

news release



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VODAFONE UK APPOINTS JEROEN HOENCAMP AS CHIEF EXECUTIVE

Vodafone UK announces that Jeroen Hoencamp will succeed Guy Laurence as Chief Executive later this year. Hoencamp, currently Vodafone UK Enterprise Director, will report to Philipp Humm, Regional CEO Europe.

Hoencamp became Vodafone UK Enterprise Director in January. Prior to that he was Chief Executive of Vodafone Ireland for two and half years. Previously he held a number of marketing and sales roles in Vodafone Netherlands for 12 years. Hoencamp's successor will be announced in due course.

Guy Laurence will leave Vodafone in November to become President and Chief Executive Officer of Rogers Communications, one of Canada's largest communications and media companies.

Laurence has spent more than a decade with Vodafone in a variety of senior positions. He became Chief Executive of Vodafone Netherlands in 2005 and moved to Chief Executive of Vodafone UK in late 2008. During his time in the UK, Laurence has transformed the business into a more customer-focused operation, secured a network sharing agreement with Telefonica UK, integrated Cable and Wireless Worldwide and most recently launched Vodafone UK's 4G service.

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