

## Changes to executive structure

Vodafone K.K. announces that at today's Board of Directors Meeting it has decided on changes to its executive structure.

William (Bill) T. Morrow, the current Chief Executive of Vodafone UK, will be appointed Representative Executive Officer and President effective 1 April. The current Vodafone K.K. President, Shiro Tsuda, will take on the responsibilities of Executive Chairman while continuing as a Representative Executive Officer, and will also become Chairman of the Board on 1 April. David Jones will complete his term as COO on 31 March.

Shiro Tsuda, President & CEO of Vodafone K.K., said: "We are positioning 2005 as the year to turnaround the business as competition further intensifies in Japan, an advanced mobile market leading in 3G. Vodafone K.K. will strengthen its managerial structure by welcoming Bill Morrow, the current Vodafone UK Chief Executive and an individual who is well-versed in the Japanese telecommunications market. Under this new dual leadership structure, we will work to improve results and strengthen our competitiveness over the mid to long term by maximising global synergies together with the Vodafone Group."

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For biographical information on Bill Morrow, please see the attached appendix.

- Vodafone and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.
- Vodafone Group is the world's leading mobile carrier and as of the end of December 2004, had equity interests in 26 countries and 416.4m venture customers, with a further fourteen partner networks.

### **About Vodafone K.K.**

Vodafone K.K. is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides e-mail and internet access to 85% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 152 networks in 113 countries and regions as of 7 February 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

**Bill Morrow**

Chief Executive, Vodafone UK

Bill Morrow has over twenty-three years experience in the telecommunications industry holding senior leadership roles in the USA, Asia, and Europe. From 1980-1995 he held various management positions at Pacific Bell before becoming a Director at Airtouch in 1995. He then became Chief Technical Officer of Proximus –Belgium in 1998 and then Executive Vice President and COO.

For the last eight years he has been a part of the Vodafone Group. He was made Vice President, Technology Strategy, in March 2000 and in 2001 he became Vice President and Country Manager, Vodafone Japan. He then became President and Representative Director, Japan Telecom and then Japan Telecom Holdings, before his appointment as Chief Executive of the Vodafone UK business in February 2004. Bill holds degrees in both electrical engineering and business administration.

Bill is married to Patricia and has three children.