



2003 VODAFONE OMNITEL WINS SODALITAS SOCIAL AWARD 2002

Colao: technology is an extraordinary tool for helping others

Milan, February 10, 2003 - Vodafone Omnitel has won the social marketing section of the *Sodalitas Social Award* for 2003, thanks to its "SMS-Super Solidarity Message" project designed to raise funds for CESVI's "Let's stop AIDS in its tracks" campaign.

The *Sodalitas Social Award* is awarded to businesses who join forces with nonprofit organisations to support social projects and initiatives. The Award, which is divided into 4 categories, is in its first year. Around 100 companies were nominated.

The prize was presented to CEO Vittorio Colao during the event held to mark the Italian leg of the European tour organised to promote CSR or Corporate Social Responsibility, held at the Assolombarda Auditorium in Milan.

The CESVI campaign aims to prevent HIV transmission from mothers to children in sub-Saharan Africa via a programme of prevention, drug treatment, and psychological support to mothers, and nutritional assistance for new-born babies. The funds raised since April 2002, thanks to the SMS sent (Vodafone Omnitel customers can send their messages to 4333253), will enable CESVI to help 600 African babies born to HIV-positive mothers. The new-borns are thus given the chance to grow into healthy children, thanks to the administration of nevirapina during labour and their first eighteenth months of life.

"I am extremely proud to be receiving this award," commented Vittorio Colao, Vodafone Omnitel's CEO, *"not only because this was a social initiative that I personally approved of and believed in, but because this signals the arrival of a new way of giving based on the simplicity of technology, which in only a few months has played a significant role in other projects too. I am also pleased,"* added Colao, *"that the companies that in our business we call competitors have also followed our example, offering the same opportunity to their customers."* Vodafone Omnitel chose to back the CESVI campaign because the organisation is independent and widely recognised for its transparency.

Its first AIDS prevention campaign was launched in March 2001. This involves a self-help programme aimed at mobilising local health workers and the population itself to combat the spread of AIDS, which is decimating entire generations throughout sub-Saharan Africa.

The Vodafone/CESVI partnership has been going for about a year. The social commitment of the Vodafone Group and Vodafone Omnitel springs from the participation of the 100,000 people who make up the Group in a corporate value system, where social responsibility is one of the key elements in their personal and professional identity. One of the goals set by the Vodafone Group in 2000, on introducing new values for the Group, was to provide concrete and innovative support to non-profit organisations, via use of the technology on

which the industry's business is normally based.

The Super Solidarity Message, conceived and implemented by Vodafone Omnitel as a new way of fundraising, allows customers to donate a pre-established sum simply by sending an SMS. Each message costs €1: the amount (not including VAT) is sent to the beneficiary with no additional costs or earnings for the Company. The service allows the donator to send one or more solidarity messages (up to 160 characters) and receive an SMS with information about the activities of the non-profit organisation concerned and an update on the progress of the campaign.

In addition to CESVI, the Super Solidarity Message has been used to raise money for the "Race for the Cure", a marathon held to support the fight against breast cancer organised by Komen, for the *Lega del Filo d'Oro*, to fund the construction of a centre for the deaf-blind in Lesmo, and for the two *Un aiuto Subito* campaigns

organised by TG5 and the Corriere della Sera newspaper to raise funds for earthquake victims in Molise and flood victims in Lombardy.

The CESVI fundraising campaign is still underway and is currently linked to the TV programme, Zelig Circus.