



Africa's leading communications company

We are clear in our ambition to be the market leader in the countries where we operate across Africa. For Vodacom, this reflects the quality and depth of service we can offer in each market, rather than the size of our footprint. In this way, we concentrate our efforts and investment on meaningful innovation that helps to unlock each country's potential for economic growth.



CAPITALS IMPACTED

FC MC HC IC

How this supports our system of advantage

With a legacy of leadership in mobile, we are positioned to accelerate our system of advantage and further scale and diversify our offerings to our markets into fixed, financial and digital lifestyle propositions.

As we move forward from a traditional TelCo into a leading African TechCo, we focus on building the best infrastructure for both mobile and fixed networks, ensuring affordable smartphone penetration and access to data, and leveraging behavioural insights to provide excellent consumer and enterprise propositions. Ultimately, this will support our ambition to reduce the digital divide in the countries where we operate.

FY2022 at a glance

PILLAR 1

Proposed the acquisition of a majority share in **Vodafone Egypt**



Secured a telecoms licence in **Ethiopia**, through Safaricom

PILLAR 2

Acquired **110 MHz** of additional HDS in South Africa

Data usage increased by **22.8%**



Our data customers were up 5.4% to **44.7 million**

Smartphone penetration increased to **47.4%**

Announced the acquisition of a strategic stake in **CIVH's fibre assets**



Vodacom Fibre passed 155 903 homes and businesses