

VODAFONE GROUP PUBLIC LTD CO

Form 6-K

September 20, 2017

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

**Form 6-K**

**Report of Foreign Private Issuer**

**Pursuant to Rules 13a-16 or 15d-16 under  
the Securities Exchange Act of 1934**

Dated September 20, 2017

Commission File Number: 001-10086

**VODAFONE GROUP**

**PUBLIC LIMITED COMPANY**

(Translation of registrant's name into English)

VODAFONE HOUSE, THE CONNECTION, NEWBURY, BERKSHIRE, RG14 2FN, ENGLAND

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

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Form 20-F ü

Form 40-F \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes \_\_\_\_\_

No ü

If **Yes** is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_.

This Report on Form 6-K contains the following:-

1. A Stock Exchange Announcement dated 01 August 2017 entitled TOTAL VOTING RIGHTS AND CAPITAL
2. A Stock Exchange Announcement dated 04 August 2017 entitled BLOCK LISTING SIX MONTHLY RETURN
3. A Stock Exchange Announcement dated 7 August 2017 entitled PURCHASE OF SHARES AND CONDITIONAL AWARD OF SHARES
4. A Stock Exchange Announcement dated 9 August 2017 entitled PURCHASE OF SHARES THROUGH DIVIDEND REINVESTMENT AND SALE OF ORDINARY SHARES
5. A Stock Exchange Announcement dated 10 August 2017 entitled DIRECTOR/PDMR SHAREHOLDING

**1 August 2017**

**RNS: 7726M**

**VODAFONE GROUP PLC**  
**TOTAL VOTING RIGHTS AND CAPITAL**

In conformity with Disclosure and Transparency Rule 5.6.1R, Vodafone Group Plc ( Vodafone ) hereby notifies the market that, as at 31 July 2017:

Vodafone's issued share capital consists of 28,814,635,048 ordinary shares of US\$0.20/21 of which 2,146,874,467 ordinary shares are held in Treasury.

Therefore, the total number of voting rights in Vodafone is 26,667,760,581. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, Vodafone under the FCA's Disclosure and Transparency Rules.

**This announcement does not constitute, or form part of, an offer or any solicitation of an offer for securities in any jurisdiction.**

END

4 August 2017

RNS: 1831N

**BLOCK LISTING SIX MONTHLY RETURN**INFORMATION PROVIDED ON THIS FORM MUST BE TYPED OR PRINTED ELECTRONICALLY AND PROVIDED TO AN *RIS*.

(Note: Italicised terms have the same meaning as given in the Listing Rules.)

Date: 04 August 2017

|                                                                                                                                                    |                                                                                                       |                  |                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                         | VODAFONE GROUP PLC                                                                                    |                  |                  |
| Name of scheme:                                                                                                                                    | Vodafone Group 1998 Company Share Option Scheme and Vodafone Group 1998 Executive Share Option Scheme |                  |                  |
| Period of return:                                                                                                                                  | From:                                                                                                 | 01 February 2017 | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                             | 2,618,961                                                                                             |                  |                  |
| <u>Plus</u> : The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): | NIL                                                                                                   |                  |                  |
| <u>Less</u> : Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            | NIL                                                                                                   |                  |                  |
| <u>Equals</u> : Balance under scheme(s) not yet issued/allotted at end of period:                                                                  | 2,618,961                                                                                             |                  |                  |
|                                                                                                                                                    |                                                                                                       |                  |                  |
| Name of contact:                                                                                                                                   | Tamara Davies                                                                                         |                  |                  |
| Telephone number of contact:                                                                                                                       | +44 (0)7747 456 067                                                                                   |                  |                  |

**BLOCK LISTING SIX MONTHLY RETURN**INFORMATION PROVIDED ON THIS FORM MUST BE TYPED OR PRINTED ELECTRONICALLY AND PROVIDED TO AN *RIS*.

(Note: Italicised terms have the same meaning as given in the Listing Rules.)

**Date: 04 August 2017**

|                                                                                                                                                   |       |                         |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                        |       | VODAFONE GROUP PLC      |                  |
| Name of scheme:                                                                                                                                   |       | Sharesave Option Scheme |                  |
| Period of return:                                                                                                                                 | From: | 01 February 2017        | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                            |       | 1,002,046               |                  |
| <u>Plus:</u> The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                     |                  |
| <u>Less:</u> Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | NIL                     |                  |
| <u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 1,002,046               |                  |
|                                                                                                                                                   |       |                         |                  |
| Name of contact:                                                                                                                                  |       | Tamara Davies           |                  |
| Telephone number of contact:                                                                                                                      |       | +44 (0)7747 456 067     |                  |

**BLOCK LISTING SIX MONTHLY RETURN**

INFORMATION PROVIDED ON THIS FORM MUST BE TYPED OR PRINTED ELECTRONICALLY AND PROVIDED TO AN *RIS*.

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**Date: 04 August 2017**

|                                                                                                                                                   |       |                              |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                        |       | VODAFONE GROUP PLC           |                  |
| Name of scheme:                                                                                                                                   |       | 2008 Sharesave Option Scheme |                  |
| Period of return:                                                                                                                                 | From: | 01 February 2017             | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                            |       | 681,004                      |                  |
| <u>Plus:</u> The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                          |                  |
| <u>Less:</u> Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | NIL                          |                  |
| <u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 681,004                      |                  |
|                                                                                                                                                   |       |                              |                  |
| Name of contact:                                                                                                                                  |       | Tamara Davies                |                  |
| Telephone number of contact:                                                                                                                      |       | +44 (0)7747 456 067          |                  |

**BLOCK LISTING SIX MONTHLY RETURN**

INFORMATION PROVIDED ON THIS FORM MUST BE TYPED OR PRINTED ELECTRONICALLY AND PROVIDED TO AN *RIS*.

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**Date: 04 August 2017**

|                                                                                                                                            |       |                               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|-------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                 |       | VODAFONE GROUP PLC            |                  |
| Name of scheme:                                                                                                                            |       | Vodafone Share Incentive Plan |                  |
| Period of return:                                                                                                                          | From: | 01 February 2017              | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                     |       | 934,013                       |                  |
| Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                           |                  |
| Less: Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | NIL                           |                  |
| Equals: Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 934,013                       |                  |
|                                                                                                                                            |       |                               |                  |
| Name of contact:                                                                                                                           |       | Tamara Davies                 |                  |
| Telephone number of contact:                                                                                                               |       | +44 (0)7747 456 067           |                  |



**BLOCK LISTING SIX MONTHLY RETURN**

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**Date: 04 August 2017**

|                                                                                                                                            |       |                                                  |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|--------------------------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                 |       | VODAFONE GROUP PLC                               |                  |
| Name of scheme:                                                                                                                            |       | Project Telecom plc Approved Share Option Scheme |                  |
| Period of return:                                                                                                                          | From: | 01 February 2017                                 | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                     |       | 85,175                                           |                  |
| Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                                              |                  |
| Less: Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | NIL                                              |                  |
| Equals: Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 85,175                                           |                  |
|                                                                                                                                            |       |                                                  |                  |
| Name of contact:                                                                                                                           |       | Tamara Davies                                    |                  |
| Telephone number of contact:                                                                                                               |       | +44 (0)7747 456 067                              |                  |

**BLOCK LISTING SIX MONTHLY RETURN**

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**Date: 04 August 2017**

|                                                                                                                                                   |       |                                                    |                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------------------------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                        |       | VODAFONE GROUP PLC                                 |                  |
| Name of scheme:                                                                                                                                   |       | Project Telecom plc Unapproved Share Option Scheme |                  |
| Period of return:                                                                                                                                 | From: | 01 February 2017                                   | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                            |       | 243,069                                            |                  |
| <u>Plus:</u> The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                                                |                  |
| <u>Less:</u> Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | NIL                                                |                  |
| <u>Equals:</u> Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 243,069                                            |                  |
|                                                                                                                                                   |       |                                                    |                  |
| Name of contact:                                                                                                                                  |       | Tamara Davies                                      |                  |
| Telephone number of contact:                                                                                                                      |       | +44 (0)7747 456 067                                |                  |

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**Date: 04 August 2017**

|                                                                                                                                            |       |                                                           |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                 |       | VODAFONE GROUP PLC                                        |                  |
| Name of scheme:                                                                                                                            |       | Vodafone AirTouch Plc 1999 Long Term Stock Incentive Plan |                  |
| Period of return:                                                                                                                          | From: | 01 February 2017                                          | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                     |       | 26,866,249                                                |                  |
| Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                                                       |                  |
| Less: Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | NIL                                                       |                  |
| Equals: Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 26,866,249                                                |                  |
| Name of contact:                                                                                                                           |       | Tamara Davies                                             |                  |
| Telephone number of contact:                                                                                                               |       | +44 (0)7747 456 067                                       |                  |

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**Date: 04 August 2017**

|                                                                                                                                            |       |                                    |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                 |       | VODAFONE GROUP PLC                 |                  |
| Name of scheme:                                                                                                                            |       | The Vodafone Global Incentive Plan |                  |
| Period of return:                                                                                                                          | From: | 01 February 2017                   | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                     |       | 16,154,550                         |                  |
| Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                                |                  |
| Less: Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | 492,200                            |                  |
| Equals: Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 15,662,350                         |                  |
| Name of contact:                                                                                                                           |       | Tamara Davies                      |                  |
| Telephone number of contact:                                                                                                               |       | +44 (0)7747 456 067                |                  |

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**Date: 04 August 2017**

|                                                                                                                                            |       |                                               |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------------------------------------------|------------------|
| Name of <i>applicant</i> :                                                                                                                 |       | VODAFONE GROUP PLC                            |                  |
| Name of scheme:                                                                                                                            |       | The Vodafone AirTouch 1999 Exchange Programme |                  |
| Period of return:                                                                                                                          | From: | 01 February 2017                              | To: 31 July 2017 |
| Balance of unallotted securities under scheme(s) from previous return:                                                                     |       | 3,743                                         |                  |
| Plus: The amount by which the block scheme(s) has been increased since the date of the last return (if any increase has been applied for): |       | NIL                                           |                  |
| Less: Number of <i>securities</i> issued/allotted under scheme(s) during period (see LR3.5.7G):                                            |       | 3,050                                         |                  |
| Equals: Balance under scheme(s) not yet issued/allotted at end of period:                                                                  |       | 693                                           |                  |
| Name of contact:                                                                                                                           |       | Tamara Davies                                 |                  |
| Telephone number of contact:                                                                                                               |       | +44 (0)7747 456 067                           |                  |

7 August 2017

RNS: 2887N

## Vodafone Group Plc

(the Company )

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR  
CONNECTED PERSONSPurchase of shares and conditional award of shares

## Purchase of shares

The below participants purchased shares on 4 August 2017. The individuals chose to increase their shareholding levels as part of their requirements under the Vodafone Global Incentive Plan. For further details of the Plan, please see the Company's 2017 Annual Report, available at [www.vodafone.com/ar2017](http://www.vodafone.com/ar2017).

|    |                                                                                                                                                                                                   |                                                                                   |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                   |           |  |
| a) | Name                                                                                                                                                                                              | Hannes Ametsreiter                                                                |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                   |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Germany 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                               |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                          | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                   |           |  |

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|    |                                          |                                                                                    |            |         |  |
|----|------------------------------------------|------------------------------------------------------------------------------------|------------|---------|--|
|    |                                          |                                                                                    | GBP 2,2498 | 163,053 |  |
|    |                                          |                                                                                    |            |         |  |
| d) | Aggregated information:<br>volume, Price | Aggregated volume: 163,053 Ordinary shares<br><br>Aggregated price: GBP 366,836.64 |            |         |  |
| e) | Date of the transaction                  | 2017-08-04                                                                         |            |         |  |
| f) | Place of the transaction                 | London Stock Exchange (XLON)                                                       |            |         |  |

|    |                                                                                                                                                                                                   |                                                                                    |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                    |           |  |
| a) | Name                                                                                                                                                                                              | Vivek Badrinath                                                                    |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                    |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Chief Executive Officer - AMAP                                            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                               |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)  |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                                |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                    |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                           | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2498                                                                         | 246,071   |  |
|    |                                                                                                                                                                                                   |                                                                                    |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 246,071 Ordinary shares<br><br>Aggregated price: GBP 553,610.54 |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                         |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                               |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                          | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2498                                                                        | 87,272    |  |
|    |                                                                                                                                                                                                   |                                                                                   |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 87,272 Ordinary shares<br><br>Aggregated price: GBP 196,344.55 |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                        |           |  |
| 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 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                               |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                          | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2498                                                                        | 83,971    |  |
|    |                                                                                                                                                                                                   |                                                                                   |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 83,971 Ordinary shares<br><br>Aggregated price: GBP 188,917.96 |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                        |           |  |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |           |  |

|    |                                                                                                                                                                                                   |                                                                                    |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                    |           |  |
| a) | Name                                                                                                                                                                                              | Brian Humphries                                                                    |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                    |           |  |
| a) | Position/status                                                                                                                                                                                   | Group Enterprise Director                                                          |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                               |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)  |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                                |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                    |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                           | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2498                                                                         | 140,362   |  |
|    |                                                                                                                                                                                                   |                                                                                    |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 140,362 Ordinary shares<br><br>Aggregated price: GBP 315,786.43 |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                         |           |  |
| 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 Affairs Director                                          |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                               |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                          | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2498                                                                        | 87,726    |  |
|    |                                                                                                                                                                                                   |                                                                                   |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 87,726 Ordinary shares<br><br>Aggregated price: GBP 197,365.95 |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                        |           |  |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |           |  |

|    |                                                                                                                                                                                                   |                                                                                    |           |  |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------|--|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                    |           |  |  |
| a) | Name                                                                                                                                                                                              | Johan Wibergh                                                                      |           |  |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                    |           |  |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group Technology 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                               |           |  |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)  |           |  |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares.                                                                |           |  |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                    |           |  |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                           | Volume(s) |  |  |
|    |                                                                                                                                                                                                   | GBP 2.2498                                                                         | 166,478   |  |  |
|    |                                                                                                                                                                                                   |                                                                                    |           |  |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 166,478 Ordinary shares<br><br>Aggregated price: GBP 374,542.20 |           |  |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                         |           |  |  |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                       |           |  |  |

### Conditional award of shares

Conditional awards of shares were granted to the below participant on 4 August 2017 by the Company. The awards have been granted in accordance with the Vodafone Global Incentive Plan. The vesting of these awards is conditional on continued employment with the Vodafone Group and on the satisfaction of performance conditions approved by the Remuneration Committee and will vest on 4 August 2020. The amounts shown below are the maximum amounts payable and will be reduced accordingly if the Company achieves less than maximum performance. For further details of the Plan, please see the Company's 2017 Annual Report, available at [www.vodafone.com/ar2017](http://www.vodafone.com/ar2017).

|    |                                                                                         |                                        |
|----|-----------------------------------------------------------------------------------------|----------------------------------------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated |                                        |
| a) | Name                                                                                    | Vittorio Colao                         |
| 2  | Reason for the notification                                                             |                                        |
| a) | Position/status                                                                         | Vodafone Group Chief Executive Officer |
| b) | Initial notification/                                                                   | Initial notification                   |

|    |                                                                                                                                                                                                   |                                                                                          |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------|--|
|    | Amendment                                                                                                                                                                                         |                                                                                          |           |  |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor                                                                                     |                                                                                          |           |  |
| a) | Name                                                                                                                                                                                              | Vodafone Group Plc                                                                       |           |  |
| b) | LEI                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                                 | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2400                                                                               | 2,952,008 |  |
|    |                                                                                                                                                                                                   |                                                                                          |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 2,952,008 Ordinary shares<br><br>Aggregated price: GBP 6,612,498      |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |           |  |

|    |                                                                                                                                                                                                   |                                                                                          |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |           |  |
| a) | Name                                                                                                                                                                                              | Nick Read                                                                                |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |           |  |
|    |                                                                                                                                                                                                   |                                                                                          |           |  |
|    |                                                                                                                                                                                                   | Price(s)                                                                                 | Volume(s) |  |
|    |                                                                                                                                                                                                   | GBP 2.2400                                                                               | 1,673,437 |  |
|    |                                                                                                                                                                                                   |                                                                                          |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 1,673,437 Ordinary shares<br><br>Aggregated price: GBP 3,748,499      |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |           |  |

|    |                                                                                                                                                                                                   |                                                                                                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                                                                                                          |            |           |  |
| a) | Name                                                                                                                                                                                              | Hannes Ametsreiter                                                                                                                                                       |            |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                                                                                                          |            |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Germany 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                                                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)                                                                                        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance and Local performance respectively.                                              |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                                                                                                          | GBP 2.2400 | 532,901   |  |
|    |                                                                                                                                                                                                   |                                                                                                                                                                          | GBP 2.2400 | 426,321   |  |
|    |                                                                                                                                                                                                   |                                                                                                                                                                          |            |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 532,901 Ordinary shares<br><br>Aggregated price: GBP 1,193,698<br><br>Aggregated volume: 426,321 Ordinary shares<br><br>Aggregated price: GBP 954,959 |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                                                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                                                                                                 |            |           |  |



|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |  |
| a) | Name                                                                                                                                                                                              | Vivek Badrinath                                                                          |            |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |            |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Chief Executive Officer - AMAP                                                  |            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 1,166,294 |  |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
| d) | Aggregated information:                                                                                                                                                                           | Aggregated volume: 1,166,294 Ordinary shares                                             |            |           |  |
|    | volume, Price                                                                                                                                                                                     | Aggregated price: GBP 2,612,499                                                          |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |  |

|    |                                                                                                                                                                                                   |                                                                                                                             |            |  |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------|--|-----------|
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                                                        |            |  |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)                                           |            |  |           |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance and Local performance respectively. |            |  |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                                                             |            |  |           |
|    |                                                                                                                                                                                                   |                                                                                                                             | Price(s)   |  | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                                                             | GBP 2.2400 |  | 670,631   |
|    |                                                                                                                                                                                                   |                                                                                                                             | GBP 2.2400 |  | 536,504   |
|    |                                                                                                                                                                                                   |                                                                                                                             |            |  |           |
| d) | Aggregated information:<br><br>volume, Price                                                                                                                                                      | Aggregated volume: 670,631 Ordinary shares                                                                                  |            |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,502,213                                                                                             |            |  |           |
|    |                                                                                                                                                                                                   | Aggregated volume: 536,504 Ordinary shares                                                                                  |            |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,201,769                                                                                             |            |  |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                                                                  |            |  |           |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                                                    |            |  |           |

|    |                                                                                                                                                                                                   |                                                                                                                             |            |  |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------|--|-----------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                                                             |            |  |           |
| a) | Name                                                                                                                                                                                              | Antonio Coimbra                                                                                                             |            |  |           |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                                                             |            |  |           |
| a) | Position/status                                                                                                                                                                                   | Vodafone Spain 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                                                        |            |  |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)                                           |            |  |           |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance and Local performance respectively. |            |  |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                                                             |            |  |           |
|    |                                                                                                                                                                                                   |                                                                                                                             | Price(s)   |  | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                                                             | GBP 2.2400 |  | 589,197   |
|    |                                                                                                                                                                                                   |                                                                                                                             | GBP 2.2400 |  | 471,357   |
|    |                                                                                                                                                                                                   |                                                                                                                             |            |  |           |
| d) | Aggregated information:<br><br>volume, Price                                                                                                                                                      | Aggregated volume: 589,197 Ordinary shares                                                                                  |            |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,319,801                                                                                             |            |  |           |
|    |                                                                                                                                                                                                   | Aggregated volume: 471,357 Ordinary shares                                                                                  |            |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,055,840                                                                                             |            |  |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                                                                  |            |  |           |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                                                    |            |  |           |

|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |  |
| a) | Name                                                                                                                                                                                              | Ahmed Essam                                                                              |            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 901,227   |  |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
| d) | Aggregated information:                                                                                                                                                                           | Aggregated volume: 901,227 Ordinary shares                                               |            |           |  |
|    | volume, Price                                                                                                                                                                                     | Aggregated price: GBP 2,018,748                                                          |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |  |

|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |  |
| a) | Name                                                                                                                                                                                              | Brian Humphries                                                                          |            |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |            |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group Enterprise Director                                                       |            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 955,122   |  |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
| d) | Aggregated information:                                                                                                                                                                           | Aggregated volume: 955,122 Ordinary shares                                               |            |           |  |
|    | volume, Price                                                                                                                                                                                     | Aggregated price: GBP 2,139,473                                                          |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |  |

|    |                                                                                                                                                                                                   |                                                                                                                             |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                                                             |            |           |  |
| a) | Name                                                                                                                                                                                              | Nicholas Jeffery                                                                                                            |            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                                                        |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)                                           |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance and Local performance respectively. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                                                             |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                                                             | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                                                             | GBP 2.2400 | 636,160   |  |
|    |                                                                                                                                                                                                   |                                                                                                                             | GBP 2.2400 | 508,928   |  |
|    |                                                                                                                                                                                                   |                                                                                                                             |            |           |  |
| d) | Aggregated information:<br><br>volume, Price                                                                                                                                                      | Aggregated volume: 636,160 Ordinary shares                                                                                  |            |           |  |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,424,998                                                                                             |            |           |  |
|    |                                                                                                                                                                                                   | Aggregated volume: 508,928 Ordinary shares                                                                                  |            |           |  |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,139,999                                                                                             |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                                                                  |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                                                    |            |           |  |

|    |                                                                                                                                                                                                   |                                                                                          |            |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |
| a) | Name                                                                                                                                                                                              | Rosemary Martin                                                                          |            |           |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |            |           |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group General Council & Company Secretary                                       |            |           |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 1,060,267 |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 1,060,267 Ordinary shares<br><br>Aggregated price: GBP 2,374,998      |            |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |

|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|--|
| 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 Affairs Director                                                 |            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 596,951   |  |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 596,951 Ordinary shares<br><br>Aggregated price: GBP 1,337,170        |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |  |



|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |  |
| a) | Name                                                                                                                                                                                              | Ronald Schellekens                                                                       |            |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |            |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group Human Resources Director                                                  |            |           |  |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 1,070,658 |  |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 1,070,658 Ordinary shares<br><br>Aggregated price: GBP 2,398,274      |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |  |

|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |  |
| a) | Name                                                                                                                                                                                              | Serpil Timuray                                                                           |            |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |            |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group Chief Commercial Operations and Strategy 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |  |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 1,166,294 |  |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 1,166,294 Ordinary shares<br><br>Aggregated price: GBP 2,612,499      |            |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |  |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |  |

|    |                                                                                                                                                                                                   |                                                                                          |            |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------|-----------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                          |            |           |
| a) | Name                                                                                                                                                                                              | Johan Wibergh                                                                            |            |           |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                          |            |           |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group Technology 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                                     |            |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39)        |            |           |
| b) | Nature of the transaction                                                                                                                                                                         | Conditional award of shares under the Global Incentive Plan, based on Group performance. |            |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                          |            |           |
|    |                                                                                                                                                                                                   |                                                                                          | Price(s)   | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                          | GBP 2.2400 | 1,081,473 |
|    |                                                                                                                                                                                                   |                                                                                          |            |           |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 1,081,473 Ordinary shares<br><br>Aggregated price: GBP 2,422,500      |            |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                               |            |           |
| f) | Place of the transaction                                                                                                                                                                          | Outside of trading venue                                                                 |            |           |

9 August 2017

RNS: 5744N

## Vodafone Group Plc

(the Company )

## NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

|    |                                                                                                                                                                                                   |                                                                                   |              |  |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------|--|-----------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                   |              |  |           |
| a) | Name                                                                                                                                                                                              | Nicholas Jeffery                                                                  |              |  |           |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |              |  |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |              |  |           |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares through Dividend Reinvestment                                  |              |  |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |              |  |           |
|    |                                                                                                                                                                                                   |                                                                                   | Price(s)     |  | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                   | GBP 2.257318 |  | 779       |
|    |                                                                                                                                                                                                   |                                                                                   |              |  |           |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 779 Ordinary shares                                            |              |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,758.45                                                    |              |  |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-07                                                                        |              |  |           |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |              |  |           |

Purchase of shares through Dividend Reinvestment and Sale of Ordinary Shares

|    |                                                                                         |                                                 |
|----|-----------------------------------------------------------------------------------------|-------------------------------------------------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated |                                                 |
| a) | Name                                                                                    | Ahmed Essam                                     |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |              |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |              |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares through Dividend Reinvestment                                  |              |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |              |           |  |
|    |                                                                                                                                                                                                   |                                                                                   | Price(s)     | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                   | GBP 2.257318 | 29        |  |
|    |                                                                                                                                                                                                   |                                                                                   |              |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 29 Ordinary shares                                             |              |           |  |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 65.47                                                       |              |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-07                                                                        |              |           |  |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |              |           |  |

|    |                                                                                                                                                                                                   |                                                                                   |              |  |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------|--|-----------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                   |              |  |           |
| a) | Name                                                                                                                                                                                              | Ronald Schellekens                                                                |              |  |           |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                   |              |  |           |
| a) | Position/status                                                                                                                                                                                   | Vodafone Group Human Resources Director                                           |              |  |           |
| 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |              |  |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |              |  |           |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares through Dividend Reinvestment                                  |              |  |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |              |  |           |
|    |                                                                                                                                                                                                   |                                                                                   | Price(s)     |  | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                   | GBP 2.257318 |  | 444       |
|    |                                                                                                                                                                                                   |                                                                                   |              |  |           |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 444 Ordinary shares                                            |              |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 1,002.25                                                    |              |  |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-07                                                                        |              |  |           |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |              |  |           |

|    |                                                                                                                                                                                                   |                                                                                   |          |           |  |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------|-----------|--|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                   |          |           |  |
| a) | Name                                                                                                                                                                                              | Antonio Coimbra                                                                   |          |           |  |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                   |          |           |  |
| a) | Position/status                                                                                                                                                                                   | Vodafone Spain 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |          |           |  |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |          |           |  |
| b) | Nature of the transaction                                                                                                                                                                         | Sale of Ordinary Shares                                                           |          |           |  |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |          |           |  |
|    |                                                                                                                                                                                                   |                                                                                   | Price(s) | Volume(s) |  |
|    |                                                                                                                                                                                                   |                                                                                   | GBP 2.25 | 333,521   |  |
|    |                                                                                                                                                                                                   |                                                                                   |          |           |  |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 333,521 Ordinary shares                                        |          |           |  |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 750,422.25                                                  |          |           |  |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-07                                                                        |          |           |  |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |          |           |  |

10 August 2017

RNS: 6907N

## Vodafone Group Plc

(the Company )

## NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

|    |                                                                                                                                                                                                   |                                                                                   |              |  |           |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|--------------|--|-----------|
| 1  | Details of the person discharging managerial responsibilities/person closely associated                                                                                                           |                                                                                   |              |  |           |
| a) | Name                                                                                                                                                                                              | Serpil Timuray                                                                    |              |  |           |
| 2  | Reason for the notification                                                                                                                                                                       |                                                                                   |              |  |           |
| a) | Position/status                                                                                                                                                                                   | Chief Commercial Operations and Strategy 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                                                                                                                                                                                               | 549300MSQV80HSATBG53                                                              |              |  |           |
| 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 20/21 each in Vodafone Group Plc (ISIN: GB00BH4HKS39) |              |  |           |
| b) | Nature of the transaction                                                                                                                                                                         | Purchase of shares through Dividend Reinvestment                                  |              |  |           |
| c) | Price(s) and volume(s)                                                                                                                                                                            |                                                                                   |              |  |           |
|    |                                                                                                                                                                                                   |                                                                                   | Price(s)     |  | Volume(s) |
|    |                                                                                                                                                                                                   |                                                                                   | GBP 2.257318 |  | 38,964    |
|    |                                                                                                                                                                                                   |                                                                                   |              |  |           |
| d) | Aggregated information: volume, Price                                                                                                                                                             | Aggregated volume: 38,964 Ordinary shares                                         |              |  |           |
|    |                                                                                                                                                                                                   | Aggregated price: GBP 87,954.14                                                   |              |  |           |
| e) | Date of the transaction                                                                                                                                                                           | 2017-08-04                                                                        |              |  |           |
| f) | Place of the transaction                                                                                                                                                                          | London Stock Exchange (XLON)                                                      |              |  |           |



SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorised.

VODAFONE GROUP  
PUBLIC LIMITED COMPANY  
(Registrant)

Dated: September 20, 2017

|        |                                             |
|--------|---------------------------------------------|
| By:    | /s/ R E S MARTIN                            |
| Name:  | Rosemary E S Martin                         |
| Title: | Group General Counsel and Company Secretary |