



MY COUNTRY, THE FIRST EVER PRICE PLAN FOR IMMIGRANTS

Italy's legalised immigrants now number 2.5m

Milan, March 10, 2003 - Vodafone Italia announces the launch of *My Country*, the first ever package aimed at foreigners who have taken up residence in Italy, offering simple, cut-price call charges.

The promotion is targeted at Italy's 2.5m legalised immigrants, who call their home countries 17 times a month on average, making a total of over 7,000 phone calls, according to the latest data from Caritas (a charity). These people represent a very diverse group of consumers who understandably spend a significant part of their income on phone calls, in order to keep in touch with their loved ones.

The offer, which will run until June 30, is valid for 6 months and allows the subscriber to call their chosen country from Italy between 8.00pm and 8.00am, at a cost of 50 euro cents (VAT included) for calls to Africa, 60 cents for Asia and Oceania and 70 cents for calls to Central and South America. To choose the country, callers just enter the appropriate international dialling code.

My Country is the first Vodafone service designed to meet the needs of this new target, representing an innovative approach not only in terms of the conditions of use and the chance to save money, but also with regard to the advertising used to launch the offer.

Starting from an analysis of the consumer profile of immigrants, Vodafone has created an advertising campaign based on a message delivered in their original languages (Chinese, Arab, Portuguese and Spanish, always accompanied by English). The various characters in the adverts represent the different ethnic groups at which the service is aimed.

Planning took account of the most widely read foreign language publications, with the aim of reaching the country's largest urban communities. Adverts throughout the free press are being accompanied by posters and special publicity on buses and underground stations in Milan and Rome, which will soon be joined by the cities of Bergamo, Bologna, Brescia, Florence, Genoa, Modena, Padua, Prato, Turin, Verona and Vicenza.