

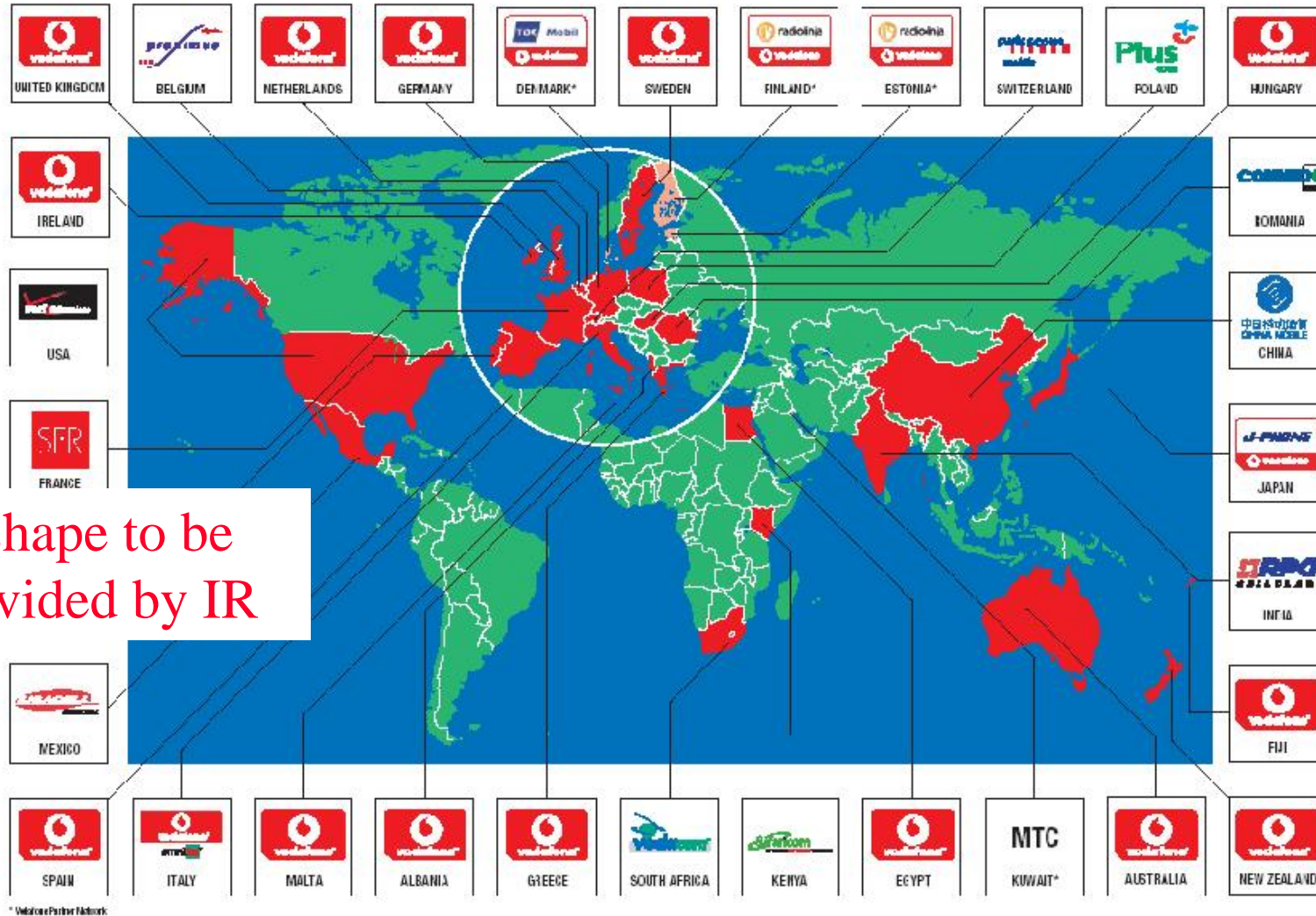
**Thomas Geitner**  
**Chief Executive**  
**Global Products & Services**  
**Vodafone**

# Vodafone: Our Vision

---

**The world's mobile communications leader - enriching customers' lives, helping individuals, businesses and communities to be more connected in a mobile world**

# Vodafone's global footprint



# Global services for global customers

---

- **Access to over 280m customers worldwide**
- **Financial strength enables intensive investment in new global services**
- **Data traffic expected to generate 20% of revenue by 2004**

# Building a world leading mobile brand

**MAKE  
YOURSELF  
AT HOME!**

SWITCH TO TDC MOBIL FOR THE BEST  
COVERAGE IN DENMARK - JUST LIKE HOME!



TDC Mobil  
vodafone



radiolinja  
vodafone™

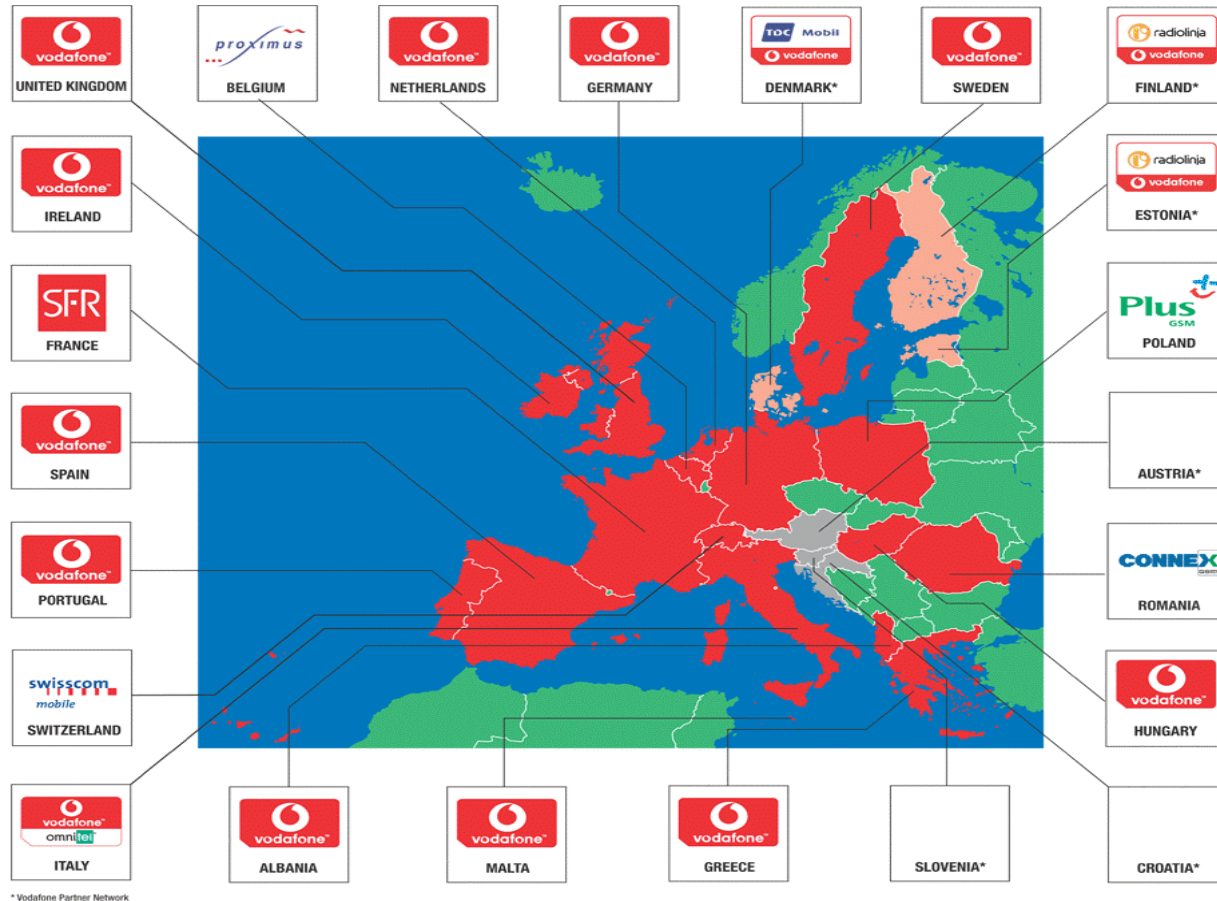
‘Hello  
Be part of the  
world’s largest  
mobile community™  
wherever you are.’



vodafone

[www.vodafone.com](http://www.vodafone.com)

# European footprint



Potential bridge to further joint development in Central Eastern Europe

# mobilkom austria group - the right partner

---

Optimal fit with geographical footprint

Coverage of "White Spots" in CEE

Innovative product portfolio, sales set-up and superior brand image

Optimal fit with VOD brand positioning

High quality network and short product time-to-market

Platform for international products

Large customer base with high ARPU and business customer share

Roaming potential for Vodafone operators

# Partner Strategy

---

- **Easy to use and seamless access to standard services throughout Europe**
- **Improved integrated services and larger coverage for international corporate customers**
- **Dual brand communicates product benefits of Global Products and Services to Vodafone and mobilkom austria, Si.mobil and VIPnet customers**
- **Transformation of footprint in customer value**