

News release

Vodafone and JCDecaux sign a global agreement to roll out small cells

10 December 2014

Vodafone announced today that it has signed a global agreement with JCDecaux, the number one outdoor advertising company worldwide, to deploy small cells on street furniture and billboards to further enhance network performance.

The new technology, which will be deployed as part of Vodafone's £19bn Project Spring investment programme, will enable Vodafone to extend network reach, improve voice quality and increase data connectivity speeds.

Vodafone will work with JCDecaux to install small cells on street furniture and billboards sites primarily in cities and other densely populated areas. The technology will:

- give customers faster 3G and 4G connectivity;
- improve outdoor and indoor coverage areas; and
- reduce the time and cost associated with upgrading mobile networks.

Under the terms of the agreement, Vodafone will deploy and manage the technology while JCDecaux will be responsible for designing and manufacturing the housing for the equipment. The agreement follows the success of a pilot programme conducted by Vodafone Netherlands where over 160 small cells have been installed on JCDecaux bus shelters in Amsterdam.

Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said: "After successful testing in Amsterdam, we are pleased to continue our collaboration with Vodafone by supporting its strategy to develop the quality of its networks. Connected street furniture is set to transform city life and JCDecaux is enthusiastic about contributing to these structural changes, providing lasting benefits to municipalities and citizens."

Kevin Salvadori, Director of Technology Strategy and Operations, Vodafone Group said: "We are delighted to partner with JCDecaux. This agreement will help us accelerate the deployment of small cell technology by giving us access to locations that in the past have not been available for network installations."

For further information:

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About Vodafone Group

Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile

operations in 26 countries, partners with mobile networks in 53 more, and fixed broadband operations in 17 markets. As of 30 September 2014, Vodafone had 438 million mobile customers and 11 million fixed broadband customers. For more information, please visit:

www.vodafone.com.