

**VODAFONE GROUP PLC**  
**(the "Company")**

**NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES  
OR PERSONS CLOSELY ASSOCIATED**

**Acquisition of shares**

The below individuals acquired shares under the Vodafone Global Incentive Plan. The vesting of the share awards was conditional on continued employment with the Vodafone Group and on the satisfaction of the performance conditions approved by the Remuneration Committee.

1	Details of the person discharging managerial responsibilities/person closely associated							
a)	Name	Margherita Della Valle						
2	Reason for the notification							
a)	Position/status	Vodafone Group Chief Executive and Chief Financial Officer						
b)	Initial notification/ Amendment	Initial notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	Vodafone Group Plc						
b)	LEI	213800TB53ELEUKM7Q61						
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)						
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.						
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP nil</td> <td>1,340,956</td> </tr> <tr> <td>GBP 0.728431</td> <td>631,829</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP nil	1,340,956	GBP 0.728431	631,829
Price(s)	Volume(s)							
GBP nil	1,340,956							
GBP 0.728431	631,829							
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 1,340,956 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 631,829 Ordinary shares Aggregated price of shares sold: GBP 460,243.83						
e)	Date of the transaction	2023-08-03						
f)	Place of the transaction	London Stock Exchange (XLON)						

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Aldo Bisio
2	Reason for the notification	
a)	Position/status	Vodafone Italy Chief Executive Officer
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Vodafone Group Plc
b)	LEI	213800TB53ELEUKM7Q61
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations

		Sale of shares to satisfy tax withholding obligations.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		GBP nil	1,112,960
		GBP 0.728431	483,612
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 1,112,960 Ordinary shares Aggregated price of shares acquired: GBP nil	
		Aggregated volume of shares sold: 483,612 Ordinary shares Aggregated price of shares sold: GBP 352,277.97	
e)	Date of the transaction	2023-08-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Ahmed Essam	
2	Reason for the notification		
a)	Position/status	Vodafone UK Chief Executive Officer	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Vodafone Group Plc	
b)	LEI	213800TB53ELEUKM7Q61	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)	
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		GBP nil	936,541
		GBP 0.728431	441,278
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 936,541 Ordinary shares Aggregated price of shares acquired: GBP nil	
		Aggregated volume of shares sold: 464,188 Ordinary shares Aggregated price of shares sold: GBP 321,440.57	
e)	Date of the transaction	2023-08-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Shameel Joosub	
2	Reason for the notification		
a)	Position/status	Vodacom Group Chief Executive Officer	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Vodafone Group Plc	
b)	LEI	213800TB53ELEUKM7Q61	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)	
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		GBP nil	213,236
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 213,236 Ordinary shares Aggregated price of shares acquired: GBP nil	
e)	Date of the transaction	2023-08-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Vinod Kumar	
2	Reason for the notification		

a)	Position/status	Vodafone Business Group Chief Executive Officer							
b)	Initial notification/ Amendment	Initial notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Vodafone Group Plc							
b)	LEI	213800TB53ELEUKM7Q61							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)							
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.							
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Price(s)	Volume(s)								
GBP nil	1,021,681								
GBP 0.728431	481,394								
d)	Aggregated information: volume, Price	<p>Aggregated volume of shares acquired: 1,021,681 Ordinary shares Aggregated price of shares acquired: GBP nil</p> <p>Aggregated volume of shares sold: 481,394 Ordinary shares Aggregated price of shares sold: GBP 350,662.31</p>							
e)	Date of the transaction	2023-08-03							
f)	Place of the transaction	London Stock Exchange (XLON)							

1	Details of the person discharging managerial responsibilities/person closely associated								
a)	Name	Joakim Reiter							
2	Reason for the notification								
a)	Position/status	Vodafone Group External and Corporate Affairs Officer							
b)	Initial notification/ Amendment	Initial notification							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Vodafone Group Plc							
b)	LEI	213800TB53ELEUKM7Q61							
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted								
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)							
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP nil</td> <td>681,120</td> </tr> <tr> <td>GBP 0.728431</td> <td>320,929</td> </tr> </tbody> </table>		Price(s)	Volume(s)	GBP nil	681,120	GBP 0.728431	320,929
Price(s)	Volume(s)								
GBP nil	681,120								
GBP 0.728431	320,929								
d)	Aggregated information: volume, Price	<p>Aggregated volume of shares acquired: 681,120 Ordinary shares Aggregated price of shares acquired: GBP nil</p> <p>Aggregated volume of shares sold: 320,929 Ordinary shares Aggregated price of shares sold: GBP 233,774.63</p>							
e)	Date of the transaction	2023-08-03							
f)	Place of the transaction	London Stock Exchange (XLON)							

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Serpil Timuray	
2	Reason for the notification		
a)	Position/status	Vodafone Chief Executive Officer Europe Cluster	
b)	Initial notification/ Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Vodafone Group Plc	
b)	LEI	213800TB53ELEUKM7Q61	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)	

	Instrument and identification code							
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.						
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Price(s)	Volume(s)							
GBP nil	1,021,681							
GBP 0.728431	250,940							
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 1,021,681 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 250,940 Ordinary shares Aggregated price of shares sold: GBP 182,792.48						
e)	Date of the transaction	2023-08-03						
f)	Place of the transaction	London Stock Exchange (XLON)						

1	Details of the person discharging managerial responsibilities/person closely associated							
a)	Name	Leanne Wood						
2	Reason for the notification							
a)	Position/status	Vodafone Group Chief Human Resources Officer						
b)	Initial notification/ Amendment	Initial notification						
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	Vodafone Group Plc						
b)	LEI	213800TB53ELEUKM7Q61						
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted							
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)						
b)	Nature of the transaction	Vesting of conditional award of shares subject to performance conditions under the Global Incentive Plan. Sale of shares to satisfy tax withholding obligations.						
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Price(s)	Volume(s)							
GBP nil	936,541							
GBP 0.728431	441,278							
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 936,541 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 441,278 Ordinary shares Aggregated price of shares sold: GBP 321,440.57						
e)	Date of the transaction	2023-08-03						
f)	Place of the transaction	London Stock Exchange (XLON)						

#### Acquisition of shares

The below individual acquired shares under the Vodafone Global Incentive Plan. The conditional share award was granted on 30 November 2020 by the Company and vesting of the award was conditional on continued employment with the Vodafone Group.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Ahmed Essam
2	Reason for the notification	
a)	Position/status	Vodafone UK Chief Executive Officer
b)	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Vodafone Group Plc
b)	LEI	213800TB53ELEUKM7Q61
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument and identification code	Ordinary shares of US\$0.20 <sup>20/21</sup> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)
b)	Nature of the transaction	Vesting of retention shares under the Global Long Term Retention (GLTR) plan

c)	Price(s) and volume(s)	*****	
		Price(s)	Volume(s)
		GBP nil	268,799
		GBP 0.728431	126,653
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 268,799 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 126,653 Ordinary shares Aggregated price of shares sold: GBP 92,257.97	
e)	Date of the transaction	2023-08-03	
f)	Place of the transaction	London Stock Exchange (XLON)	

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