



VODAFONE REVOLUTIONISES ROAMING RULES

VODAFONE ALLOWS CUSTOMERS TO MAKE OVERSEAS CALLS AT DOMESTIC RATES

Milan, May 17, 2005 – The Vodafone Group is about to revolutionise roaming prices, responding to customers' demands for greater transparency and clarity when making or receiving calls whilst abroad.

June 1 is to see the launch of Vodafone Passport, the first price plan forming part of the Group's new *Vodafone Travel Promise* package.

Vodafone Passport enables Vodafone customers who access the Group's networks to make calls at domestic rates, paying just € 1.00 at the start of each call.

The new offering provides Vodafone customers with greater transparency, giving better value for money and eliminating any doubts about cost effectiveness.

When overseas Vodafone customers will thus be able to:

- **Call Italy:** at the same prices charged for domestic calls, paying an additional €1.00 per call.
- **Receive calls:** talking free of charge having paid a connection fee of just €1.00.

"The nature of the Vodafone Group enables us to offer a veritable revolution in roaming services," claimed Pietro Guindani, CEO of Vodafone Italia. "Vodafone Passport will make the customer feel at home in any country with a Vodafone network."

The new service will be available in Germany, Greece, Italy, the Netherlands, Spain, Sweden, Fiji and Japan from June 1. Hungary, Malta, Portugal, Ireland, the UK, Albania, Australia and New Zealand will introduce the price plan during the summer. Customers who use the SFR (France), Swisscom (Switzerland) and Proximus (Belgium) networks will also subsequently gain access.

Vodafone Passport is the latest innovation created by the Vodafone Group with the aim of making it easier to make mobile calls when abroad and thus increase the use of roaming services. As early as 2001, Vodafone enabled users to access customer service numbers by calling the same short number they would use in their own country (e.g. answering services and call centres), thus lowering the cost of using participating Vodafone networks. This was followed by the division of the world into 4 areas, each with its own price plan: here again the service was created with the goal of simplifying prices and making them easier to understand.