

**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.

1	Details of the person discharging managerial responsibilities/person closely associated							
a)	Name	Ahmed Essam						
2	Reason for the notification							
a)	Position/status	Executive Chairman Vodafone Germany and CEO European Markets						
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 retention shares as part of the Global Long Term Retention (GLTR) 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>775,140</td> </tr> <tr> <td>GBP 0.698023</td> <td>365,229</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP nil	775,140	GBP 0.698023	365,229
Price(s)	Volume(s)							
GBP nil	775,140							
GBP 0.698023	365,229							
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 775,140 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 365,229 Ordinary shares Aggregated price of shares sold: GBP 254,938						
e)	Date of the transaction	2024-11-22						
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	Chief 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</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)						
b)	Nature of the transaction	Vesting of retention shares as part of the Global Long Term Retention (GLTR) 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>581,353</td> </tr> <tr> <td>GBP 0.698023</td> <td>273,921</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP nil	581,353	GBP 0.698023	273,921
Price(s)	Volume(s)							
GBP nil	581,353							
GBP 0.698023	273,921							

d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 581,353 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 273,921 Ordinary shares Aggregated price of shares sold: GBP 191,203
e)	Date of the transaction	2024-11-22
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	CEO Vodafone Investments						
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 retention shares as part of the Global Long Term Retention (GLTR) 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>775,140</td> </tr> <tr> <td>GBP 0.698023</td> <td>190,386</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP nil	775,140	GBP 0.698023	190,386
Price(s)	Volume(s)							
GBP nil	775,140							
GBP 0.698023	190,386							
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 775,140 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 190,386 Ordinary shares Aggregated price of shares sold: GBP 132,894						
e)	Date of the transaction	2024-11-22						
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	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</sup> / <sub>21</sub> each in Vodafone Group Plc (ISIN: GB00BH4HKS39)						
b)	Nature of the transaction	Vesting of retention shares as part of the Global Long Term Retention (GLTR) 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>710,547</td> </tr> <tr> <td>GBP 0.698023</td> <td>334,795</td> </tr> </tbody> </table>	Price(s)	Volume(s)	GBP nil	710,547	GBP 0.698023	334,795
Price(s)	Volume(s)							
GBP nil	710,547							
GBP 0.698023	334,795							
d)	Aggregated information: volume, Price	Aggregated volume of shares acquired: 710,547 Ordinary shares Aggregated price of shares acquired: GBP nil  Aggregated volume of shares sold: 334,795 Ordinary shares Aggregated price of shares sold: GBP 233,695						
e)	Date of the transaction	2024-11-22						
f)	Place of the transaction	London Stock Exchange (XLON)						

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHFLFEELFLEFIS