



WELCOME TO
VODAFONE

WHO WE ARE

We are **more than a telco company.**

For over 30 years, we have been **at people's side**, making **change** happen and **driving our society forward** – with reliable, high-performance networks.

Networks with which we have always been creating **connections for a better future**. By **bringing together** families, friends and businesses around the world. **Driving innovation.**

And becoming more **sustainable** every day.

And not just as a provider.
But as a **partner** you can **always rely on.**



Together we can



We are one of the biggest communications companys in the world ...



Europe's largest **fixed network provider**



Europe's largest **mobile network provider**



One of the largest **digital TV platforms** in Europe



World market leader in **Internet of Things**



Awarded **top employer**



Around **37 billion €** revenue worldwide



... and a leading global provider
of digital products & services.

Our **93,000 employees** provide
people and business:



Broadband-
Internet & Wifi



Cloud & Hosting



Mobile
Communications



Artificial
Intelligence

**WE CONNECT
FOR A
BETTER FUTURE**



TV & Entertainment



Internet of Things



Augmented &
Virtual Reality



Mobile
Payment Systems

We are successful worldwide because we
smartly connect people and technology to
find answers to the big questions and
challenges of the future. Making the world a
better place today? Check!



Technology and us – together we can achieve anything.

When technology and the human spirit come together, anything is possible.
That's why we combine the two and work for a more digital and sustainable tomorrow for people and businesses.



Empowering
People



Protecting
the Planet



Together we can: Ensure that no one is left behind.



A better future

means that all people have access to the opportunities and possibilities of the digital future.

To ensure that no one is left behind on this journey, we are committed to being bridge builders for diversity and inclusion.



Together we can: Protect our planet.



A better future

is a liveable future in which business success does not come at the expense of the environment. And where our technologies enable people to a more sustainable life.

With digital solutions, we want to protect our planet and help our customers to do the same.



We not only can do it – we do it. Most successfully in Germany.



Around **14,000** employees in Germany



13 billion € total revenue in Germany



Digitisation partner of the
German economy



Millions of Germans are our customers –
whether they surf, phone or watch tv



We are constantly developing our infrastructure, innovations and ideas.

We are driving the Gigabit Society in the largest market of the Vodafone Group.
With heart and technology.



Largest
Gigabit network



State-of-the-art
5G network



Smartest
IoT network



Latest
Innovations



The largest gigabit network makes gigabit speed the standard.



We are already delivering gigabit for all to homes and businesses via our fibre-optic lines and TV cable.

In the largest cable fibre network, two thirds of all Germans will be able to surf, stream, work and live digitally at gigabit speeds.



State-of-the-art 5G network transforms advantage into progress for all.



State-of-the-art 5G mobilises the society in real time and takes the economy to a new level with gigabit speeds.

No one else offers more real 5G and 5G pioneering experience.



The smartest IoT network makes our life safer and more sustainable.



Our network for people and machines makes cities smarter, traffic safer, processes more efficient – and helps to save resources at home, in the field or in industry.

An almost nationwide booster for innovation, sustainability and prosperity in Germany. From the IoT world market leader.



The most innovative ideas are already shaping the progress of tomorrow.



The future made in Düsseldorf – this is where ideas become innovations. In our labs, pioneering spirit meets doer mentality.

We connect start-ups, corporations, service providers, universities – and offer a productive environment for innovation around IoT, 5G, Cloud and Co.



Our key for tomorrow: technology for people.

With a pioneering spirit and partners, we are developing the future – and applications that are already bringing Germany in many areas today.



Mobility



Entertainment



Business



With a pioneering spirit, we inspire the mobility of the future.



1

Innovative mobility concept for autonomous electric ferries

2

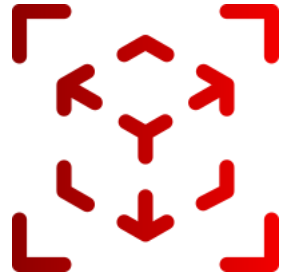
5G as the basis for air taxis and drones

3

5G for the development of digital services for smart mobility



Our technologies bring tomorrow's entertainment.



1

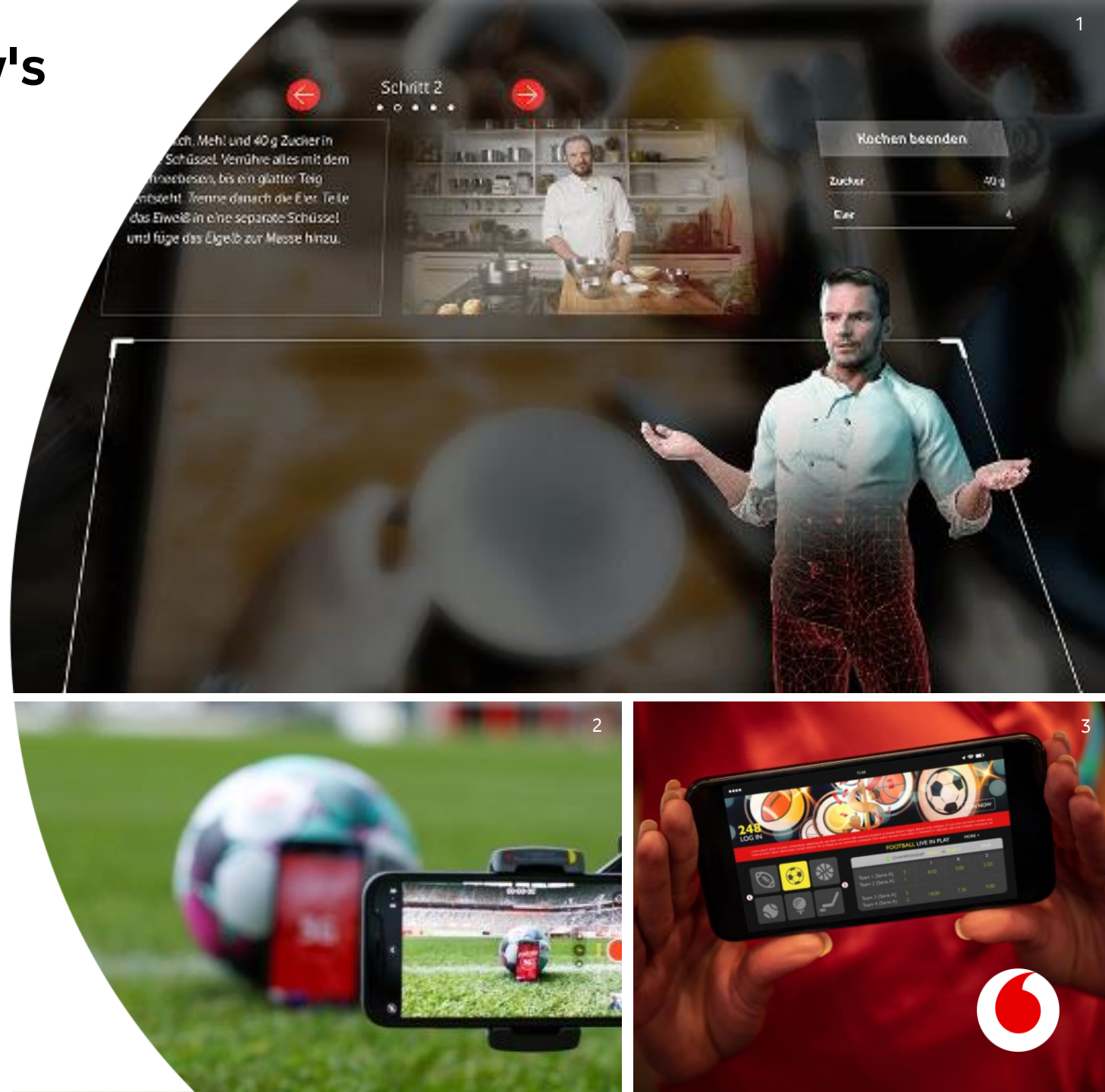
With augmented reality for the virtual cooking experience at home

2

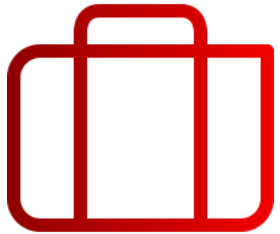
5G for digitisation in sport: among professionals and amateurs

3

With cloud technology in the 5G network for tomorrow's mobile gaming



We revolutionise a wide range of industries – together with partners.



1

5G campus networks support digital transformation in scientific research

2

Germany's first autonomously driving kiosk transmits on the 5G network

3

5G Edge Computing makes maintenance on the digital twin of Cologne Cathedral possible



For us progress not only means technology.

Our vision of the digital society is as lively, colourful and unique as the team spirit that drives us – and which can be experienced in everything we do.



Human



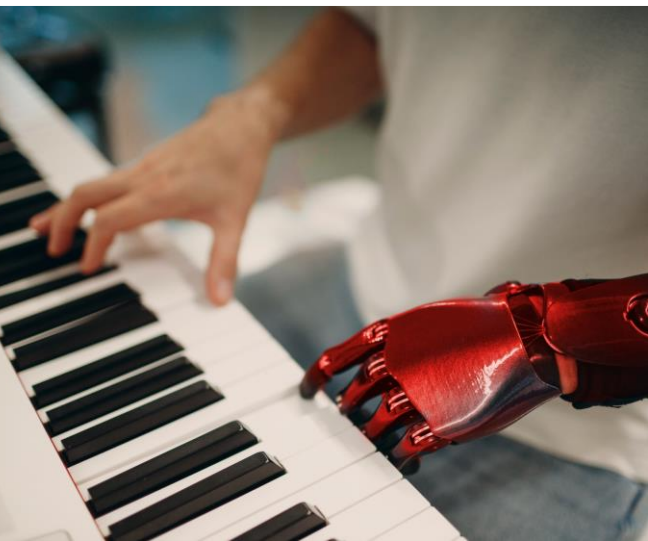
New Work



Diversity



Benefits



**Technology open up new perspectives,
but people make the difference.**



We place great emphasis on the development of potential. Because there are always people behind innovative technologies for the challenges of our time.

Our spirit and culture encourage curiosity and provide impetus for the development of our employees.



We revolutionise the ways of working – and we are starting with ourselves.



On our way to the gigabit society, we are already providing the basis for new forms of work: home office, mobile work and hybrid working models.

As digitalisation champions, we live flexible forms of work: 'Full Flex Office' is the name of our hybrid work model – we work where we can do it best.



**We promote diversity and
create real teamwork.**



We believe in enrichment through diversity and work with partner programmes to enhance this.

This is how we create a multicultural inclusive working environment that promotes diversity of gender and sexual identity regardless of age.



As team players, we give something back to our employees.



Because our employees give everything each day, we give everything for them – even beyond work: we support them in childcare, in caring for relatives, with a comprehensive range of health services and in retirement provision.

Because together we don't just get our work done – but much more.



WE ARE VODAFONE

We bring people and technology together.
With the technological power of our networks –
reliable, sustainable and pioneering.

Together, we create something new.
Because when everything changes, together we can change everything.

That's why we are **moving from provider to partner.**
A reliable partner with whom we can work side by side to make the world a
little better every day – for a better gigabit society.



An aerial photograph of a dense green forest canopy. A large, circular clearing is visible in the upper center of the image, surrounded by thick foliage. The text "DEEP DIVE" is written in bold white capital letters, and "SUSTAINABILITY" is written in large white outline capital letters, both centered horizontally across the middle of the image.

DEEP DIVE SUSTAINABILITY



Together we are fighting against climate change and for a more sustainable digitalisation.

The climate crisis is already having catastrophic consequences worldwide.

We see it as our responsibility to drive digitalisation forward and use it to contribute to a more healthy and sustainable planet.



Our way in Germany to protect the planet.

2020



100 % electricity from
renewable sources*

2025



CO₂-neutrality**
100% less CO₂ emissions
from own activities

2030



50 % less CO₂ emissions from our
Value Chain
Supply Chain | Business Travels | Joint
Ventures | Benefits from sold
materials & services

350 million tonnes less CO₂ from
business customers worldwide
through the use of digital technologies

2040



Net zero emissions
along the upstream and
downstream value chain

*For third-party sites that do not use renewable energy, compensation is provided via certificates
**CO₂-neutral means that we reduce our CO₂e emissions by at least 90% and offset unavoidable residual emissions via certified climate protection projects



**We're not just making Vodafone more sustainable.
We are also helping our customers to make more sustainable choices.**



**REDUCING OUR
CO₂ EMISSIONS**



**EMPLOYEE
ENGAGEMENT**



**CIRCULAR
ECONOMY**



**GREEN IOT
SOLUTIONS**

**Electricity
from
renewable
sources**

Mobility

**Mission
Green**

**Team
Green
Network**

Reduce

Repair

**Smart
Energy**

**Smart
Mobility**

Supply Chains

Logistics

**E-Learning
Sustainability**

**Communities
of Practices**

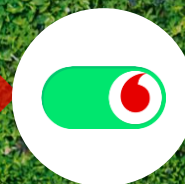
Refurbish

Recycle

**Smart
City**

**Smart
Innovation**

We act more sustainable!



We support others!



**We translate these approaches into
concrete projects and initiatives.**

**100% ELECTRICITY FROM
RENEWABLE SOURCES FOR
OUR NETWORKS**

**MORE SUSTAINABLE SIM-
TECHNOLOGIES**

CIRCULARITY IN SALES

**CO₂-NEUTRAL BUSINESS
CUSTOMER TARIFFS**

**ECO RATING FOR MORE
SUSTAINABLE PURCHASE
DECISIONS**

**CONNECTING
TECHNOLOGIES
SAVING ENERGY**

**MORE SUSTAINABLE
MARKETING**

**CONNECTING
TECHNOLOGIES
PROTECTING SPECIES**



DEEP DIVE BUSINESS



We are the digitalization partner of the German economy.

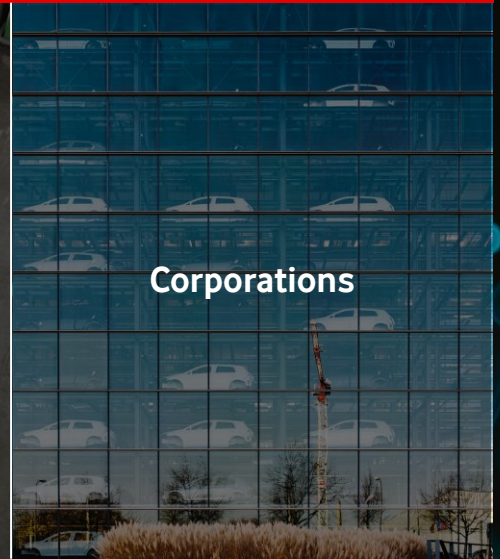
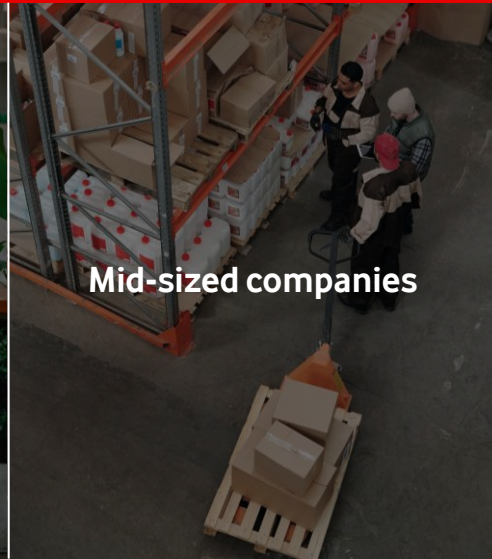
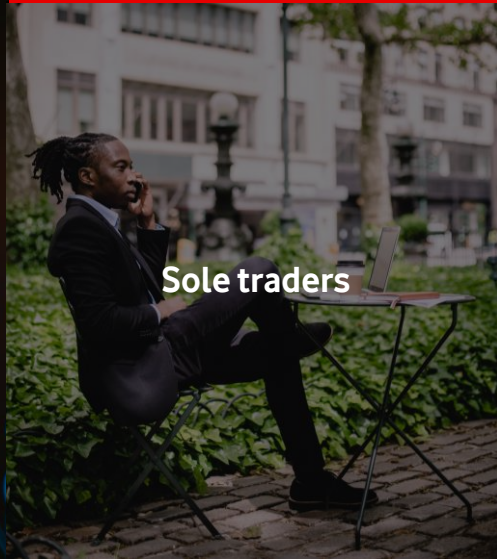
Digital transformation is often fragmented, we offer complete solutions to remedy this.

From digital workplace solutions to the best mobile network, reliable digital infrastructure and IoT applications. That and much more: 360° solutions from the digitalization partner.



Partner for digitalization. 360° from one source. For all those who do business.

All services. All business sizes.



**Mobile & flexible
communication**



**Digital
workplace solutions**



**Secure and powerful
infrastructure**



**Smart IoT
solutions**



**Partner for digitalization.
360° from one source. For all those who do business.**

Mobile & flexible communication

The requirements for a network are varied: increasing data volumes, connected machines or a large corporate site. Our mobile network offers the best conditions for the connectivity of employees.



Partner for digitalization. 360° from one source. For all those who do business.

Digital workplace solutions

Flexible, scalable and secure cloud solutions and services – for all business requirements. Our network expertise makes us the ideal partner for customised cloud solutions from a single source.



**Partner for digitalization.
360° from one source. For all those who do business.**

Safe and powerful infrastructure

Perfect availability for customers and business partners: bandwidth for company sites, future-proof voice telephony & state-of-the-art location network.



Partner for digitalization. 360° from one source. For all those who do business.

Smart IoT solutions

As one of the world leaders in IoT, we support our customers in all steps of IoT solution: from defining use cases, to hardware procurement, setup and provisioning of the right network – to continuous development and optimization.



We transfer these approaches into concrete projects and initiatives.

CONTINENTAL | IoT

Digital monitoring of commercial vehicle tires

THYSSENKRUPP | IoT

Predictive maintenance of elevators

ALMiG | IoT

Connected compressors for more energy efficiency

PARK & CONTROL | IoT

Smart, sensor-based parking management

Magna | IoT

Smart energy management

FESTO | CLOUD & HOSTING

Virtual reality learning content from the cloud

SEEPEX | AR

Innovative service thanks to augmented reality app

Schwesternverband |

CLOUD & HOSTING

Digitalization in healthcare





Together we can

www.vodafone-deutschland.de