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A charity award for JustTextGiving by Vodafone

We picked up the prize for Best Use of Technology at the Charity Times Awards in October. The award

recognises JustTextGiving as the most innovative and effective use of technology in the charity sector over the past year.

The Charity Times Awards are the leading celebration of best practice in the UK charity sector.

Through JustTextGiving, we're making it easy for fundraisers and charities to tap into people's spontaneity and generosity. We don't charge for the text—whatever network you're on—and all of the donation goes to charity. It's easy to add GiftAid too.

The judges said that our free text donation service had "revolutionised the way we fundraise in the UK".



Guy Laurence (CEO, Vodafone UK) and Anne Marie Huby (Managing Director of Justgiving)

We beat some tough competition from the Amber Foundation, Public Safety Charitable Trust and the Salvation Army to win our first award for JustTextGiving. Now we hope we're about to win a second one.

We've been shortlisted for the November 2012 Effective Mobile Marketing Awards for **Mobile Charity Campaign of the Year**.

So far more than 16,000 charities and 50,000 individual fundraisers have signed up to JustTextGiving.

And an outstanding JustTextGiving effort by our employees

Over the summer we asked employees to raise  100 for the charity of their choice in our JustTextGiving challenge, and we'd match it.

2,000 employees stepped up to the challenge on behalf of more than 600 charities across the UK.

They cycled, ran marathons, knitted blankets and sped across the Vodafone HQ on a zip wire, and through text donations alone, our employees raised  128,000. With matched funding and online donations the final figure was an impressive  280,000.

Guardian—helping parents protect children

Our free Vodafone Guardian app gives parents control over who can and can't phone their children. It can disable the internet and camera, full-time or just during school hours, or late at night. So far, more than 31,000 customers in the UK and 330,00 across the world have downloaded the app from Google Play and Vodafone Updates.

Little things mean a lot—improving life for our HQ employees

We offer a range of wellbeing services to help employees stay healthy and productive. We'll work with them to get them back to health with rehabilitation programmes, a confidential counselling service, and an on-site GP and nursing service at three of our main office locations. Next year we plan to introduce an on-site

hair and beauty salon, and a fully equipped grocery store in our Newbury HQ.

88% of employees participated in our latest people survey. We use the results to calculate a score for how engaged they are with their lives at Vodafone. The result for 2011/12 was 74% against 69% for the previous year.



Vodafone Guardian—helping parents protect children

RESPONSIBILITY

The Panda made me do it!



Getting a chance to take part in the London Marathon is a golden opportunity. With more than 35,000 people taking part, it's the biggest and most popular event in the fundraising calendar. Thanks to our two-year partnership with WWF—we donate income from our handset recycling scheme to help their conservation efforts—we can offer employees the chance to join the race.

They'll be running for Team WWF The Panda Made Me Do It! and raising money through JustTextGiving.

Places will go to the employees who best demonstrate the potential to reach the £2000 fundraising target, as well as the most innovative use of our JustTextGiving service.

Rural coverage gets a boost

For many of us, a strong mobile signal is part of normal life. Not for some customers in rural areas.

Now our mini base stations, known as femtocells, are powering the 3G mobile network in 12 trial sites in rural and remote areas.

Our first site—in the village of East Garston in deepest Berkshire—has changed villagers' lives.

No more trips up a nearby hill, or standing on benches outside the local pub to make a call—our tiny femtocells are providing robust



Femtocell on top of traditional phone box in East Garston

coverage. And the technology is inconspicuous—positioned on top of telegraph poles, the village hall and, ironically, the local phone box (pictured)—you probably wouldn't notice a femtocell if you saw one.

Vodafone and Telefónica UK (O2) press ahead with changes

Now the regulatory authorities have given the green light for us to pool the basic parts of our network infrastructure, Vodafone and Telefónica are pressing ahead to create one national network grid.

The new network grid will support the two independent networks and means that eventually, we should be able to reduce the overall number of sites by 40%. Any new sites we need, we'll build together.

Together, we'll be able to offer indoor 2G and 3G coverage to 98% of the population by 2015.

It also lays the foundation for two competing 4G networks delivering nationwide services that will meet the regulatory requirement of coverage to 98% of the population two years before Ofcom's deadline of 2017.

Guy Laurence, Vodafone UK CEO, said "This is excellent news for British

consumers, businesses and the wider economy. We are promising indoor coverage for 98% of the UK population across all technologies within three years. We will bring the best mobile coverage that this country has ever enjoyed to more people than ever before. Our existing customers will benefit on the devices that they have today, and we will lay the foundations for the real 4G network they will want tomorrow."

Please address any feedback or queries to:

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Vodafone UK—leader in business continuity

Vodafone UK has become one of the first companies in the UK—and one

bsi. of only a handful worldwide—to achieve the

international business continuity management (BCM) standard, the ISO22301. BCM is all about minimising risks and having the processes in place so that, even through the most challenging and

unexpected of circumstances, our customers can continue to rely on the high quality of our network and our service.

