italy (Omnitel), Netherlands (Libertel), Sweden (Europolitan), Portugal (Telecel), Spain (Airtel), Greece (Panafon), Belgium (Proximus), Austria (Tele.ring), Ireland (Eircell) and Switzerland (Swisscom).

The average roaming charge currently applied to Omnitel customers in the countries where it will be possible to use the *EUROCALL* service is. Lit. 1,783 per minute at peak time and Lit. 1,325 off-peak.

Omnitel customers who activate the *EUROCALL* service on their tariff option, whether pre-paid or subscription, will pay a flat rate of Lit. 1,300 (+VAT) per minute (24 hours a day, 7 days a week) when using one of the *Gold Networks* abroad for calls to any fixed or mobile network number within the *Roaming Zone*.

The *Roaming Zone* comprises: Denmark, Finland, Ireland, Luxembourg, Norway, Switzerland, Gibraltar, Great Britain, France, Sweden, Liechtenstein, Germany, Portugal, Netherlands, Spain, Greece, Italy, Austria, Belgium and Andorra.

Vittorio Colao, Omnitel's CEO, commented, "*The EUROCALL service is the first concrete example of the benefits for our customers that derive from being part of the largest mobile telecommunications Group, and consequently the largest network, in the world. EUROCALL offers reliability, clarity and value for money for our customers' international calls without requiring them to purchase new handsets or change their tariff options. This is just the first example of a pan-European service that has been made available through Vodafone's continental network, which will shortly be followed by the announcement of other innovative services, made possible by Vodafone's presence throughout the continent*".

Calls received by Omnitel customers abroad, however, remain unchanged, and will continue to be charged at the rate applicable for the transfer of the call from Italy to the country visited, according

to the existing economic conditions featured in their tariff option.

A special rate of Lit. 1,800 (+VAT) per minute, will be introduced for Omnitel customers - and those of other companies belonging to the Vodafone Group - in one of the 19 countries of the *Roaming Zone* who make calls using networks other than the Vodafone Partner Network.

Notes:

- Call charges exclude VAT
- Premium rate numbers are excluded from the flat rates
- Gold Networks: Vodafone UK, SFR (France), D2 Vodafone (Germany), Libertel Vodafone (Netherlands), Europolitan Vodafone (Sweden), Telecel Vodafone (Portugal), Airtel (Spain), Panafon Vodafone (Greece), Omnitel Vodafone (Italy), Proximus (Belgium), Tele.ring (Austria), Eircell (Ireland), Swisscom (Switzerland).