

On 1st January, 1985 we made the UK's first mobile call. This call was to mark the launch of the mobile industry and to transform the communications world.

In our first 15 years, we have become the largest company in Europe by market capitalisation and the largest telecommunications company of its kind globally. We have a customer base of over 95 million and interests in network operators across 28 countries.

Our success is based on continuing to understand the multiple benefits of mobile communications. We continue to deliver these through ongoing focused customer services and commitments to remaining at the front of innovative service developments.

- **Investment** - we continue to channel massive investment into building a network which allows you to make more calls from more places and remain assured that the quality and reliability of our service is second to none.

- **Customer service** - from the provision of coverage and capacity to call handling and billing we remain focused on maintaining a high level of customer service.

How many?

The figures are amazing - 1 in 100 people in the world own a Vodafone mobile phone!

On average we continue to deliver, globally:

- 50 million calls per day
- 10 million text messages per day
- More than 1000 data calls per minute

So, where are we going?

We are entering new and uncharted territory. We are determined to remain the leading innovator in the field of mobile communications and we hope you'll be happy to come with us.

The Mobile Future Is Here

Vodafone will be introducing a range of exciting new services over the coming months and years.

Technology Overview

The development of mobile communications is commonly expressed as a series of waves or "generations". Since Vodafone introduced the first analogue mobile network (first generation) back in 1985, continued investment in new technology has greatly improved and enhanced the range of mobile services.

The launch of our digital network (GSM or second generation) in 1991 led to the first services beyond voice calls with the introduction of text messaging and possibilities such as WAP. In April 2001, Vodafone launched the GPRS (sometimes referred to as 2.5 generation) network which has enabled the introduction of significantly enhanced WAP services and, in December 2001, the Vodafone Internet Access service.

Vodafone is currently developing its 3G (third generation) network following the purchase of Licence B in April 2000 in the UK. 3G technology will enable Vodafone to offer even more advanced mobile services, for example faster, enhanced Internet Access and the ability to make mobile video calls.

Alongside the development of networks, there have also been innovations in complementary technologies such as 'Bluetooth' (to connect, as well as new mobile devices, including PDAs, with enhanced multimedia features and colour screens.

So, with these technologies becoming ever more complex, Vodafone is developing new service ranges that allow customers to access the services they want, without needing to understand or see the technology that enables them to do so. Look out for information on these exciting new developments over the coming months.