

Sales & Distribution

Jorge Mendes

August 2015



Prepaid Distribution Landscape

smartcall



Traditional Wholesalers

80k Points of presence



Alternate Distribution

66k Points of presence and
3k Informal traders



FOSCHINI

Retailers

More than 4000 stores



Other

230 Stores and
320 Dealers



Post-paid Distribution Landscape



Franchise

280 Stores



Telco Dealers

320 Stores



Telesales

3 Major Call Centre Partners



Retailers

Major Retailers



Onbillers

3 Major On-billers



Digital

Vodacom Website



Commissions Steered Towards Revenue Growth & Efficiencies

Key Drivers

1

Shift Costs from fixed to performance based

2

IBRO Implementation

3

Retain strategic distribution partners

4

Targets set to deliver revenue growth



Aligned Strategies

Network → Device → Proposition

Network Capability



Device Strategy

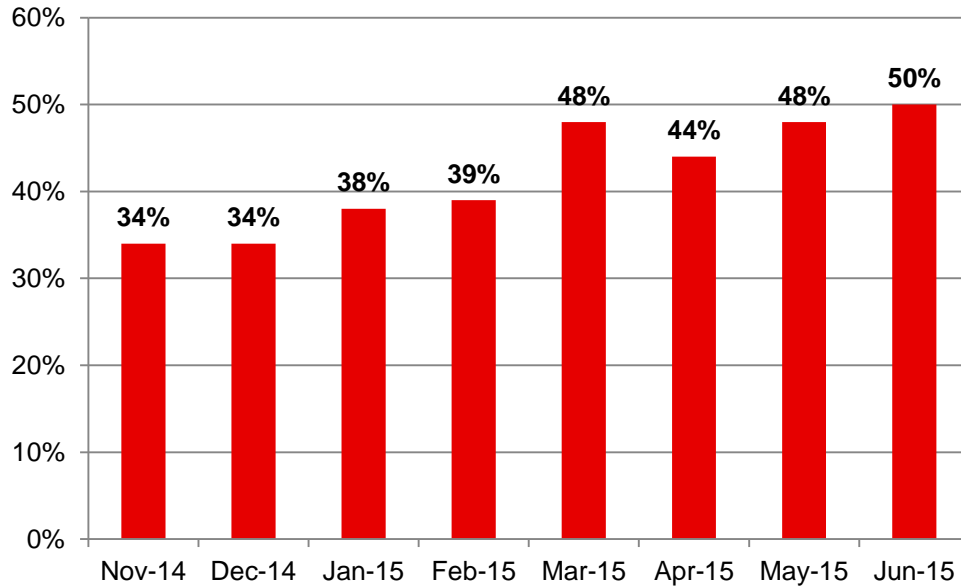


Consumer Proposition



NBA and Spend Migration

In-store upgrades following NBA Now At 53%



NBA Plus

- Device, Tariff Plan, VAS , Accessories
- Omni channel experience and integration of channels





Thank you