

Karlskrona, 6 June 2002

Vodafone to launch global pre-paid card this summer

This summer, Vodafone will become the first operator in the world to launch a pre-paid card that allows users to make overseas calls without having to sign a special agreement. The card will be called Vodafone PRE-PAID and call costs will be debited directly from your card regardless of whether you are phoning from Sweden, Germany, UK or Norway. Vodafone PRE-PAID is already available with the same functions as regular pre-paid cards but will, as of 15 July, also cover the global service.

Vodafone PRE-PAID is Vodafone 's new flagship in the Swedish pre-paid card market. As of 15 July, users will be able to make calls from abroad without having to sign a special agreement prior to their journey. This summer, for example, users will be able to make calls in Germany, the UK and Norway. Further countries in which the card works automatically will be added to the list on an ongoing basis.

"We are now fully part of the world's largest mobile network and our goal is to ensure that the services we offer to our customers reach all corners of the globe. Vodafone PRE-PAID is a service that is entirely in line with our strategy since the card offers users the same possibilities whether at home or abroad and thereby makes it easier for them to communicate. Vodafone PRE-PAID is the first step in our global range of services, and additional shared services in our mobile network are due to be presented this autumn," says Göran Mannerstråle, Commercial Director, Consumer at Vodafone in Sweden.

Vodafone PRE-PAID is a card which covers a comprehensive range of services and which is both simpler and cheaper than existing pre-paid cards when travelling abroad. Users do not have to sign a special agreement before their trips in order to be able to make calls or write text messages, and they also avoid getting separate bills for overseas calls after their trip. Users also have full control of costs as the calls are debited directly from the card.

Vodafone PRE-PAID is now available in stores and will eventually replace Vodafone's existing Easy and CU pre-paid cards. Vodafone PRE-PAID is sold in Vodafone's and Ocom's stores and a large number of pre-paid card outlets.

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About Vodafone PRE-PAID

Vodafone PRE-PAID is a pre-paid card with a comprehensive range of services and which enables direct debiting for calls made overseas. The price of the Vodafone PRE-PAID start-up package is SEK 350 including VAT and includes call time worth SEK 250. Upon registration, customers receive an additional SEK 100 of call time. To use the card's direct debit function abroad, customers must refill their cards in Sweden prior to their trip.

Prices (Sweden) including VAT

	Weekdays 07.00-19.00	Weekdays 19.00-07.00, weekends
To the fixed network and Vodafone's network	SEK 5.75	SEK 0.65
To other operators' mobile networks	SEK 5.75	SEK 2.75
EuroVoice	SEK 3.00	SEK 3.00
Call transfer/call forwarding	SEK 5.75	SEK 0.65
Eurofax	SEK 5.75	SEK 0.65
WAP/surf	SEK 2.95	SEK 0.65
SMS	SEK 1.50	SEK 1.50
Start-up fee	SEK 0.50	SEK 0.50

Prices (roaming in Nordic region and Europe) including VAT

	Nordic region*, 24 hours a day	Europe**, 24 hours a day
Calls to Sweden	SEK 9.95	SEK 13.25
Calls within destination country	SEK 9.95	SEK 13.25
To customer service	SEK 9.95	SEK 13.25
SMS	SEK 3.50	SEK 3.50
Incoming calls	SEK 6.00	SEK 6.75 ***
Balance enquiry	Free	Free
Refilling	Free	Free
Calls to the rest of Europe	SEK 11.50	SEK 17.00
Calls to the rest of the world	SEK 26.00	SEK 32.00
Start-up fee	SEK 1.00	SEK 1.00

* Norway (more countries will be added during the summer)

** UK, Germany (more countries will be added during the summer)

*** Applies to Vodafone operators in Europe (SEK 7 for other countries)

Vodafone is the world's largest mobile network and is represented in 28 countries on 5 continents. It has more than 200 million mobile telecoms users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. Vodafone is represented in Sweden by Europolitan Holdings AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. Europolitan Holdings AB is listed on Attract 40 on the Stockholm Stock Exchange's O list. The majority shareholder is Vodafone Group Plc, which owns 71 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 29 per cent. Read more at www.vodafone.se and www.vodafone.com.

Appendix 1

Useful holiday tips for using your mobile phone abroad this summer

Toll free numbers

Not all operators support toll free numbers. Please check what applies in your destination country.

Emergency services abroad

Please remember that the numbers for emergency services differ between countries. Please check the numbers that apply in your destination country before you leave.

Driving a car abroad?

Please check which traffic laws and regulations apply in your destination country. In many countries, it is prohibited to talk on your mobile phone while driving.

USA and Canada

To make calls in the US and Canada, you need a telephone that is compatible with the 1900 network (also known as PCS 1900). Many telephones on the market today can handle the 900/1800/1900 frequency ranges. In other cases, you can rent a mobile phone before your departure. Please contact your local Vodafone store for more information.

Using EuroVoice abroad

In many countries, you can call your EuroVoice using the regular 888 speed-dial number to listen to your messages. In most cases, you will also be asked to enter your EuroVoice code. If the speed-dial number doesn't work, dial +46 708 222 888 and enter your EuroVoice code.

Incoming calls

Users abroad also pay for incoming calls. This is because the person who is calling you only pays for the call made in Sweden, while you pay for the call from Sweden to the country you are in at the time.

As you pay for incoming calls it is a good idea to switch off your mobile phone when you are not able to answer the phone. Also ensure that you have coverage when you switch it off. In this way you will avoid having to pay for calls received unnecessarily.

Making calls abroad

For national calls in another country, dial: area code, telephone number. For international calls from another country, dial: + country code, area code (usually without the first digit, but please check which rules apply in your destination country) and telephone number. For calls to other Vodafone customers in Sweden from abroad, dial: +46, area code (omit the first '0'), telephone number.

And last but not least...

Remember to keep an eye on your phone to prevent it from being stolen.