

Where we do business

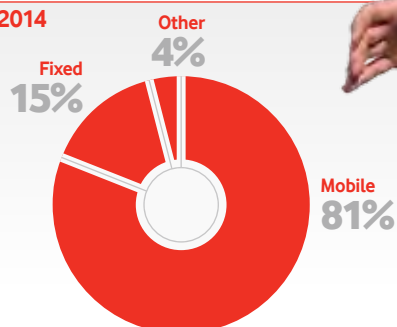
Breadth of services, scale and global reach

We are one of the world's largest telecommunications companies providing a wide range of services including voice, messaging, data and fixed broadband. We have 434 million mobile customers and 9 million fixed broadband customers across the globe.

Our business is split across two geographic regions – Europe, and Africa, Middle East and Asia Pacific ('AMAP'), which includes our emerging markets.

The services we provide

Group service revenue 2014



Over 1 trillion

Voice

We carried 1.2 trillion minutes of calls over our network last year – that's the equivalent of everyone around the world talking for two and a half hours.

544 petabytes

Data

Over 544 petabytes of data were sent across our network last year – that's enough data for over 100 billion one minute video clips.

337 billion

Messaging

Our network carried 337 billion text, picture, music and video messages last year.

9.3 million

Fixed broadband

We have 9.3 million fixed broadband customers, mainly in Germany, Spain and Italy.

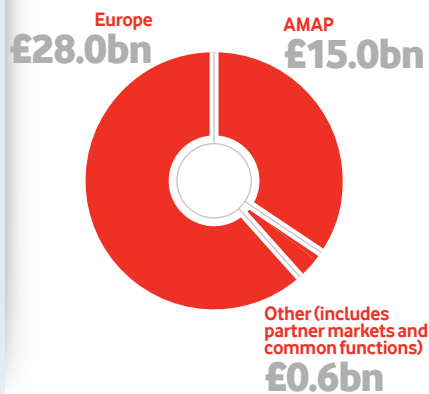
Other services

Includes revenue from mobile virtual network operators ('MVNOs') using our network in our markets and from operators outside our footprint using our products and services as part of our partner market network that spans 48 countries.



Our international reach

Group revenue 2014



Europe

We are the number one or two mobile operator in most of our European markets with market shares ranging from around 25% to over 40%. We have a small but growing share in fixed line across Europe, with the acquisition of Kabel Deutschland and proposed acquisition of Ono boosting our positions in Germany and Spain.

Countries

Albania	Malta#
Czech Republic#	Netherlands#
Germany#	Portugal#
Greece#	Romania#
Hungary	Spain#
Ireland#	UK#
Italy#	

Markets where we have fixed broadband operations.

AMAP

We are the number one or two mobile operator in most of our AMAP region. Our mobile market shares vary by market from around 20% to over 50%.

Countries

Australia	Qatar#
Egypt#	Turkey#
Fiji	Vodacom Group
Ghana#	(Democratic Republic of
India	Congo ('DRC'), Lesotho,
Kenya (Safaricom)	Mozambique, South
New Zealand#	Africa#, and Tanzania)

Our main markets

Spain

£3.5bn

revenue

13.5m

mobile customers (30% prepaid)

28%

mobile market share¹

10%

Fixed % of service revenue



UK

£6.4bn

revenue

19.5m

mobile customers (40% prepaid)

25%

mobile market share¹

26%

Fixed % of service revenue



Germany

£8.3bn

revenue

32.3m

mobile customers (52% prepaid)

34%

mobile market share¹

30%

Fixed % of service revenue



Italy

£4.3bn

revenue

27.8m

mobile customers (82% prepaid)

33%

mobile market share¹

15%

Fixed % of service revenue



Verizon Wireless interest sold

In February 2014 we sold our interest in Verizon Wireless.

[Read more about Verizon Wireless](#)



■ Our markets
■ Our partner markets

Notes:

- 1 Vodafone estimates for the quarter ended 31 March 2014, based on mobile or total service revenues.
- 2 Fixed service revenue represents less than 1% of service revenue.
- 3 Source: Telecom Regulatory Authority of India, December 2013.

Vodacom Group²

£4.7bn

revenue

65.4m

mobile customers (92% prepaid)

52%

mobile market share (South Africa)¹



India

£4.4bn

revenue

166.6m

mobile customers (94% prepaid)

22%

mobile market share³

