Strategic Decisions Conference 2007

Andy Halford, Chief Financial Officer

26 September 2007

- The presentation contains forward-looking statements which are subject to risks and uncertainties because they relate to future events. Some of the factors which may cause actual results to differ from these forward-looking statements can be found by referring to the information contained under the headings “Cautionary Statements regarding Forward-looking Statements” and “Risk Factors” in our Annual Report on Form 20-F for the year ended 31 March 2007. The Annual Report on Form 20-F can be found on our website (www.vodafone.com).
- In particular, such forward-looking statements include the ability to integrate all operations throughout the Group, particularly in India; growth in customers and usage, particularly in emerging markets; the Group’s expectations for costs, capital expenditures, operating expenditures and margins and non-voice services and their revenue contribution; the ability to realise synergies through revenue stimulation activities in Europe and cost reduction initiatives; mobile penetration and coverage rates; expectations with respect to long-term shareholder value growth and future dividend performance; Vodafone’s ability to be a market leader in providing voice and data communications; and overall market trends and other trend projections.
- The presentations also contain certain non-GAAP financial information. The Group’s management believes these measures provide valuable additional information in understanding the performance of the Group or the Group’s businesses because they provide measures used by the Group to assess performance. Although these measures are important in the management of the business, they should not be viewed as replacements for, but rather as complementary to, the comparable GAAP measures such as revenue and reported items on the consolidated profit and loss account or the consolidated statement of cash flows. Further information on the Group’s use of non-GAAP information can be found under the heading “Non-GAAP Information” in our Annual Report on Form 20-F for the year ended 31 March 2007. Reconciliations of certain non-GAAP financial information used in this presentation is presented on the final slide of this presentation.
- Information in this presentation relating to the price at which relevant investments have been bought or sold in the past or the yield on such investments cannot be relied upon as a guide to the future performance of such investments.
- Vodafone, Vodafone At Home, Vodafone Office, Vodafone Zuhause, Vodafone Mobile Connect and Vodafone Passport are trade marks of the Vodafone Group.
- Slides available on Vodafone website www.vodafone.com

The external environment

- **Challenging European market – ongoing regulatory and competitive pressures**

- **Customers have a growing choice of communication services and providers**

- **Growing demand for mobile data and broadband services**

- **Increasing growth potential in emerging markets**

Latest results – Q1 FY07/08

Key operating and financial metrics

	Q1 FY07/08
Group service revenue[1]	+4.2%
- Europe	+1.4%
- EMAPA	+18.2%
Customers	200m
- net adds	+9.3m
3G devices	18.5m
- net adds	+2.6m

Continued strong performance

- Europe: usage growth offset competition and regulatory pressures:
  - Service revenue growth[2]: Spain 12.5%, UK 4.9%, Italy (3.1%), Germany (6.3%)
- EMAPA driven by customer growth:
  - Service revenue growth[2]: Egypt 43%, Romania 27%, Vodacom 21%
  - 50% revenue growth in India[3]
- Group data revenue up 32%[1]:
  - Drivers: 3G devices and HHBDs[4]
  - 6% of service revenue (+1pp YoY)

Our business is performing well

[1]Organic growth. [2]Local currency. [3]Pro forma growth assuming the Group owned the business for the whole of both quarters. [4]Hand held business devices

Vodafone's five key strategic objectives

1	**Revenue stimulation and cost reduction in Europe**
2	**Innovate and deliver on our customers' total communications needs**
3	**Deliver strong growth in emerging markets**
4	**Actively manage our portfolio to maximise returns**
5	**Align capital structure and shareholder returns policy to strategy**

1 Revenue stimulation in Europe

Usage stimulation programmes are improving our competitiveness

Increased value for customers	• 22% increase in minutes of use in Germany partly following October tariff refresh / larger minute bundles / Zuhause[1]
Targeted promotions	• 21% and 6% rise in voice and messaging ARPU respectively in Italy due to Christmas promotion (free on-net calls and SMSs)[2]
Leverage leadership in business segment	• 46% enterprise market share (+4pp YoY) in the UK due to targeted tariffs for SMEs and connectivity devices[3]
Prepaid to contract migration	• Contract ratio now 56% vs. 51% a year ago in Spain due to attractive handset offers
Reducing the cost of roaming	• Over 13m roaming customers on Vodafone Passport[4] • Achieved target 40% cut in European average retail voice roaming prices[5]

Outgoing voice usage increased 26% YoY in Q1 FY07/08 in Europe

[1]Q1 FY07/08 YoY. [2]Generated by customers in the promotion; subject to monthly fee and per call set up charge. [3]From FY05/06 to FY06/07, source: Company and external data. [4]Subsidiaries and joint ventures at July 2007. [5]Summer 2005 to April 2007

1 Cost reduction programmes in Europe

All on-going initiatives are on track to deliver targeted savings

		FY05/06 base
IT AD&M 25-30% unit savings within 2-4 years	• Implemented in 7 out of 8 markets in Europe and 11 across the Group	£560m
Network supply chain 8% saving by FY07/08	• Over £200m of savings delivered in FY06/07	£3.3bn[1]
European shared services 25-30% savings within 1-2 years	• Data centre consolidation broadly complete Over £50m of savings delivered in FY06/07	£320m
Network sharing Savings over the medium-longer term	• Implementation underway in Spain	N/A
Other defined initiatives	• Single ERP system. Hungarian SSC[2] • European network evolution.	N/A

Clear savings target established – further initiatives being explored

[1]External network spend. [2]Shared service centre

2 Total communications strategy – achievements

Data

- 41% underlying revenue growth:
  - 1.4m 3G Vodafone Mobile Connect data cards (+85% YoY)
  - 1.6m HHBDs (+90% YoY)
- HSDPA now covers entire European 3G footprint
- Mobile internet partnerships:
  - Google, MySpace, YouTube, eBay, MSN, Yahoo!

DSL

- Consumer and business offers in 10 and 6 markets respectively
- Arcor: 2.2m customers (+47% YoY)
  - joint marketing Arcor and VF Germany
- Market by market execution to date and going forward:
  - own provision, wholesale, ULL

Fixed location services[1]

- 3.5m Vodafone at Home customers[2]
- 2.5m Vodafone Office customers

Advertising

- Successful trials
- Major agreements in 6 markets
- Working with leading companies:
  - Yahoo! (UK); Gruner & Jahr (Germany)

Expected to represent an additional 10% share of revenue in 3 years

Data disclosed for subsidiaries and joint ventures and represents YoY organic growth in Q1 FY07/08. [1]Mobile operations. [2]Markets with zonal tariffs and DSL but excluding fixed net bolt ons

3 Deliver strong growth in emerging markets

Our focus

- Deliver high performance in controlled businesses
- Maximise shareholder returns in affiliates[1]
- Leverage measurable synergy benefits from scale and scope
- Outperform acquisition business cases

Our progress

Q1 FY07/08	Revenue growth[2]	Market share[3,4]	Market penetration[4]
Egypt	43%	47%	27%
Romania	27%	43%	89%
Vodacom	21%	57%[5]	81%[5]
Turkey	32%[6]	25%	75%

Additional initiatives

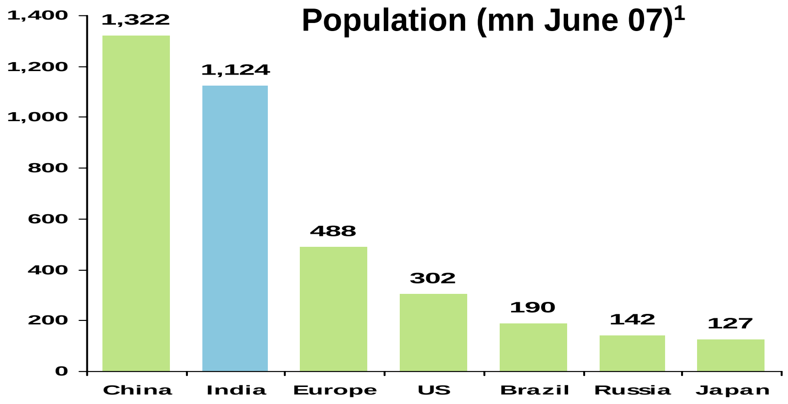
- Ultra low cost handsets
- Network cost reduction
- Credit & money transfer
- Innovative customer value tariffs

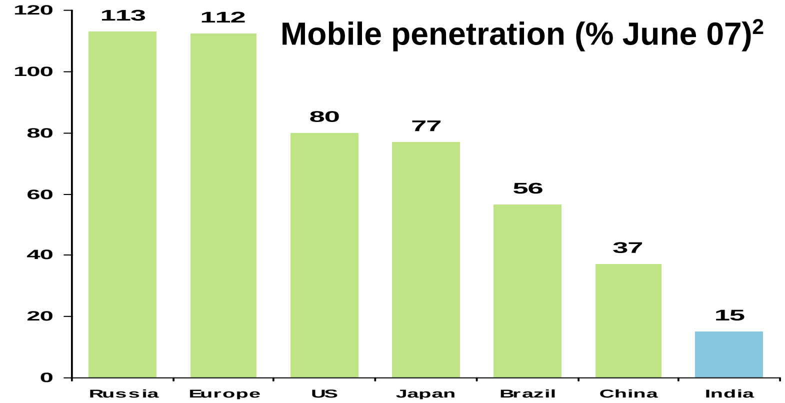
Building on our strong track record of creating value in emerging markets

[1]Verizon Wireless, SFR. [2]Local currency service revenue, total revenue for Turkey. [3]Customer market share at March 2007. [4]Company and external data. [5]South Africa. [6]Pro forma growth assuming the Group owned the business for the whole of both quarters

3 Emerging markets - India

The world's 2nd most populated country with low mobile penetration





India

- 7.7m net adds in July
- 8.5% real GDP forecast for FY07/08
- MOU increasing due to lower ppm
- Mobile voice share of telecoms revenue expected to rise from 50% in 2006 to 65% in 2010

Penetration expected to exceed 40% by FY11/12 and exceed 50% in the longer term

[1]Europe includes the 27 countries in the EU. [2]Europe includes France, Germany, Italy, Spain and the UK. Source: Informa

3 Emerging markets – Vodafone Essar, India

Key operating and financial metrics

	Q1 FY07/08[1]
Customers	30.8m
- YoY growth **- % prepaid**	75% 88%
Revenue growth	50%
MOU	457
- YoY growth	18%
ARPU	US$9.3

Update on progress

- 34.1m customers in August:
  - 1.7m net adds MoM
  - 17% customer market share
- Significant capex to support growth:
  - >£1bn for FY07/08 (c.20% of Group)
  - targeting >50% population coverage by end FY07/08
- Discussions on site-sharing ongoing
- Further strong progress in FY07/08:
  - integration into Vodafone (e.g. brand)
  - continued development of existing circles
  - anticipate spectrum to be allocated in Spacetel circles shortly

Executed well since May acquisition - achieving strong profitable growth

[1]Growth on a pro forma local currency basis assuming the Group owned the business for the whole of both quarters. Data includes consolidation of BPL since 1-Jan-2006

4 & 5 Actively managing our portfolio. Returns and capital structure

Recent disposals & acquisitions

- Disposal of non-controlling interests in Belgium and Switzerland
  - net cash proceeds £1.3bn and £1.8bn respectively
- Gained control of Vodafone Essar, India
  - cash consideration £5.5bn[1]
- Disposal of 5.60% stake in Bharti, India
  - agreed consideration US$1.6bn

All financial policy goals achieved

- Dividends
  - 60% payout of full year earnings per share
  - FY06/07 dividend +11.4% YoY
- Capital structure
  - low single A credit rating
  - £9bn return of capital in Q2 FY06/07
  - pro forma net debt £24bn after Vodafone Essar acquisition[2]

We will continue to invest to maximise returns for shareholders

[1]Excludes £1.2bn of assumed debt and £2.4bn representing the fair value of the Essar option. [2]Includes cash, assumed debt and fair value of option. Actual net debt was £15bn at March 2007

Vodafone view of Verizon Wireless

A market leading business with strong growth prospects

Attractive market[1]	• 302m population • 80% penetration
Leading US operator[2]	• Largest retail customers (60.1m) • Lowest churn (1.3% monthly blended) • 28% net adds market share[3]
Strong momentum[2]	• 17% YoY total revenue growth • 1.6m retail net adds • 3% YoY increase in retail service ARPU

Potential for resumption of dividends in the medium term

Vodafone's retention of its stake is in the best interests of shareholders

[1]Source: Informa. [2]Source: Verizon Communications Q2 2007 results. [3]Company and external data

Summary

Delivered against our strategic objectives

Increasing exposure to high growth emerging markets

Substantial stake in leading US wireless player

Active portfolio management to optimise shareholder value underpinned by strict M&A criteria

Well positioned for future challenges given global scale and footprint

Vodafone to be the leading communications provider in the markets we serve

Appendix

Use of non-GAAP financial information

In presenting and discussing the Group's reported financial position, operating results and cash flows, certain amounts have been derived from balances calculated in accordance with IFRS. These amounts are not themselves expressly permitted GAAP measures. Such non-GAAP measures should not be viewed in isolation as alternatives to the equivalent GAAP measure.

Reconciliations of the non-GAAP measures, included in this presentation, to their nearest equivalent GAAP measure are as follows:

Q1 FY07/08	Reported growth %	Impact of exchange rates pps	Impact of acquisitions and disposals pps	Organic growth %
Service revenue:				
Group	8.0	1.8	(5.6)	4.2
Europe	0.3	1.1	–	1.4
EMAPA	41.9	5.7	(29.4)	18.2
Group data revenue	35.3	1.5	(4.6)	32.2

Underlying data revenue growth

A reconciliation of reported growth in data revenue, the closest GAAP measure, to underlying data revenue growth is as follows:

Q1 FY07/08	Reported growth in data revenue %	Impact of foreign exchange pps	Impact of acquisitions and disposals pps	Estimated impact of adjustments on data revenue[1] pps	Underlying growth in data revenue %
Data revenue	35.3	1.5	(4.6)	9.0	41.2

[1]Estimated impact of revenue arrangements now presented net of associated direct costs and termination rate reductions

Net debt and pro forma net debt

A reconciliation of cash and cash equivalents, the closest equivalent GAAP measure, to net debt, is shown below:

	31 March 2007 £bn
Cash and cash equivalents (GAAP measure) as presented in the consolidated balance sheet	7.5
Trade and other receivables[1] (GAAP measure)	0.3
Trade and other payables[1] (GAAP measure)	(0.2)
Short-term borrowings (GAAP measure)	(4.8)
Long-term borrowings (GAAP measure)	(17.8)
Net debt (Non-GAAP measure)	(15.0)
Net debt (Non-GAAP measure)	(15)
Pro forma impact of Hutch Essar acquisition	(9)
Pro forma net debt (Non-GAAP measure)	(24)

[1]Certain mark to market adjustments on financing instruments are included within trade and other receivables and payables