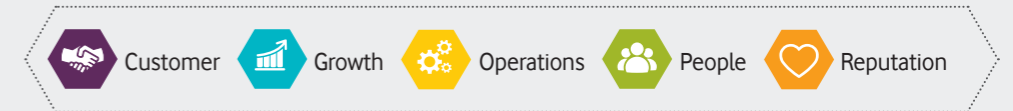


WHAT MATTERS MOST TO OUR STAKEHOLDERS

Our five strategic priorities:



Stakeholder	Customers	Employees	Government and regulators	Investors and shareholders	Business partners	Suppliers	Communities	Media
WHY IT'S IMPORTANT FOR US TO ENGAGE	Our customers are central to the sustainability of our business. To build trust among our customers we need to manage our core operational risks around network performance and privacy. With a number of new regulations impacting our customers and our relationships with them, engagement also helps us better manage regulatory risk.	Our people are the heart and soul of our business. Their skills and involvement determine our ability to realise our vision to provide the best network, best value and best service, and to fulfil our purpose of empowering everyone to be confidently connected.	Our relationships with governments and regulators impact on our ability to contribute towards broader economic, social and environmental objectives.	As the providers of capital necessary to support our growth, we engage with our shareholders and investors to keep them up to date on the financial performance and overall sustainability of Vodacom.	One of the most important ways we interact with our customers is through our business partners. As custodians of our brand and reputation, how they engage and deliver service is critical to our objective of excellent customer service across all touch-points.	Suppliers and contractors impact on our ability to provide products and deliver services, and are required to comply with our health and safety and ethical procurement standards. Engaging with them contributes to business continuity, viability and operational efficiency.	Empowering local economies builds trust in Vodacom. It also adds to the longer term viability of our markets by strengthening the socioeconomic context in which we operate. Our communities also benefit from social and environmental innovations.	As a stakeholder, the media plays a role in keeping Vodacom stakeholders informed of business developments, new products and services and the impact of our business operations.
WHAT MATTERS MOST TO THEM	<ul style="list-style-type: none"> ➤ Better value offerings. ➤ Faster data networks and wider coverage. ➤ Making it simpler and quicker to deal with us. ➤ Converged solutions for business customers. ➤ Feedback on service-related issues. ➤ Privacy of information. 	<ul style="list-style-type: none"> ➤ Career development. ➤ Improved knowledge sharing across the Group. ➤ Simplicity and agility. ➤ Engagement. ➤ Building skills in line with the future business growth. ➤ Being fairly remunerated for their service. 	<ul style="list-style-type: none"> ➤ Facilitation of socioeconomic growth. ➤ Citizen and community centricity. ➤ Achieving national broadband access objectives. ➤ Consumer protection and quality of service. ➤ Managing spectrum as a national public resource. ➤ Cost of communication. ➤ Developing a digital society, including e-Government. ➤ Underserved and rural communities. ➤ Skills development and employment. 	<ul style="list-style-type: none"> ➤ Future performance of SA and International business. ➤ Investing for growth. ➤ Risks and opportunities in the markets we operate in. ➤ Transparent executive remuneration. ➤ Dividend policy. ➤ Sound corporate governance. 	<ul style="list-style-type: none"> ➤ Fair treatment. ➤ Top management involvement with customers. ➤ A consistent customer experience. ➤ Making it simpler and quicker to deal with us. 	<ul style="list-style-type: none"> ➤ Timely payment and fair terms. ➤ Improving health and safety standards. ➤ Partnering on environmental solutions. ➤ BBBEE compliance. 	<ul style="list-style-type: none"> ➤ Access to mobile services. ➤ Access to basic services such as finance, health and education. ➤ Investment in infrastructure. ➤ Responsible expansion of infrastructure. 	<ul style="list-style-type: none"> ➤ Being informed of key activities and offerings. ➤ Transparency.
WAYS WE ENGAGE	<ul style="list-style-type: none"> ➤ Call centres, retail outlets, online and My Vodacom App. ➤ NPS feedback interviews and focus groups. ➤ Facebook and Twitter. ➤ Vodacom website. 	<ul style="list-style-type: none"> ➤ Internal website. ➤ Newsletters, internal magazine and electronic communication. ➤ National Consultative Committee representation. ➤ Anonymous employee hotline. ➤ Leadership roadshows. ➤ Team meetings. ➤ Performance development process. 	<ul style="list-style-type: none"> ➤ Participation in consultations and public forums. ➤ Submission and engagement on draft regulations and bills. ➤ Engagement through industry consultative bodies. ➤ Publication of policy engagement papers. ➤ Social upliftment programmes and initiatives. ➤ Partnering on key programmes, with regards to education, health and security. 	<ul style="list-style-type: none"> ➤ Investor roadshows. ➤ Investor days. ➤ Annual and interim reports. ➤ SENS announcements. ➤ Monthly and quarterly operational reviews with our parent Vodafone. ➤ Investor relations page on our website. 	<ul style="list-style-type: none"> ➤ Annual business partner conference. ➤ Bi-annual Franchise roadshows. ➤ Quarterly Franchisee Council Committee meetings. ➤ One-on-one business meetings. 	<ul style="list-style-type: none"> ➤ Supplier forums. ➤ Ongoing site visits. ➤ Audits. ➤ Ongoing regular direct engagements. 	<ul style="list-style-type: none"> ➤ Public participation where new base stations are required. ➤ Vodacom Change the World volunteer programme. ➤ Vodacom Foundation partnering with communities. 	<ul style="list-style-type: none"> ➤ Face-to-face and telephonic engagement. ➤ Interviews with the CEO and key executives. ➤ Media releases and product-related publicity. ➤ Roundtables. ➤ Product launches. ➤ Site visits.

Link to strategic priority

