



THE VODAFONE GROUP LAUNCHES VODAFONE LIVE!

**THE FIRST EUROPEAN MULTIMEDIA ENVIRONMENT ON THE
MOBILE PHONES OF THE VODAFONE GROUP
PICTURES, SOUNDS AND COLOURS IN A SINGLE CONTAINER**

Colao: an exclusive multimedia services offer in preparation for 3G

Milan, October 24, 2002 - The Managing Director of Vodafone Omnitel, Vittorio Colao, and General Manager, Luca Rossetto were in Milan today to present Vodafone Live!, the first European multimedia environment created for the Vodafone Group's mobile phones. The related services are being launched simultaneously in Italy, Great Britain, Germany, Spain and the Netherlands, and will be available in Ireland, Sweden and Portugal by Christmas.

"The Vodafone Live! platform is exclusive to the Vodafone Group," states Vittorio Colao, Managing Director of Vodafone Omnitel, "thanks to which it is now possible for any European customer to access the most advanced, modern personal communications applications in one single container.

The tremendous task of integrating services and platform with handsets and networks could only be handled by a business the size of the Vodafone Group, with its ability to plan projects on an international scale and benefit from the wealth of knowledge and experience available within the Group.

"Vodafone Live!," continues Colao, "is our exclusive proposition of the multimedia services on which our 3G services will be based, and it is the first concrete application, in terms of services, of our approach to the customer, who is not interested in the technology that supports the services he or she has chosen."

The one million Vodafone Live! mobile phones, which will be available on the European market from early November, exclusively for the Vodafone Group, are equipped with a colour display, an integrated digital camera, a simple navigation menu with icons to guide customers to the use of the various services, pictures, polyphonic ring tones and multimedia games.

Vodafone Live! is the result of the Vodafone Group's collaboration, begun over a year ago, with major producers of mobile telephony handsets. An exclusive Vodafone platform has been installed in the Sharp GX10, Panasonic GD87 and Nokia 7650 mobile phones, thus providing customers with an immediate, easy way to enter the world of multimedia services, in line with the Vodafone Group's commercial approach.

The Vodafone services presented today use GPRS technology, but will in the future be made available via 3G UMTS technology.

The Vodafone Group's new customer proposition is not based on a single technology, but on the offer of easy-to-use services at present included in the Vodafone Live! container.

The Vodafone Live! Menu includes colour graphic icons that make it possible to access content and services provided by over 30 partners. From the menu you can:

access the services area directly by selecting the special icon, thus taking and sending colour photos via MMS, the new multimedia messages; gain access to the latest news, curious facts, sport, horoscope and eros; personalise your phone by downloading pictures, animated screensavers and the new polyphonic ring tones; have fun with multimedia games; chat via SMS or MMS and keep in contact with the people you meet anytime and wherever you are.

Vodafone Live! content and services can be accessed by paying only a charge for navigation traffic. Added value services and content (Premium) require payment of a specified fee for each access/download or payment of a periodic fee. This additional cost, which relates to the event requested and not to the volume of data traffic generated, is charged to the customer via direct debit of their prepaid card or via their subscription bill.

The Vodafone Group is launching Vodafone Live! through a 100 million euro advertising campaign, 30 million euros of which has been earmarked for the Italian market.