

A woman with dark skin, wearing a vibrant red fur coat, is shown from the waist up. Her arms are raised in a 'V' shape, and she has a joyful expression with her mouth open as if laughing or shouting. The background is a solid, bright red. Overlaid on the image is a large, stylized red graphic consisting of multiple concentric, curved lines that form a partial circle, resembling a signal or a stylized 'V' shape. The text 'What we learned during the pandemic and how truly being driven by our purpose helped build our brand.' is written in white, bold, sans-serif font across the middle of the image.

**What we learned during the pandemic and how truly
being driven by our purpose helped build our brand.**

Maria Koutsoudakis
Brand Director Vodafone

Insert Confidentiality Level in slide footer





**“We Connect for a
better future”**





Keep The UK Connected





Make your purpose relevant:

1. For someone
2. For today

#1



Purpose + Consumer
=
Values + Employees

#2







Join the #DreamTeam



Download the DreamLab app
to help fight COVID-19 while you sleep

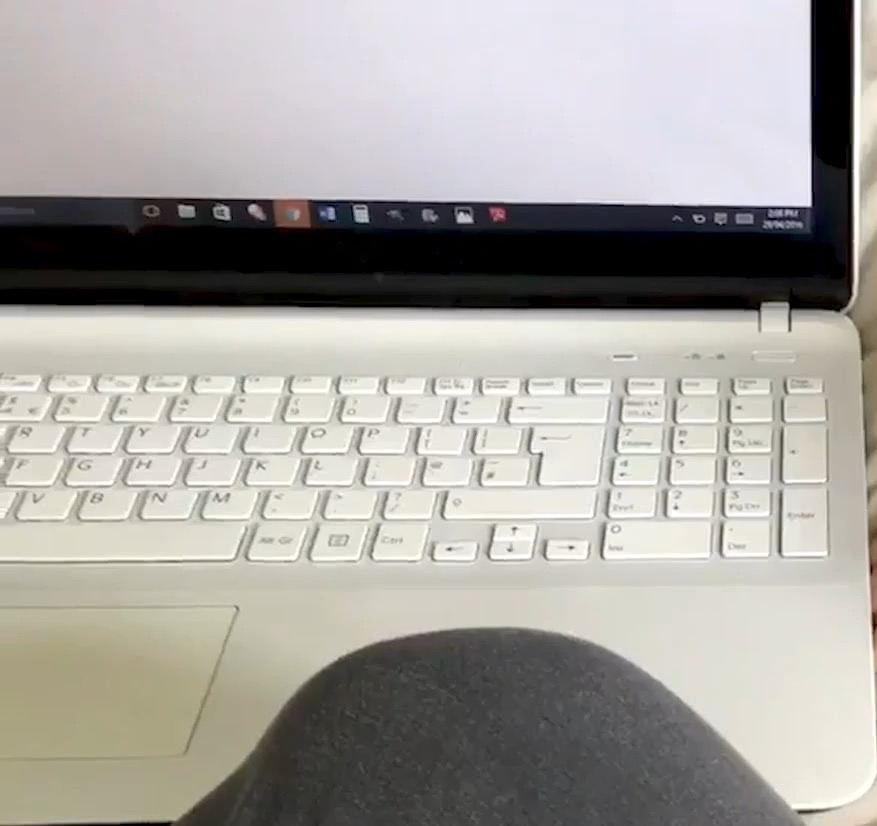


**Purpose is for people – and sometimes you
don't have to say anything more than
“Thank you”**

#3







Purpose is about the greater good.

Its not just about us.

**You need to be prepared to join forces with
like minded, and sometimes competition for
the greater good.**

#4



Protecting our critical infrastructure

To our customers,

Our networks provide essential connectivity to our emergency services and the NHS; they enable families to check in on their isolated or vulnerable loved ones; parents to teach their children from home; and millions to be informed and entertained as they stay home.

We are 100% focused on making sure the UK's mobile and broadband networks are resilient, ensuring you, your families and businesses, can keep connected when you need it most.

Sadly, we have experienced cases of vandals setting fire to mobile masts, disrupting critical infrastructure and spreading false information suggesting a connection between 5G and the COVID-19 pandemic. There is no scientific evidence of any link between 5G and coronavirus. Fact.

Stopping this is critical to keeping your communities connected.

Not only are these claims baseless, they are harmful for the people and businesses that rely on the continuity of our services. They have also led to the abuse of our engineers and, in some cases, prevented essential network maintenance taking place.

Please help us to make this stop. If you witness abuse of our key workers please report it. If you see misinformation, please call it out. Your help will make a real difference.

Thank you for your support as we work together to keep our nation connected.





**Purpose is not just CSR.
It can drive very commercial results
through focused propositions & promotions
that matter.**

#5

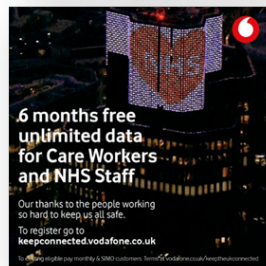
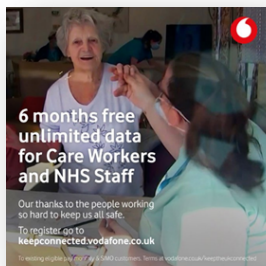




**Do and tell versus just say.
Critical proof points of purpose in action.**

#6





help.voxi.co.uk

What is VOXI For Now?

VOXI For Now is endless 5G-ready data, minutes, and calls for all UK jobseekers, for £10 a month (usually £35 a month) It's available until 30th September 2021 and lasts six months from the day your plan starts. If you signed up to VOXI for Now previously, your plan should have been automatically extended until 31st October 2021.

<https://help.voxi.co.uk/.../Joining/1573624692/What-is-VOXI-For-Now.htm> ▼

