

Vodafone
Corporate Social Responsibility Report

April 2003 - March 2004

We care by
delivering results



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INTRODUCTORY NOTE

Corporate Social Responsibility is expressed in the way that a company interacts with society and the environment. We believe that a socially responsible organisation aims at its profitable development, by managing at the same time the way that its operation affects the whole on a social, socio-economic, environmental and a moral level and by taking relevant action. Corporate Social Responsibility is not a matter of choice. It is actually the urge of an organisation to reduce the potential direct or indirect negative impact its operation has and increase its positive impact on the world around us.

Our systematic Corporate Social Responsibility activities fall within the company's multi-dimensional program entitled "We care", which mainly embraces Health, the Environment and Children, as well as the internal operation of the company.

This publication is the second Corporate Social Responsibility Report of Vodafone Greece, presenting practices and results implemented in the fiscal year 1 April 2003 - 31 March 2004.

All information included in this report is available on the company's website and is regularly updated. For additional information, please visit: www.vodafone.gr / About Vodafone / Corporate social responsibility.

Feedback

We welcome your feedback on our Corporate Social Responsibility initiatives.

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As part of the assurance work carried out by Deloitte on the 2003-2004 Vodafone Group CSR Report, Vodafone Greece was one of the four Group companies where Deloitte reviewed the application of the Envoy-related processes for collecting, aggregating, validating and reporting to Group environmental and community data. Further details can be found in the 2003-2004 Group CSR report or at www.vodafone.com/responsibility.

Data included in this report are subject to audits within the framework of the company's certification according to ISO14001:1996 and EMAS by ELOT (Hellenic Organisation for Standardisation).

All environmental data are also included in the EMAS Environmental Statement, which has been ratified by the Ministry for the Environment, Physical Planning and Public Works and is filed to the responsible European Union agency.

MESSAGE FROM THE CHIEF EXECUTIVE

Corporate Social Responsibility is a prerequisite of the mutually beneficial synergy between a company and its environment - both social and natural - where it operates. For us at Vodafone Greece, social and environmental awareness does not depict a mere concept. Expressing Corporate Social Responsibility with actions is one of the six strategic goals the Vodafone Group has set globally, and at the same time, the cornerstone of the company's commercial and overall operation.

In our 11 years of presence in Greece, we have succeeded in conquering one of the leading positions in the marketplace. Throughout this course, we have always had an unabated "passion for the world around us", a value leading us to socially responsible choices, with the common characteristic of a responsible behaviour.

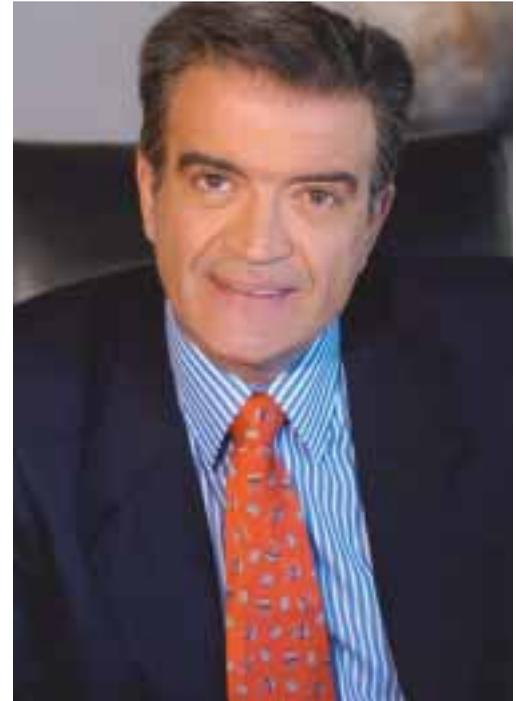
This publication is the second Corporate Social Responsibility Report, presenting our actions during the previous fiscal year. "We care" and actually intervene in areas needing help and support, ensuring that this support is expressed in a discrete way. We seek the assessment of the effectiveness of our programs, in order to achieve the best positive impact on Health, the Environment, Children and society as a whole. Our contribution is highlighted by consistency, both in the ability to deliver measurable results and in commitments through future concrete objectives.

Our ambition is to see our actions become a paradigm of expressing Corporate Social Responsibility in Greece and to become the leaders in this field. It is our belief that we should motivate other corporate organisations in Greece, even citizens, to take similar actions, because for us social offering breeds noble competition.

Let us all reach out to our country's needs, acknowledge our social responsibilities, make a realistic assessment, a commitment and take useful and meaningful action. At Vodafone Greece, Corporate Social Responsibility is an integral part of the vision and the everyday life of our 2,400 people. And we are proud of that.



George Koronias
Deputy Chairman of the Board of Directors & Chief Executive



ABOUT VODAFONE

Vodafone was established in Greece in 1992 - under the trade name Panafon - with the participation of Vodafone Group Plc., France Telecom, Intracom and Data Bank, whereas in January 2002 was renamed to Vodafone. In December 1998, the company was listed in the Athens Stock Exchange and in the London Stock Exchange, whereas by its 19/03/2004 application at the Capital Market Commission, it requested its delisting from the Athens stock Exchange. Today, Vodafone Group Plc. is the company's main shareholder holding 99.4% of Vodafone Greece shares.

Following 11 years in the Greek market, Vodafone is nowadays one of the driving forces in mobile communications. From the beginning of its operation until today, the company has marked a significant performance and its activities were always based on applying state-of-the-art technologies, developing innovative services and products and making major investments.

The strategic goal of Vodafone Greece is to provide high standard mobile communication services to the Greek public, based on satisfying all its needs for communication. Having adopted a purely client-centred policy, the company offers tailor-made tariff plans depending on the public's requirements, for both post-pay and pre-pay customers (Vodafone à la Carte and Vodafone CU). Moreover, Vodafone Greece was the first to introduce an integrated services menu, Vodafone live!™, as well as the Vodafone Mobile Connect Card for Internet services intended for corporate users.

The company has succeeded in acquiring one of the most remarkable customer bases in the market with 3.7 million subscribers and revenues in excess of €1,470 million for the April 2003-March 2004 fiscal year, making it one of the most financially robust companies in the Greek market.

Moreover, the company owns the largest frequency breadth at the zone of GSM900, compared with the other companies operating in Greece, while its radio-network covers 99% of the country's population, as it is present everywhere (ski centres, beaches, sea routes, border stations).

Besides, Vodafone Greece has one of the most extensive telecommunication coverage networks, taking up almost 98% of Greek territory.

The dedicated Vodafone commercial network is made up of 210 shops, throughout Greece, while the total number of retail points of sale increases with business partnerships developed with other distribution and retail companies. At the same time, the level of services provided has received numerous certifications from various Greek and international bodies.

Today, Vodafone Greece employs approximately 2,400 people and is actively present throughout Greece. The company's main concern is to create an environment in which people with exceptional skills and incentives can continuously receive training, evolve, be treated with respect, receive substantial remuneration and enjoy the work they do, thus generating top results. Furthermore, the company implements an Integrated Management System to attend working conditions and the level of services provided. It is a socially aware organisation, which makes every possible effort to contribute to the public's prosperity, to protect the environment in which it operates and to apply and promote best operation and corporate governance practices.



CORPORATE SOCIAL RESPONSIBILITY AS PART OF OUR MANAGEMENT PRACTICE

We do not consider Corporate Social Responsibility as an additional activity at Vodafone Greece, but as an everyday action and value, governing our activities. It is an on-going, constant practice, a way of life, embracing all the people involved in the company. We have integrated society into our vision, our values and strategic objectives that guide us in our ten-year strategic plan and in the management system applied.



Society is reflected in our values

Our vision is founded on four values that we express with “passion”. All Vodafone people share these four values, according to which we work, evaluate ourselves and evolve.



Passion for our customers



Passion for our people



Passion for results



Passion for the world around us

Society is integrated in the Vodafone Group's six strategic goals

We feel the need to show passion for the world around us, with integrity and responsibility, maintaining a strong sense of responsibility for our actions. We highlight this need, by integrating this feeling in the Vodafone Group's six strategic goals that direct the activities of our 2,400 people.

1. Delight our customers
2. Build the best global Vodafone team
3. Leverage global scale and growth
4. Expand market boundaries
5. Be a responsible business
6. Provide superior shareholder returns

Society is included in our ten-year strategic plan

Implementation of Corporate Social Responsibility is included in the company's ten-year action planning, concerning our activities in every field. This planning sets forth specific and long-term goals, based on which we work and benchmark ourselves.

Society is part of our vision

The definition of our vision, throughout the Vodafone Group, is straightforward and places the responsibility that we need to express towards the world around us in the centre of our attention. Our vision is “to be the world's mobile communication leader - enriching customers' lives, helping individuals, businesses and communities be more connected in a mobile world”.

Society is included in our Management System

The certification that the company has acquired by valid bodies within the framework of implementing Corporate Social Responsibility programs proves that our work is systematic and effective. In June 1999 and once again in December 2002, the Hellenic Organisation for Standardisation (ELOT) certified the company for the Environmental Management System ELOT EN ISO 14001 (Certificate no. 04.33.01/006 ELOT).



ΠΙΣΤΟΠΟΙΗΜΕΝΟ ΣΥΣΤΗΜΑ ΠΕΡΙΒΑΛΛΟΝΤΙΚΗΣ ΔΙΑΧΕΙΡΙΣΗΣ
ELOT EN ISO 14001 - Αρ. 04.33.01/006



ΠΙΣΤΟΠΟΙΗΜΕΝΟ ΣΥΣΤΗΜΑ ΔΙΑΧΕΙΡΙΣΗΣ ΥΓΙΕΙΝΗΣ & ΑΣΦΑΛΕΙΑΣ ΣΤΗΝ ΕΡΓΑΣΙΑ
OHSAS 18001 - Αρ. 06.33.01/001

In November 2003, Vodafone Greece was the first and only mobile telecommunications company in Greece and the second one worldwide that was accredited by the EMAS (Eco Management and Audit Scheme) certification. Through this system we can systematically manage our activities affecting the environment.



EMAS
VALIDATED INFORMATION
REG. NO EL-000011

Furthermore, our prime concern is our employees' health and safety, by providing them with a proper working environment. Thus, the ELOT 1801 certification we received, verifies that we are responding to the systematic management requirements of our employee's health and safety issues (Certificate no. 06.33.01/001 ELOT).

Society is part of the Vodafone Group's operation

The Vodafone Group has globally established eight pillars to support our operations as a responsible corporate citizen. These pillars concern areas affected by our activities and include:

1. Suppliers
2. Energy Efficiency
3. Handset Recycling
4. Products and Services
5. Responsible Marketing
6. Waste and Ozone Depletion
7. EMF
8. Responsible Network Roll-out

Our company is responsible for coordinating the Energy Efficiency program.

We systematically exchange best practices

Twice every year, the Vodafone Group is organising Corporate Social Responsibility conferences, with the participation of the respective departments from all members of the Group worldwide, where they exchange opinions, experiences and best practices and coordinate a common future course.

A very important project is the implementation of a systematic auditing between the Group's companies ("Athena" program), an initiative of Vodafone Greece, Spain and Portugal. Since last March, three colleagues from Spain and Portugal performed an evaluation on Vodafone Greece.

2004-2005 objective	To evaluate practices and results in two Vodafone Group operating companies.
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We disseminate information and evaluate ourselves

We seek to constantly inform our people on our Corporate Social Responsibility practices and results, offering them systematic knowledge through internal communication tools. In this framework, we publish articles in "EN KINISEI" magazine distributed to all Vodafone Greece employees and have also created a special module in the company's intranet, a common information tool for all 2,400 employees, featuring our programs' results, global trends, case studies, etc.

In 2003, an employee survey was conducted in all operating companies of the Vodafone Group, revealing that 89% of the employees in Greece perceive the Group as a socially responsible organisation.

In an effort to motivate our people's active involvement in expressing our passion for the world around us, we have integrated in our annual employee Performance Review procedure, specific questions related to their contribution in areas of Corporate Social Responsibility, such as their participation in environmental programs.

2004-2005 objective	To further inform and achieve active involvement of Vodafone Greece employees.
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CORPORATE SOCIAL RESPONSIBILITY AS PART OF OUR MANAGEMENT PRACTICE

We systematically evaluate the company's performance in Corporate Social Responsibility

At Vodafone Greece we seek a systematic approach of Corporate Social Responsibility issues, since it is a management practice and an object of quantitative evaluation. Therefore, in the beginning of each year, we create an annual plan, which includes the following actions:

a) Risk assessment

We evaluate our company's activities so as to identify the quantity and quality of possible consequences on Corporate Social Responsibility issues and define the relevant recovery measures.

Risk assessment includes the following five stages:

1. Identification of all consequences (direct and indirect) that Vodafone Greece's operation may have on Corporate Social Responsibility.
2. Study of the relevant legislation
3. Evaluation of the importance of identified consequences, based on their possibility to occur and their severity.
4. Risk quantification using a weighted scale
5. Setting priorities for programs to be implemented, along with specific objectives. This process requires the use of criteria such as the potential of improvement, legislative requirements, the company's and the Vodafone Group's policy and guidelines, in order to achieve the most rational and spherical approach possible.

b) Legislation monitoring

We follow systematically both Greek and European legislative requirements, pertaining to the activities of our company.

c) Performance evaluation

We have developed a pioneering Management system, aiming to evaluate our overall performance in Corporate Social Responsibility. This system is based on the quantitative evaluation of three distinctive fields:

1) Perception:

We evaluate the extent of society's perception in reference to our actions, based upon:

- An annual survey depicting society's perception
- An annual evaluation of all related results, conducted in accordance with the RADAR methodology of the European Foundation for Quality Management (EFQM).

2) Results

We generate two collective indicators that integrate and summarise the quality of results achieved in all fields (e.g. number of handsets recycled). These two indicators are based on:

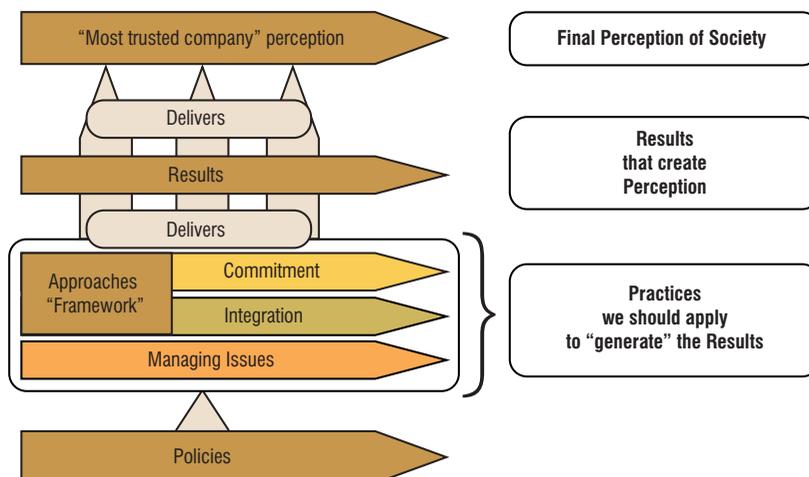
- The EFQM RADAR methodology
- Trend and target success rate evaluation in more than 120 indicators regarding the categories below:
 - Energy efficiency / Climate change
 - Waste management
 - Handset re-use and recycling
 - Social investment

3) Methodology:

We generate two collective indicators that summarise the implementation rate of Corporate Social Responsibility practices (e.g. data audit) in company's operations, based on:

- The EFQM RADAR methodology
- The implementation of specific practices in the following categories:
 - Commitment: how does the company's Management express its commitment in the "Passion for the world around us" value.
 - Integration: how has the company integrated the Corporate Social Responsibility concept in its core operation, rather than treat it as an individual practice
 - Managing issues: how does the company manage performance across priority issues

This practice provides us with three double indicators, based upon which we strategically evaluate our overall performance in Corporate Social Responsibility. Detailed evaluation is conducted on a set of indicators concerning the entire Corporate Social Responsibility spectrum and they comprise of more than 200.



We are members of international & national bodies

The sensitivity we demonstrate for the world around us is certified by the fact that both the Vodafone Group and Vodafone Greece hold memberships in independent international and national bodies operating in the field of Corporate Social Responsibility. Our active participation in such entities contributes to sending the message that we must all care for the world around us, while simultaneously confirms our work's recognition.

- Dow Jones Sustainability Index
- FTSE4GOOD
- Corporate Social Responsibility Europe
- World Business Council for Sustainable Development (WSCDS)
- Global e-Sustainability Initiative (GeSI)
- Business in the Community (BITC)
- International Business Leaders Forum (IBLF)
- Hellenic Corporate Social Responsibility Network

Our work is acknowledged and rewarded

We are very honoured for the awards that we received from the Greek Advertisers' Association during the Social Achievement Awards 2003. In particular, Vodafone Greece received the Social Achievement Award in the "Human" section for its contribution to children, through the "We care: An Integrated Program for Children" program. Moreover, we received the Social Achievement Praise in the "Environment" section for our actions and initiatives in "Recycling and energy", which have greatly contributed to the reduction of atmospheric pollution by carbon dioxide (CO₂) and also reduced the percentage of raw materials usage.



We inform and motivate the public

Raising the awareness of our own people is not good enough. At Vodafone Greece, we seek to convey knowledge and incentives to as many people as possible, by transparently and systematically providing them with complete information, so that they will follow our own example of a Responsible Corporate Citizen.

Our corporate newsletter "Minimata!" which is enclosed in all post-pay customers' bills, is one tool of communication. This newsletter is also distributed to all our employees and is also available on the company's website (www.vodafone.gr / About Vodafone / Minimata).



On the Global Day of the Environment (June 5th) and the concurrent launch of Vodafone Greece Handsets, Batteries, and Accessories Recycling Program, we devoted June's issue on this program, calling upon all mobile telephony users to participate in this initiative. Moreover, in July the issue featured a presentation of the positive effects of mobile telephony on society and the benefits that we are all enjoying in our everyday lives, while in February we provided answers to questions regarding mobile telephony and quality of life, referring to the issue of human health with transparency and clarity.

At the same time, throughout the year, we systematically informed the public through articles, special publications and various informative inserts in high circulation magazines and newspapers. Finally, our website (www.vodafone.gr / About Vodafone / Corporate social responsibility) is a source of constant, up-to-date and reliable information, within the philosophy of providing factual data.

WE CARE FOR THE SOCIETY AND THE ECONOMY

During the past few years, mobile telephony and the development of technology have undoubtedly affected our lives. The way in which we communicate, contact, work, transact and create has evolved. Mobile telephony has been gradually transformed in a necessary tool in our professional lives, our social contacts, information and entertainment. It is very important, for us, at Vodafone Greece, to ensure that the benefits of using mobile telephony will constantly increase and expand to more sectors, while simultaneously any possible negative effect will decrease.



However, this rapid expansion of mobile telephony has created a new sociological concern, regarding its inappropriate use and possible negative consequences (e.g. privacy violation by talking loudly on the phone in public areas). At Vodafone Greece we feel obligated to create a standard of appropriateness and responsible use of mobile phones, by issuing relevant "rules of conduct".

Impact of mobile telephony to society

According to information available, mobile telephony has grown faster and more than any other technological area. In July 2003, Vodafone Greece, and mobile telephony along with it, celebrated their 10th anniversary in Greece. Vodafone Greece constitutes of a growth model of a new market and an operation and development case study, since it created the largest private telecommunications network in Greece, thus actively contributing to upgrading the Greek citizens' quality of everyday life.

When mobile telephony arrived in Greece, it created a concern that it was an exclusive service only for wealthy people, since related cost was very high. Today, thanks to the evolution of technology, prices have dropped significantly, and as a result more than 85% of the Greek population are mobile telephony users enjoying all its benefits on a daily basis.

Relevant surveys prove that mobile telephony helps us save time, by enabling us to work remotely from our workplace. It also provides us with a sense of security with its emergency services. It gives us the opportunity to be entertained with games, music, videos and images. But most importantly, mobile telephony keeps us in touch with our family and loved ones, helping us expand our social relations and foster the bonds we develop within society, by facilitating human communication.

2004 - 2005 objective

1. To collaborate with the academic community in an effort to determine the impact of mobile telephony in Greek society.
2. To issue a special leaflet on "Rules of Conduct" regarding mobile phone responsible use, so as to inform and raise public's awareness.



We contribute to Greece's financial growth

Mobile telephony has contributed greatly to the financial prosperity of developed countries, with very extensive use of mobile phones. In Greece, mobile telephony created net nominal added value of more than €9 billion during the last four years, according to a relevant survey that was carried out by the Athens Laboratory of Business Administration (ALBA). Moreover, Vodafone Greece has paid to the Greek State more than €250 million in taxes only in the last two years, thus making a substantial contribution to our country's growth. Our company's operation also positively affects the labour market, since we employ approximately 2,400 people, while according to estimations, our commercial activities have generated more than 12,000 indirect positions of employment all over Greece.

We contribute to the improvement of business performance

Direct and effective communication is a key factor in the success of a business, irrespective of size. Mobile telephony contributes greatly to upgrading businesses' communication quality, reducing staff relocations and travels, increased productivity, as well as faster responses to customer needs.

We contribute to handling emergency situations

More than 50% of Greek teenagers feel safe carrying a mobile phone, according to a relevant survey that was carried out by the ALBA. In addition, in the past year, more than 6,500,000 calls were made to emergency services using our network. The Hellenic Police (100), the Hellenic Port Authorities (108), and the Pan-European Emergency Number (112) received the majority of calls, while Vodafone subscribers also reached the National Centre of Instant Help (166), the Drug Squad (109) and the Fire Brigade (199). The significant number of calls towards these services proves that mobile telephony is an integral part of our everyday life, contributing significantly to emergency situations.

We collaborate with the academic community

We believe that business and academic communities should work together in exchanging knowledge and experience. We feel very honoured when students from universities and other educational institutions ask us for information on our operations and procedures, within the framework of their academic projects. During the fiscal year April 2003 - March 2004, we responded to numerous students' requests, we organised student visits to our premises, and for the second year, company staff participated in the "Young Entrepreneurs" program organised by the Greek Industrialists Association and the Pedagogical Institute.

WE CARE FOR THE SOCIETY AND THE ECONOMY

We contribute to the reduction of telecommunication fraud

At Vodafone Greece we try to provide the best possible safety and data protection that directly or indirectly concern our customers. Pioneers once again - we are the only Greek network and one of the first in European level, that is certified by ISO 17799 - we are the first to implement in Greece a program aiming at reducing handset theft.

In collaboration with the GSM Association and other operating companies of the Vodafone Group, we have created and have been operating a database in which we record unique parameters of each stolen mobile handset. Through this way, it is easier to control the acquisition legitimacy of each mobile handset at the moment that has been activated to our network.

We serve sensitive social groups

Since April 2002, we have been implementing in Greece a special tariff plan, exclusively for hearing or speech impaired people, and deaf-mute people. This is a post-pay and prepay plan providing a 50% discount for each SMS sent to any national network mobile phone.

2004-2005 objective

To evaluate and assess new products and services covering the needs of sensitive social groups.

We serve foreign nationalities living in Greece

Since July 2002, Vodafone à la Carte connection instructions distributed from our entire commercial network, has been available in English, Albanian, Russian and Polish. Thus, Vodafone à la Carte users or prospect pre-pay users who speak one of the above languages but not Greek, can get all the information they want on how to use their Vodafone à la Carte connection.



We provide support through four-digit numbers

At Vodafone Greece, where possible, we are trying to promote the use of technology and our services to the benefit of the public. This is why we have created and have been operating two four-digit numbers providing information and advice to our subscribers, free of charge. In particular, by calling 1066, subscribers can communicate free of charge with the Hellenic Cancer Society and consult with sociologists, psychologists, specialised doctors and nurses regarding cancer. Accordingly, 1056 offers free access to the "Children at Risk Emergency Service" of the non-profit organisation "The Smile of the Child".

Our people

Most of our people work in Attica, where our company's headquarters and main services are located. The company has staff and associates in all major cities, providing mostly sales and technical support services.

Being a high technology company, its human resources is fully trained and with top-level know-how. At the same time, apart from the wide range of knowledge, our people can also apply such knowledge and put it to practice and are also willing to expand it.

Education Level

Postgraduate studies	12%
University degree	19%
College	47%
High School	22%

Age

Minimum	19,4
Average	31,2
Maximum	59,9

Gender

Men	52%
Women	48%

The company also feels that it is very important to systematically inform employees on corporate issues. This is why we have set up numerous communication tools, such as the company's intranet, personalised daily electronic briefing, the quarterly corporate magazine, etc. so as to:

- Inform employees on corporate issues (strategy, updates, new products and services, company initiatives, environment etc.)
- Support the corporate "culture"
- Foster a two-way communication between Management and employees
- Provide information on social issues and contemporary way of living
- Entertain employees

We implement a blood donation program

Since 1996, we have been implementing a blood donation program at the company's premises, with the employees' participation. The blood bank covers the needs of all our people and their close relatives. Voluntary blood donation sessions are held twice every year in collaboration with the Patissia Prefectural General Hospital, and the Amalia Flemming Hospital in Athens, as well as the Agios Pavlos Hospital in Thessaloniki. In the last fiscal year, more than 390 employees participated in the voluntary blood donation program and more than 200 blood units were used.

We implement a volunteerism program

We are very proud for the sensitivity that our people have been demonstrating in key social problems. The volunteerism program is a striking example, which started in 2002 and involves the collection of food and clothing from the company's employees and offering it to public welfare institutions. In the previous fiscal year, we supported the following institutions:

- Hellenic Red Cross
- "Ano Perama" cultural association
- Caritas Hellas
- Holy Metropolis of Attica
- Medecins du Monde

Moreover, employees' initiatives in collaboration with local Municipalities of Attica provided support and assistance to individual families.



WE CARE FOR HEALTH ISSUES

Whereas everyone recognises the usefulness of mobile communication, at the same time, there are some concerns regarding its possible effects on human health. These concerns occur due to misleading or false information given, mostly, by non-experts.

For us in Vodafone Greece, the provision of factual and reliable information to the public is a core practice and a priority. In this framework, we undertake innovative initiatives and implement integrated programs with responsibility and consistency.

We provide constant information

Recognising the need of the public for accurate and impartial information on issues concerning the operation of base stations and mobile phones, in October 2003 we issued the “Mobile communication and quality of life” publication. This publication follows the one issued in July 2002 entitled “Mobile telephony and health”, in our effort to inform about the scientific developments on electromagnetic fields.

“Mobile communication and quality of life” refers to the way in which mobile communication has contributed to upgrading the quality of our lives. It also elaborates on the operation of base stations within the limits set by international scientific bodies and by Greek legislation. The safety of mobile phone users and environmental issues are also presented in detail.

In November 2003, the publication was sent to all Prefectures and Municipalities of Greece, to Ministries and other official bodies, and to the scientific community. Moreover, there were several insertions in high circulation newspapers and magazines, to ensure that information reaches as many people as possible.

The “Mobile communication and quality of life” publication is available free of charge in all Vodafone Shops, and at the company’s website (www.vodafone.gr / About Vodafone / Corporate social responsibility / Health / Mobile telephony and quality of life).



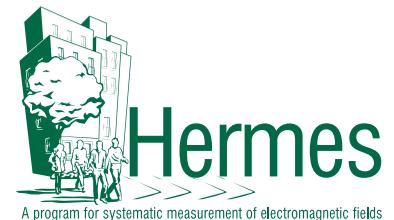
2004-2005 objective

To provide the public with systematic information regarding the latest scientific updates.

We apply “HERMES” program for the systematic measurement of EMF levels

“HERMES” is a system of constant measurement and monitoring of the total electromagnetic radio-frequency in the environment, from all the sources existing in the area where the monitoring stations are established (TV, radio, mobile phone base stations, etc). This is a Vodafone Greece initiative implemented, in collaboration with University Institutions and with the actual support of the Local Authorities, since November 2002.

“Hermes” program aims at providing instant and completely reliable information to the public on electromagnetic radiation levels in the environment.



Anyone can access the measurement results at any time, by visiting the website www.hermes-program.gr. The results are issued diagrammatically, presenting recorded values compared to reference limits set by Greek legislation. The fact that the “Hermes” program has the ability to distinguish between the various sources contributing to the electromagnetic radiation is an innovative characteristic.

The National Technical University of Athens and the Aristotle University of Thessaloniki have undertaken the scientific management of the entire project to ensure the transparency and validity of the results and the certification of the system’s technical operation.

During the previous fiscal year, "HERMES" was applied in the following areas:

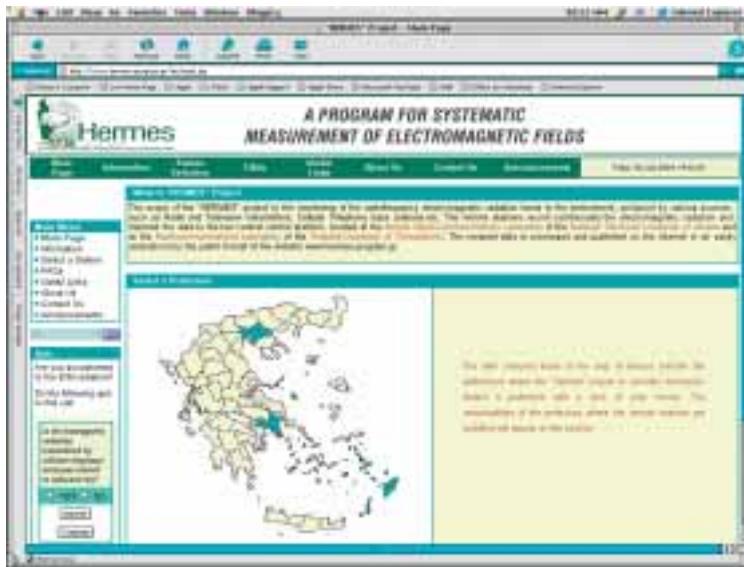
Area	Activation
Municipality of Zefyri - Junior High School	April 2003
Municipality of Zefyri - 1st Elementary School	April 2003
Municipality of Kallithea, Rhodes - Faliraki First Aid Station	April 2003
Municipality of Kallithea, Rhodes - Koskinou Municipal Department	April 2003
Municipality of Kallithea, Rhodes - Psinthos Municipal Department	April 2003
Building of Electrical Engineers/Computer Engineers faculty, National Technical University of Athens Campus	November 2003
Municipality of Agios Ioannis Rentis - Municipal Day Care Centre	November 2003
Municipality of Agios Ioannis Rentis - 1st Elementary School	November 2003
Municipality of Agios Ioannis Rentis - 5th Elementary School	November 2003
Building of Positive Sciences faculty, Aristotle University of Thessaloniki	November 2003
Administration building, Aristotle University of Thessaloniki	February 2004

The up to date results have shown that even the highest recorded EMF rates are in decades lower than the strictest limit in effect for the lowest frequency of mobile telephony (900 MHz).

During April 2003 - March 2004 the following informative events were organised:

- Presentation of cumulative measurement results at the Municipality of Zefyri at 05/12/2003.
- Press Conference for the announcement of the cooperation with the Aristotle University of Thessaloniki, under the auspices of the Thessaloniki Prefecture at 10/12/2003.

2004-2005 objective To apply the program in new areas.



We aim at maintaining the open dialogue

In the framework of our cooperation with the communities in which we operate, we foster mutual trust relations, based on sincere and open dialogue. In this direction, we are developing initiatives aimed at impartially informing the public on our activities. In particular:

- We systematically meet with Local Authorities representatives
- We participate in informative events held by Local Authorities
- We provide timely and reliable information on all the latest mobile telephony scientific developments through our website (www.vodafone.gr / About Vodafone / Corporate social responsibility / Health), and the dedicated email address EMFinfo@vodafone.com
- We inform the public through articles, publications and interviews published in magazines and newspapers.
- We respond to all incoming queries and requests (either sent from subscribers or not) regarding the operation of base stations and mobile phones.

2004-2005 objective To maintain and further enhance open communication.

WE CARE FOR THE ENVIRONMENT

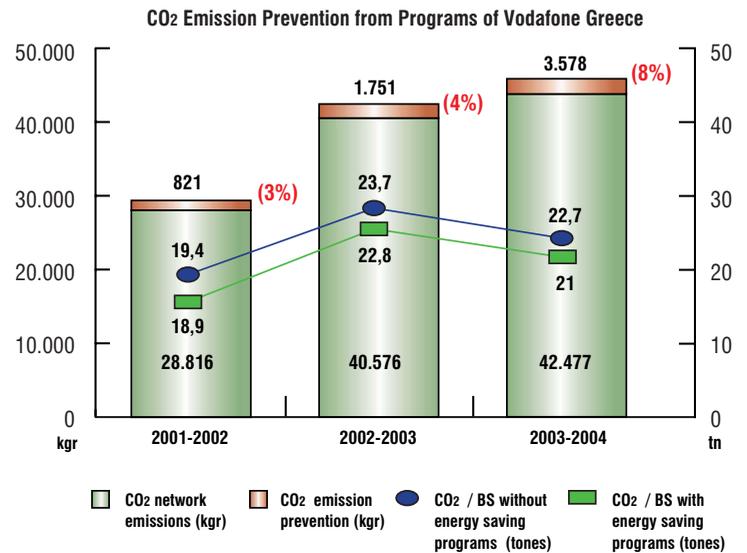
We all recognise that all our actions directly or indirectly affect the environment. The world around us needs our active participation, both individually and collectively, to protect the environment and to cause as little harm as possible. Large corporations have a much greater role to play, since their operation enables them to have much larger intervention capacity. All Vodafone Greece people, on a personal and corporate level, care for the environment and work towards ensuring a better future for our children and ourselves.



We prevent carbon dioxide (CO₂) emissions in the atmosphere

The development of human society has brought about new practices, such as tree cutting, burning fossil fuels, industry, etc. Such practices contribute to the concentration of carbon dioxide in the atmosphere, thus creating the greenhouse effect, which affects our planet's climate. One of the ways of dealing with this effect is to reduce energy consumption, so as to avoid greater carbon dioxide emissions.

In recognising our responsibilities, we are implementing programs leading to significant reduction in the energy that our network is consuming. According to calculations, during the previous fiscal year we managed to prevent 3,500 tons of carbon dioxide from reaching the atmosphere, thanks to energy saving programs and the use of renewable energy sources, applied in offices, switching centres and our telecommunications network.



2003-2004 objective	—
2003-2004 result	Prevention of 3,500 tons of CO ₂ from being emitted.
% success	—
2004-2005 objective	To prevent the emission of 4,000 tons of CO ₂ .

We save energy in base stations

Vodafone Greece, in co-operation with CRES (Centre for Renewable Energy Sources), has elaborated a study, based on which it implements an "Integrated Energy Planning for Buildings & Facilities" to save electrical power, both through cooling / heating systems and by using renewable energy sources. The company has already implemented an energy saving system (free cooling) in 20% of its base stations, as well as in all the new ones being constructed. This initiative has led to more than 60% cooling and heating energy saving in the specific base stations' consumption.

Moreover, by making use of solar power, Vodafone Greece has installed photovoltaic systems in 18% of its cell extenders and in more than 24 base stations situated in non-urban areas. This reduces liquid fuel consumption, and consequently, carbon dioxide emissions.

Furthermore, last year's objective was re-examined, thus focusing in increasing the usage of renewable energy sources; this practice is considered to be more friendly towards the environment.



We save energy in the company's offices and switching centres

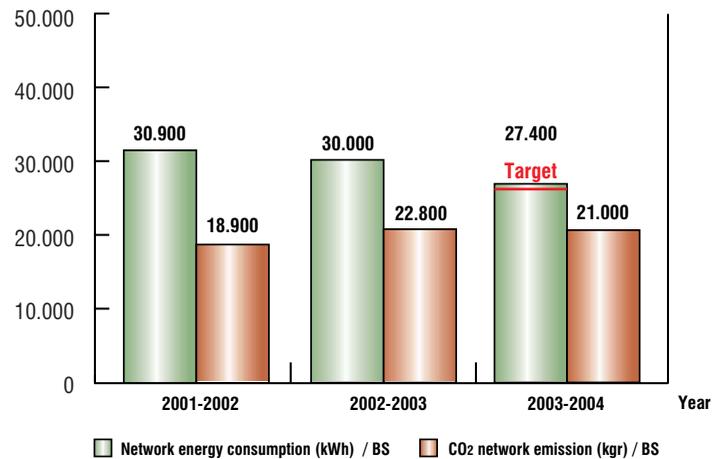
We are also implementing energy saving programs in our office premises and switching centres. Since 2001, Vodafone Greece is one of the 54 founding members of the GreenLight European program. Greenlight is a voluntary program, where private and public organisations commit themselves to upgrading lighting efficiency in their building premises. The benefits of this program are mainly environmental (energy resources savings and reduction of air pollutants), as well as financial (operating costs savings and prolongation of the lamps' service life).



Initially, Vodafone Greece upgraded the lighting system in a pilot area of 1,000m². This effort was taken up jointly by the company's Energy and Environment Team and the CRES and led to power savings of more than 20% at the installation areas. Today, this practice has been expanded to an office area of 7,000m².

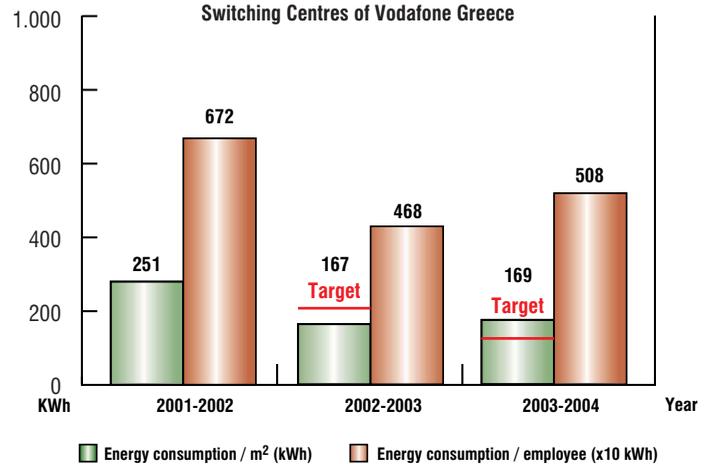
Moreover, following a study elaborated by the CRES, we changed the operating temperature in two of the company's switching centres housing machinery equipment, with the equipment supplier's consent, which led to 15% energy saving.

Energy Consumption in Base Stations of Vodafone Greece



2003-2004 objective	To decrease the consumption of network energy per base station by 10%.
2003-2004 result	9% decrease in the consumption of network energy per base station.
% success	90%
2004-2005 objective	To increase the usage of renewable energy by 10% in the entire network.

Energy Consumption in Offices and Switching Centres of Vodafone Greece



2003-2004 objective	To decrease the consumption of energy per m ² in offices and switching centres by 5%.
2003-2004 result	1.1% increase in the consumption of energy per m ² in offices and switching centres.
% success	X
2004-2005 objective	1. To decrease energy consumption per m ² in offices and switching centres by 5%. 2. To expand the GreenLight program to 24.000m ² in the new building complex.

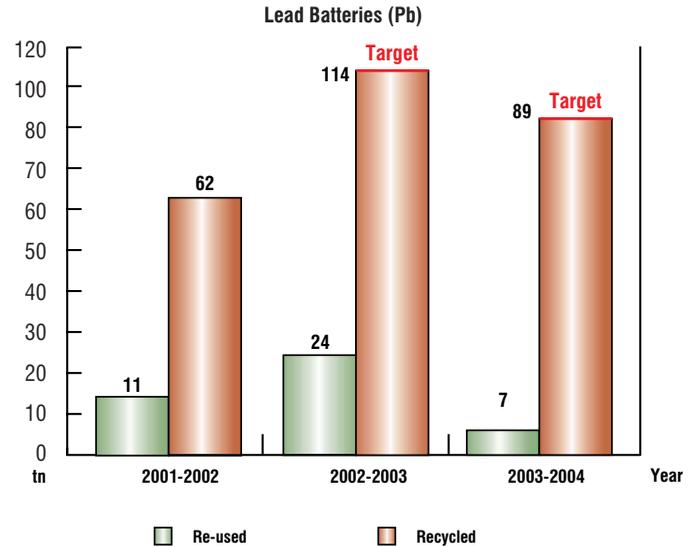
WE CARE FOR THE ENVIRONMENT

We re-use and recycle lead batteries

The lead contained in batteries used for the operation of networks all over the world, is a substance accumulated in the environment, which can, if rejected to ground, cause long-lasting damage to plants, animals and micro-organisms.

At Vodafone Greece we do not dispose of such batteries, but have them recycled as soon as they are of no further use. In practice, batteries are tested and, as applicable, are either re-used or sent for recycling. During the recycling process, lead is extracted, processed and used for constructing other products, thus relieving landfills of heavy metals. In the last two years more than 170 tons of lead batteries have already been sent for recycling, which constitutes the total of stored lead batteries.

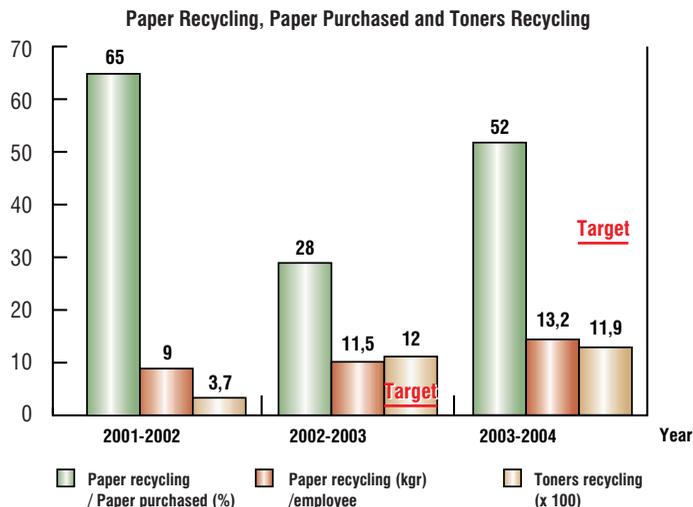
2003-2004 objective	To achieve recycling of 100% of stored lead batteries.
2003-2004 result	Recycling of 100% of stored lead batteries - total of 89 tons.
% success	100%
2004-2005 objective	To achieve recycling of 100% of stored lead batteries.



We recycle consumable materials and printer toners

In the past years we have been using IT systems with reduced paper and toner requirements, thus reducing printouts. Most of our employees' computers have been specially modified so as to print two or more pages on one sheet of paper, thus reducing paper and toner usage.

At the same time, Vodafone Greece implements a consumable materials and toner recycling program, and according to estimate in 2003-2004 we had more than 33 tons of paper recycled, thus saving more than 400 trees from being cut. We also had 1,197 toner units recycled.

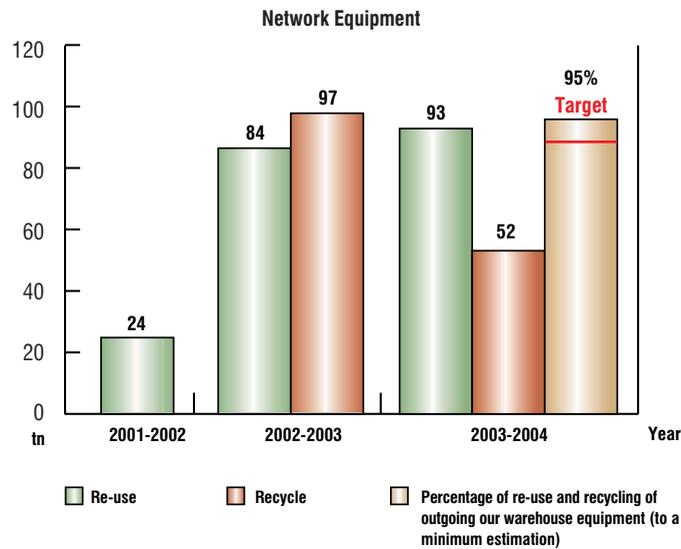


2003-2004 objective	1. To increase paper recycling per employee by 10%. 2. To achieve recycling of 100% of the used toners.
2003-2004 result	1. Paper recycling was increased by 14%, reaching 13.2 kgr./employee. 2. More than 1.100 toners were recycled.
% success	1. 114% 2. 30%
2004-2005 objective	1. To increase paper recycling per employee by 5% (at least 35 tons). 2. To achieve recycling of 50% of toners used.



We re-use and recycle network equipment

In support of the “Reduce - Re-use - Recycle” principle, we at Vodafone Greece provide telecommunications equipment, computers, printers and monitors for re-use within the company or offer them to Greek educational institutions, or, when this is not feasible, have them recycled. In this way, we contribute to the reduction of the environmental impact caused by heavy metals (such as lead, mercury, cadmium etc.) if disposed in sanitary landfills and dumps. In the last three years (2001-2002, 2002-2003 and 2003-2004) more than 350 tons of withdrawn network equipment has been sent for recycling or re-use.



2003-2004 objective	To re-use and recycle 85% of the equipment outgoing our warehouse.
2003-2004 result	Over 140 tons of network equipment were re-used and recycled.
% success	110%
2004-2005 objective	To re-use and recycle 90% of equipment outgoing our warehouse.

WE CARE FOR THE ENVIRONMENT

We apply a mobile handsets, batteries and accessories recycling program

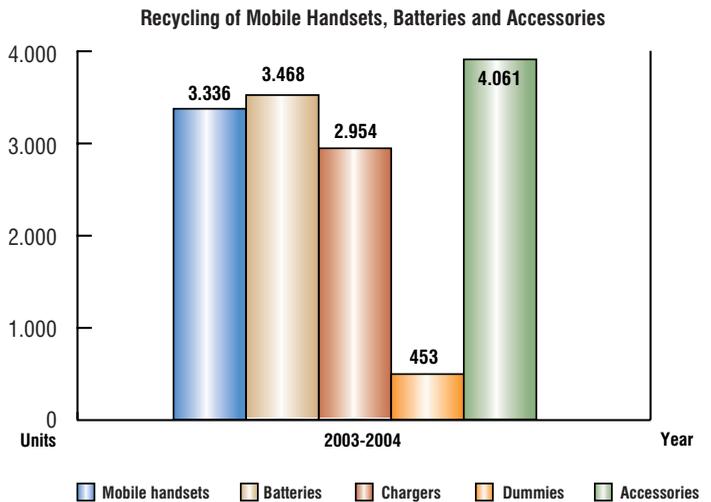
A mobile telephony handset is made up of materials such as plastic and metals, while the battery may contain nickel and cadmium, which, if disposed of, can place a significant burden on the aquifer, and consequently on the environment.

Vodafone Greece was the first mobile telephony company to implement a nation-wide recycling program for mobile handsets, batteries and accessories, as a result of which 14,272 mobile telephony items were disposed of in 200 special boxes that the company had especially installed in all Vodafone shops, and in the its premises all over Greece, and were then sent for recycling. It is worth noting that all mobile handset owners could participate in the recycling program, irrespective of the mobile operator they use.

After collecting the items, Vodafone Greece sends useless handsets, batteries and accessories to a specialised company abroad, who processes them and forwards them either for re-use or for dismantling and further use of materials in the production of other items and of electrical power. All revenues resulting from this action are forwarded to "Clean-Up Greece" organisation, for cleaning-up the beaches in Greece.



2003-2004 objective	To recycle 5.000 items (handsets, batteries, accessories).
2003-2004 result	More than 14.000 items were recycled.
% success	280%
2004-2005 objective	To recycle more than 15,000 items.



We use environmentally-friendlier refrigerants and fire suppressants material

Certain refrigerants and fire suppressants systems contain substances like CFCs and halon, co-responsible for depleting the Ozone Layer. Adhering to the European regulation, Vodafone Greece has already completed a program of using environmental-friendlier refrigerants and fire suppressants equipment at the company's facilities.

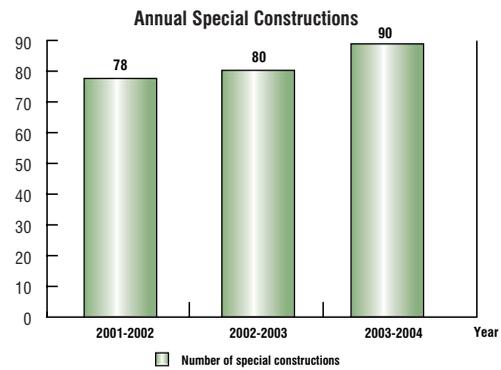
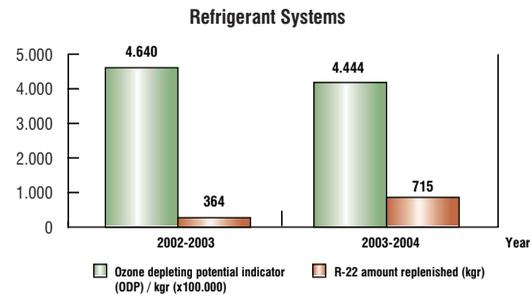
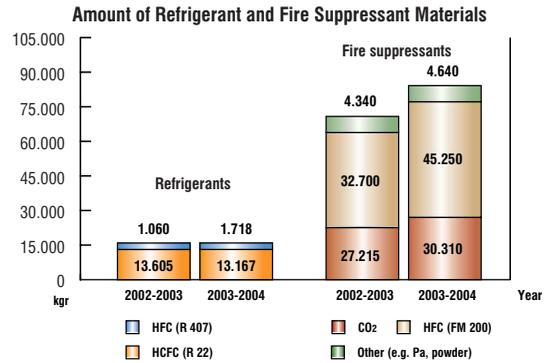
Today, we are using fire suppressants substances with zero Ozone Depleting Potential (ODP) and in the framework of our scheduled maintenance, we are gradually replacing refrigerant systems with similar material available. Despite the fact that last year the R-22 quantity replenished was increased regarding refrigerants, the Ozone Depleting Potential (ODP) indicator, per kilogram fell, which is indicative of our efforts in these area.

2003-2004 objective	To use friendlier refrigerant and fire suppressant systems.
2003-2004 result	1. 4% decrease in the quantity of the refrigerant substance R-22 2. 50% increase in the quantity of R-22 that was replenished 3. 4,2% reduction of the ODP indicator for refrigerants.
% success	80% (estimation)
2004-2007 objective	To reduce the ODP indicator for refrigerants by 10%.

We reduce the base stations' visual impact

Vodafone Greece, being a pioneer since 1998, designs stylish small size antennas with a low visual impact on the urban, semi-urban and sensitive surroundings thus achieving a harmonious intergration with the enviroment. Before installing base stations in the existing urban planning, we are constantly developing alternative ways to integrate them to avoid intrusion on the beauty of the environment. We create special installations in already existing buildings and structures and make collocations with other mobile telephony companies.

More than 80% of the stations located in urban spaces and 100% of the stations located in areas of special interest, such as archaeological sites and National Parks, include special structures integrated in the surroundings, e.g. palm tree antennas or church tower antennas, as in the case of Peninsula Athos. During the last two years, 170 special constructions have been placed.



2003-2004 objective	Reduction of base station visual impact.
2003-2004 result	90 new special constructions were installed
% success	√
2004-2005 objective	To reduce base station visual impact.

WE CARE FOR THE CHILDREN

In the context of its social investment programs Vodafone Greece places great emphasis on children. By cooperating with well-known, distinguished organisations and implementing specially designed programs, we contribute to the mental and psychological development of children, while at the same time we focus our interest on children with special needs. Every single action that brings us close to children aims at bringing children close to a better future.

“LETO” mobile paediatric unit

Particularly sensitive about the problems of children at a financially or socially disadvantaged position, Vodafone Greece, in collaboration with the Medecins du Monde, created a mobile paediatric unit by the name "LETO", aiming at providing paediatric care to children in remote or isolated areas in Greece. Within a year of operation, this effort delivered spectacular results, providing medical care to approximately 2,500 children.

The services provided by the "LETO" mobile paediatric unit cover a wide range of medical examinations, focusing mainly on the following:

- Paediatric examination and free treatment with first-aid paediatric medicines
- Dental examination and treatment by distributing instructions for dental hygiene and preventive dental care
- Preventive hygiene and implementation of vaccination programs
- Lectures on medical prevention, healthy diet and dental hygiene and distribution of relevant informative material



The Mobile Paediatric Unit at Kirinthos in North Evia

Last year, the unit offered medical care to 2.423 children in total, covering a significant part of rural Greece, reaching remote areas, individual foundations, settlements, schools and day camps all over the country. The unit visited 11 prefectures outside Attica, providing also its services at 8 institutions and schools of Attica. In the latter, the mobile unit focused on the socially excluded population, living under poor living conditions. In regional Greece, the unit reached geographically isolated areas which lack a hospital or Medical Centre and where the majority of the population lives in poverty.

During the last fiscal year, Vodafone Greece and Medecins du Monde offered medical care in the following prefectures:

PREFECTURE	CHILDREN IN TOTAL
Attica	824
Arta	29
Corfu	110
Evritania	78
Evros & Rodopi	267
Ilia	308
Ioannina	28
Kastoria	246
Korinthia	70
North Evia	203
Samothraki	260
CHILDREN IN TOTAL	2.423

The unit visited the following institutions and schools in the area of Attica:

INSTITUTION / SCHOOL	CHILDREN IN TOTAL
1st Zefyri Primary School	242
3rd Zefyri Primary School	142
Children and Family Support Centre	78
“Kivotos” Foundation	86
“Life Journeys” Foundation	70
Medecins du Monde Guesthouse “Nafsika”	44
Medecins du Monde Pendeli Refugees Relief Centre	60
Roma settlement - Zefyri, Attica	102

**2004-2005
objective**

To provide medical care to more than 3,000 children.



“e-KIVOTOS” mobile consulting unit

In remote areas of Greece, children and young people are significantly reluctant to express and seek help for their personal problems, mainly due to lack of special consultation services in the area or the risk of facing social discrimination from the local community. For this reason, we designed, in collaboration with the Mediciens du Monde, a consulting mobile unit called “e-KIVOTOS”, addressed to young people between 10-16 years old who are facing family, social or psychological problems.

Aiming at reaching as many young people as possible, “e-KIVOTOS” offers the opportunity of technological interaction, which essentially eliminates direct contact and ensures user’s anonymity. This innovative program is based on technology and provides teenagers with the advantage of receiving expert information over the Internet on any problem they are concerned with.

In particular, “e-KIVOTOS” is equipped with computers with Internet access, particularly to a dedicated website (www.e-kivotos.gr), which includes thematic units with information aiming at supporting these specific social groups. The unit’s visitors have the opportunity to be informed on any subject of concern, to communicate in real time with an expert psychologist or social worker, as well as to create an e-mail account to ensure that this contact will be continued in the future.

2004-2005 objective

1. To launch the program and visit as many remote areas as possible.
2. To effectively communicate this innovative means of providing e-consulting services and achieve its penetration to the public.



WE CARE FOR THE CHILDREN

Tele-rehabilitation program for children suffering from cerebral palsy

The innovative pilot tele-rehabilitation program was first launched during the fiscal year April 2002 - March 2003 in collaboration with the Hatzipaterio Centre for the Rehabilitation of Spastic Children. Five children from remote areas of Greece participated in the program which was completed with great success, since all the children adapted very well to the new way of therapy through video-conferencing.

The program links technology and medical science in an innovative way, providing children with severe health problems with the privilege of therapy, education, communication and social acceptance. Its basic advantage is the fact that it provides children with daily care, placing them at the core of scientific developments, despite the fact that they live in remote areas.

The tele-rehabilitation program was successfully attended during all three phases by five children aged between 3.5 and 11 years of age from Thesprotia, Kalymnos, Lemnos, Rhodes and Paros. The selection of these five children was based upon the careful examination of their personal needs, age, their mothers' ability to cooperate and their ability to visit Athens during winter.

The tele-rehabilitation program included three phases:



Integration in the program & education:

The children, accompanied by their mothers, visited for a few days the guesthouse of the Hatzipaterio Centre. The objective of their visit was to assess each case individually and to familiarise them with the program, the equipment and the therapists. During this phase, each child was assigned with a personalised therapy program and objectives, while a training session was conducted for the parents on the use of video-conferencing equipment.

Tele-rehabilitation:

This part was actually the core of the program. The children were performing their daily personalised schedule under the supervision and monitoring of the Hatzipaterio Centre's scientific team. This was achieved by a specially equipped personal computer with video-conferencing utilities that was installed in their house which communicated with a relevant

one in the premises of the Hatzipaterio Centre. The scientific team comprised of paediatricians, physiotherapists, work therapists, psychologists and social workers and was responsible not only for the proper implementation of the children's therapy, but also for the psychological support of the family members regarding the handling of the daily problems of upbringing a child suffering from cerebral palsy.

Evaluation of the program

Following the tele-rehabilitation program, a second visit to Hatzipaterio Centre was implemented, in order to evaluate the overall therapy program and the children's progress.

The best and most reliable evaluation on the program's success is quoted from the parents of the participant children, who expressed their gratitude for the project. "I expected that this program will help my child overcome her motion difficulties. I now see that it also helps me organise my family's life. Now I know that with your help I can handle things better. It is a relief to know that we are together in this", told us a child's mother, while we have also received requests to expand the program from parents facing similar problems.

2004-2005 objective

To expand the program in order to support 20 children with cerebral palsy.



Respite home for children suffering from cerebral palsy

Focusing on the welfare of both children with cerebral palsy and their families, Vodafone Greece created a Respite Home in the Open Door Centre's facilities of the Cerebral Palsy Greece. Its objective is to host children who have to stay away from home due to emergency reasons, such as family crisis, need of parent relief, or for independent living training purposes.

The Respite Home may house up to 12 children of more than 10 years old at any one time, providing them with a non-institutional environment and well-merited relief and rest to the parents. All rooms are specially equipped to satisfy all basic needs of the visitors, while great emphasis was placed on their decoration using friendly coloring and furniture, in order to create a friendly and welcoming atmosphere where guests will feel at home.

During their visit, children have the opportunity to participate in educational, vocational and recreational activities during the day, with suitable leisure activities in the afternoon and evenings, all organized by the scientific staff of the Cerebral Palsy Greece.

**2004-2005
objective**

To achieve 100% occupancy of the Respite Home throughout the year.



The Cerebral Palsy premises



Part of a room from the Respite Home

Medical unit for children suffering from tuberculosis

Tuberculosis is a disease that increasingly affects children in Greece, especially in social groups which live in poverty. In order to fight this trend, we collaborated with the Children's Hospital "Aglia Kiriakou" for the establishment of a Tuberculosis Medical Centre exclusively for children. This Medical Centre is actually one the three best equipped and organised in the world and the top of the list concerning the number of patients, since it provides treatment to patients from all over Greece. Immigrant children and special population groups, such as Greeks from the former Soviet Union and Gypsies, constitute 47% of the Centre's patients. The issue of providing free medical care and medicines is particularly important, since tuberculosis therapy usually requires 3-12 months.

With our contribution, the maintenance of an electronic database of each child's personal medical records was enhanced, in order to better monitor each case individually. Furthermore, we enabled the Medical Center to hire experts and to conduct house calls, so as to examine children's living conditions on site and to locate the adult that transmitted the disease in order to stop its further contagion.

We support children's foundations

During the fiscal year April 2003-March 2004, we provided support, both financially and through our products and services, to programs involving the welfare of children, carried out by institutions and non-governmental organisations, such as the Hellenic Society for Social Paediatrics and Health Promotion, the "Make a wish" Foundation, the Corfu Orphanage, the S.O.S. Villages and Municipalities and schools throughout the country.

WE CARE FOR CORPORATE GOVERNANCE PRACTICES AND THE MARKETPLACE

The dynamics of our business activity, creates a strong sense of responsibility, since apart from legislative conformity, we also have to operate according to the rules of corporate governance and responsibility. At the same time, we feel it is our duty to disseminate the sense of responsibility throughout the market in which we operate, and the companies with which we collaborate.

We operate an Internal Audit Department

We operate an Internal Audit Department, which aims at improving the company's operations, by offering an independent, objective consulting service and assessing the way the company operates, based on corporate governance and audit practices.

The Internal Audit Department focuses on improving business performance at all levels, by identifying areas lacking mechanisms for early identification and prevention of business and operation risks.

We conduct internal audit

The Vodafone Group's Internal Audit Division conducts an annual written internal evaluation of business risks in all the functions and in all Group-operating companies. The relevant questionnaire is signed by the Chief Executive Officers of the local companies, in order to ensure its validity and significance and includes a series of questions regarding Corporate Social Responsibility as a means of improving the company's performance both globally and locally. This procedure constitutes, the basis for additional audits, wherever deemed necessary.

We collect and assess data of our actions in Corporate Social Responsibility

We systematically collect data concerning our actions in Corporate Social Responsibility, throughout the year, following Vodafone Group's guidelines. Such guidelines define performance indicators and encourage all the Group's operating companies to record the sources of such data, check the validity and have a high-ranking executive ratify them.

The majority of Corporate Social Responsibility data are subject to audits within the framework of the company's certification according to ISO14001:1996, EMAS and ELOT 1801 by ELOT, in addition to audits held by an external certification body (Deloitte) within the framework of the Vodafone Group's Corporate Social Responsibility results audit. Moreover, these data are also included in the EMAS Environmental Statement, which is subject to ratification by the Ministry for the Environment, Physical Planning and Public Works and filed to the competent European Union agency.

2004-2005 objective	To receive re-certification according to ISO14001, EMAS, ELOT 1801.
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We apply a Code of Ethical Purchasing and suppliers' evaluation

According to the rules of best practices, the Vodafone Group has developed the "Code of Ethical Purchasing" in consultation with suppliers and non-profit organisations. The objective of this code is to set social and environmental standards that the company expects its partners to abide by. In particular, the code includes the following areas:

- Child Labour
- Forced Labour
- Health and Safety
- Freedom of Association
- Discrimination
- Disciplinary Practices
- Working Hours
- Payment
- Individual Conduct
- Environment

For additional information, please visit: www.vodafone.com/responsibility/cep

Moreover, during the last two years, aiming at developing synergies with our main partners, we have regularly held meetings for exchanging views and information on our practical expression of our passion for the world around us. The environmental friendly operation is a key criterion not only in our suppliers' annual evaluation, but also - following our request - in the evaluation our suppliers conduct to us.

**2004-2005
objective**

To ensure that the company's three key suppliers have completed the Self-Assessment questionnaire for the definition of compliance with the "Code of Ethical Purchasing".

We implement responsible marketing practices

Last year, the Vodafone Group distributed guidelines to define advertising promotion and marketing activities standards that its commercial activity should be based upon. Such guidelines ensure that the marketing material is not only legal, proper, fair, sincere and in touch with reality, but also that it respects human diversity regarding age, gender, race, religion and physical or mental competence.

**2004-2005
objective**

To educate stakeholders and apply the guidelines throughout the company (including external partners).

We manage our services' content in a responsible way

One of our six strategic goals is to "Delight our customers". Since at the same time we have to follow the one who urges us to "Be a responsible business", our objective is to satisfy our customers' needs with responsibility, respect and ethos.

According to a survey that was carried out by the ALBA, during the last four years there has been a reduction at the average age at which teenagers acquire their first mobile phone in Greece, dropping from 15 to 11 years old. Following our commitments, we have adopted at Vodafone Greece a procedure for managing the suitability of adult content, which is available through specific services of ours. Through this procedure and for these specific services, users are obliged to verify their age before gaining access in the service, thus averting the use of adult content by minors. In addition, we also care for parents and we provide them with the possibility to restrict their children's access to such services, when this is deemed necessary.

It should also be highlighted that a suitability evaluation system based upon the users' age is also applied in java games available through Vodafone live!™

The Internet and especially chatrooms globally have experienced numerous unpleasant practices, thus guiding us to shut down the "public chatroom" section at the "Vodafone Messenger" service of Vodafone live!™, in order to avoid this type of incidents.

Furthermore, we offer through our corporate website (www.vodafone.gr) information about safe chatting, providing advice for both users and parents, behavioral rules for the proper use of chat services, basic rules for safe use, and links to websites of European and global organisations with additional information for this subject.

We have set up the Content Standards Steering Committee in order to better manage our services' content. The objective of this group is to constantly follow instructions issued by the Vodafone Group globally, and their adaptation and implementation in Greece. This includes content and services classification, SPAM reduction, etc.

**2004-2005
objective**

1. To conduct an external Services Content Standards conformity audit.
2. To initiate cooperation with the other mobile telecommunication companies in Greece, in order to elaborate a common Ethics & Self-Regulation Code in the market, regarding content and services, following UK's example.

We provide advice on the use of mobile telephony while driving

We respect and enforce Greek legislation regarding the use of mobile phones while driving. Additionally, we offer our subscribers valid and complete information through the "Mobile telephony and quality of life" brochure and our website.

**2004-2005
objective**

1. To inform and raise public's awareness through our corporate leaflet "Minimata!".
2. To issue a special publication on the use of mobile phones while driving.

WE CARE FOR THE ALBANIAN SOCIETY

During the three years of its commercial operation, Vodafone Albania has done significant work in expressing its passion for the world around us, by showing responsibility and sincere interest for the Albanian society and by actively participating in Vodafone Group's activities together with world organisations active in the country, such as UNICEF and Opportunity International. Being committed in the enhancement of the Albanian society and culture, Vodafone Albania supported the following organisations during the fiscal year April 2003 - March 2004:

We contribute in the development of the Albanian society and culture

Vodafone Albania supported the following organisations during the last year, to assist them in their work for the benefit of the Albanian society.

- "Zyber Hallulli" Orphanage
- National Organisation of Orphans
- Tirana Retirement House
- "Youth Albanian Partial Service"
- "SOS" Village of Tirana
- "Traffic Police Directory" of Tirana
- National Blood Transfusion Centre
- "Municipality" in Tirana (tree planting and road re-constructing activities)
- Albanian rural communities (road building / re-constructing)

At the same time, Vodafone Albania supported the following cultural happenings, thus enhancing the country's presence in artistic and cultural events.

- National Song Festival
- "Friday Nights Fever Show" (amateur song contest for young people)
- National Song Festival for children

Furthermore, the company collaborated with cultural agencies such as the Ministry of Culture, the National "Art Gallery" and the National Opera House for various activities including a Christmas event, Children's Day etc.

It is worth mentioning that, although Vodafone Albania represents 0.2% of the Vodafone Group's turnover, the company's participation in the Group's international programs and its involvement in local society is becoming increasingly strong. As a consequence, Vodafone Albania performance results will feature next year's Group report results.



2004-2005 objective

To integrate the objectives and results of Vodafone Albania in next year's Vodafone Group CSR report.

DATA SUMMARY

Financial figures	2003-2004	2002-2003
Turnover (€ million)	1,473.7	1,256.8
Earnings before interest, taxes and depreciation (EBITDA) (€ million)	577.3	471.5
Earnings before income taxes (€ million)	366.9	257.9
Total customer base	3,678,208	3,382,765
Income distribution	2003-2004	2002-2003
Income tax (€ million)	148.1	102.0
Value added tax (€ million)	126.3	104.0
Expenses for employees' insurance (€ million)	20.3	18.5
Employment	2003-2004	2002-2003
Total number of employees	2,373	2,322
Environment	2003-2004	2002-2003
Average number of base stations	2,025	1,780
Handsets, accessories, batteries collected during the recycling program	14,272	-
Total network and offices power consumption (kWh)	63,021,000	58,281,000
Total CO ₂ emissions from the company's network (tons)	42,477	40,576
Total CO ₂ emissions prevention from the company's network (tons)	3,500	1,752
Re-use and recycling of network equipment (tons)	145	181
Total water consumption (m ³)	24,966	15,900
Children	2003-2004	2002-2003
Cash donations to social responsibility programs	485,967	254,754

WEBSITE INDEX

Organisation	Website Address
Aristotle University of Thessaloniki	www.auth.gr
Athens Laboratory of Business Administration	www.alba.edu.gr
Business in the Community	www.bitc.org.uk
Caritas Hellas	www.caritas.gr
Centre for Renewable Energy Sources	www.cres.gr
Cerebral Palsy Greece	www.cp-ath.gr
Clean-Up Greece	www.cleanupgreece.org.gr
Corporate Social Responsibility Europe	www.csreurope.org
Deloitte	www.deloitte.gr
Dow Jones Sustainability Index	www.sustainability-index.com
EMAS	www.quality.co.uk/emas.htm
European Foundation for Quality Management	www.efqm.org
Federation of Greek Industries	www.fgi.org.gr
FTSE4GOOD	www.ftse.com
Global e-Sustainability Initiative	www.gesi.org
GreenLight	www.eu-greenlight.org
GSM Association	www.gsmworld.com
Hellenic Advertisers' Association	www.sde.gr
Hellenic Cancer Society	www.hcs.org.gr
Hellenic Corporate Social Responsibility Network	www.csrhellas.gr
Hellenic Organisation for Standardisation (ELOT)	www.elot.gr
Hellenic Red Cross	www.redcross.gr
Hellenic Society for Social Paediatrics and Health Promotion	www.e-child.gr
"HERMES" Program for the Systematic Measurement of EMF	www.hermes-program.gr
Holy Metropolis of Attica	www.i-m-attikis.gr
International Business Leaders Forum (IBLF)	www.iblf.org
"Make a Wish" Foundation	www.makeawish.gr
Medecins du Monde	www.mdmgreece.gr
Ministry for the Environment, Physical Planning and Public Works	www.minenv.gr
National Technical University of Athens	www.ntua.gr
"P. & A. Kyriakou" Children's Hospital	www.aglaiakyriakou.gr
"SOS" Children's villages	www.sos-villages.gr
The Smile of the Child	www.hamogelo.gr
World Business Council for Sustainable Development	www.wbcasd.ch



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