

news release

February 3, 2009



Vodafone Australia defies downturn with strong Christmas quarter

Key Highlights:

- Vodafone Australia added more than 186,000 net customers for the quarter ended December 31, 2008 (excluding MVNO customers, but including the acquisition of 76,300 Crazy John's customers). Vodafone Australia's direct base now stands at more than 3,915,000 customers.
- *Please note that as a result of Vodafone Australia's ownership of Crazy John's, all key performance indicators for Crazy John's, including net connections, are included in Vodafone Australia's results. Crazy John's is therefore excluded from all Vodafone Australia MVNO statistics.*
- MVNO base stands at more than 305,000 customers.
- Vodafone Australia achieved service revenue growth of 8.2 per cent for Q3 08/09 compared to Q3 07/08.
- Total Average Revenue Per User (ARPU) fell by 2.1 per cent for Q3 08/09 compared to Q3 07/08
- Vodafone Australia customers accounted for 2,583 million minutes of usage, representing 6.7 per cent growth for Q3 08/09 compared to Q3 07/08.
- Vodafone Australia closed Q3 08/09 with more than 1,171,000 3G devices, which represents a 49.9 per cent increase for Q3 08/09 compared to Q3 07/08.

Russell Hewitt, Chief Executive Officer at Vodafone Australia, said:

"No company is immune to recession, but Vodafone Australia has proven to be extremely resilient to date. During the Christmas quarter and beyond, Vodafone maintained an extremely keen position on price and value, which resonated well with customers."

"During Q3, Vodafone concentrated on exclusive handsets, mobile broadband devices, high-value plans and a powerful retail presence. As a company with many moving parts in retail, technology and customer service, we lined up in perfect formation and achieved excellent results in a softening market."

"Vodafone had an incredible Christmas because we pitched the right products, provided excellent value and backed it up with considerable efforts over the last 12 months to improve the complete customer service experience."

“Crazy John’s sales during Q3 exceeded all expectations, and our ownership of the company has already proven to be the right buy at the right time for Vodafone.”

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For more information please contact:

Greg Spears, Vodafone Australia on 0406 315 014 or greg.spears@vodafone.com

About Vodafone

Vodafone is the world's leading international mobile communications group with approximately 289 million proportionate customers as of 31 December 2008. Vodafone currently has equity interests in 27 countries across five continents and over 40 partner networks worldwide. For more information, please visit www.vodafone.com

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