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## **Milestones in the History of Vodafone Portugal**

Vodafone began its commercial activity on 18 October 1992 under the Telecel name, offering the public from the start a fully operational GSM cellular communications service that, at the time, covered 57% of Portuguese territory and 83% of the country's population. With the entry into service of our cellular network, exactly one year after obtaining the operating licence, we set what was then the world record for the fastest installation of a GSM network.

From the commencement of our operations, we have been a key player in the telecommunications market in Portugal and a leader in innovation, brand image and customer satisfaction.

This document describes the principal milestones in the company's history from 1991 to the present day. For more in-depth information about Vodafone, please visit our website at [www.vodafone.pt](http://www.vodafone.pt).

### **1991**

- On 15 May, Telecel is incorporated with the Amorim Group, the Espírito Santo Group and Pacific Telesis (Air Touch) as its principal shareholders
- Telecel submits its bid to ICP (Instituto das Comunicações de Portugal) for a licence to operate a digital cellular network in Portugal. In its tender:
  - > It undertakes to achieve a network coverage of 90% of the population by 1993 and 99% by 1996
  - > It commits to an equally ambitious investment plan envisaging investment in excess of 500 million euros over the 15 years of the licence term
  - > It forecasts a mobile services penetration rate of 8% in the following 15 years.
- Telecel is awarded the second GSM licence in Portugal. The incumbent operator had been a player in the national market for 3 years at that time

## 1992

- Telecel starts its commercial service. The mobile services penetration rate in Portugal is approximately 0.3% (~30,000 customers in the market)
- Telecel is the first company in Portugal to offer a 24 hours a day, 7 days a week Customer Care Service
- Telecel and the German operator D2 pioneer the introduction of the GSM service in Europe
- With the entry into service of the cellular network, exactly one year after obtaining the operating licence, Telecel sets the world record for the fastest installation of a GSM network
- Telecel launches in exclusive the first truly portable mobile phone, the Ericsson GH172

## 1993

- Telecel's network leads the market in terms of coverage and quality; it covers over 80% of Portuguese territory and 90% of the population
- Telecel signs roaming agreements with the leading European operators
- Telechamada, the paging operator wholly owned by Telecel which also began operating in October 1992, also completes its first full year's trading

## 1994

- Second year of commercial operation: Positive Operating Cash Flow and leadership of the market in numbers of customers (88,568)
- Launch of the Handset Insurance Service
- Telecel launches the Express Technical Assistance Service providing on-the-spot replacement of a faulty phone until it is repaired and returned to the customer
- Launch of the Telecel "Caixa de Serviço" concept
- Telecel continues to expand its network of own shops with the opening of a store in its Head Office building
- The Customer Care Service answers 600,000 calls during the year and opens two specific Customer Care help lines: Premier Line (for the best customers) and Recovery line (for deactivated customers)

- Telecel has a clear lead over the competition in terms of innovation, coverage and network quality
- 94% of the Portuguese population and over 80% of Portuguese territory are covered by Telecel's network

## 1995

- Telecel coverage begins in the Autonomous Region of Madeira
- The Telecel network covers nearly 100% of the population of mainland Portugal
- Telecel continues to launch innovative services such as the Intelligent Message Alert Service that automatically alerts customers to the arrival of new messages in their voicemail, and the Conference Calls Service
- Launch of Telecel's 1818 Directory Enquiries Service
- Launch of the Mobile Data Service and Mobile Fax Service
- Launch of the Short Message Service (SMS) for postpaid customers
- Launch of the Telecel SIM KIT for a simpler, free-standing, streamlined way of subscribing the service
- Establishment of the first Telecel Cash & Carry
- Telecel posts its first annual profit

## 1996

- Telecel reinforces the capacity of its network, especially in urban areas
- Launch of the Vitamina T – Telecel's innovative prepaid service in Portugal
- Highly successful Public Offering (39% of the share capital) Offer price set at 3.97 Euros. AirTouch controls 51% of the Company's shares
- Telecel sponsors the 3 biggest football clubs in Portugal
- The Telecel brand achieves 98.5% recognition
- Telecel pioneers the launch of the TeleMultibanco Service enabling customers to check their bank balance and make banking transactions from their mobile phone

## 1997

- Telecel launches a range of Vitaminas: The Vitamina K aimed at the child segment of the market – 8 to 15 year olds – for whom communication is becoming an increasingly important requirement because of the need to stay in contact with their parents and family. The Vitamina R which is similar to the Vitamina T, but with an image, functions and terms of use matched to the needs of the young adult segment (25% discount between Vitaminas). The Vitamina P is the prepaid service aimed at heavy users
- Telecel coverage begins in the Autonomous Region of the Azores
- Telecel launches the 1799 VitaConsulta Service enabling Vitamina customers to find out from their phone the last day on which they can top up their cards
- Telecel launches the Frequent Calls service offering a percentage reduction on the cost of calls to a pre-selected list of numbers of the customer's choice
- For the first time anywhere in the world, a prepaid mobile cellular communications service without a monthly subscription can be used in a foreign country
- Telecel's Vitaminas now support roaming in Spain via the Airtel network
- Launch of the Correio@TELECEL service enabling customers to receive e-mails on their mobile phones via the Internet
- Telecel launches a special offer for the Portuguese Association for the Blind and Partially Sighted (ACAPO) members, including service subscription, tariff plans and cell phones' prices
- Telecel announces a further way of contacting its Customer Care Service and the Data and Fax Support Group. Customers are now able to send their queries and questions by e-mail

## 1998

### March

- Telecel launches the Reuters Telecel financial information service, which can be accessed from mobile phones any time, anywhere. This service, developed jointly and exclusively by Telecel and Reuters, enables users to check the prices of a wide range of financial indicators such as share prices, interest rates, exchange rates and stock market indices

### May

- Telecel becomes the first Portuguese operator to provide EFR (Enhanced Full Rate) technology, which offers voice quality comparable to the fixed network
- Telecel becomes the first operator in Portugal to provide its service on GSM 1800 and to supply phones that operate in the 900 MHz and 1800 MHz frequency bands
- Telecel launches Catão Duplo (Dual Card), which offers for the first time the facility to use two phone numbers on the same card. This product enables customers to have two types of use – professional and personal – with separate billing, different ancillary services and with the advantage of using only one handset

### June

- Telecel counts with 1000 employees in Portugal

### July

- Telecel passes the 1 million customer mark, which it celebrates with a Whitney Houston concert in the Alvalade Stadium
- Telecel launches Club Viva, a customer loyalty programme unmatched elsewhere in the world

### September

- Telecel launches 1780 Despertar Com..., a useful service enabling customers to wake up to the day's news and weather forecast, to the voices of famous personalities or to different sounds and accents

### November

- Telecel's Customer Care Service is awarded quality certification to standard ISO 9002 in Portugal
- Telecel launches the Vitamina Light, a new prepaid product offering calls at 1 escudo a second at any time of the day, every day of the week, to all mobile and fixed networks in Portugal
- Telecel launches Cartão Simples (Simple Card) which, using the new SIM Toolkit technology, enables customers to use new direct access menus to Telecel services without having to remember numbers or commands

### December

- Telecel posts Operating Revenue of 0.5 million euros in Portugal

## 1999

### April

- Telecel in Portugal combines the mobile service with the fixed service and launches MobiFix for the residential market and Voz Pri for companies
- Telecel launches a new communications solution for companies that integrates mobile and fixed phones. The NexiPri solution consists of a simulated private network within the Telecel network that allows all the company's fixed phone extensions and mobile phones to be used in an integrated, transparent way

### May

- Telecel announces that it is to locate its Head Office at Parque das Nações and invites some of Portugal's most respected architects to take part in an 'Ideas Competition' to select the final design for the new building

### June

- Telecel becomes an Internet Service Provider in Portugal, in the access (ISP) and content (Portal) dimensions
- Telecel submits an application to the Portuguese Communications Institute (ICP) for a licence to provide fixed phone services
- Telecel launches the Euroconversor service, a useful service enabling customers to make currency conversions from escudos to euros and vice-versa easily and quickly

### September

- With the Total Roaming service, it becomes possible to use Vitaminas in all the countries covered by Telecel's roaming service
- Telecel becomes the first operator to launch a widely available free Internet access service in Portugal
- Telecel's Text Message Service (SMS) becomes available also to Vitamina customers
- The Portuguese Communications Institute (ICP) awards a licence to Telecel to provide fixed phone services in the context of the liberalisation of telecommunications services in Portugal

### October

- Following the alteration of the National Numbering Plan, Telecel provides an automatic free system in its shops for changing numbers memorised on SIM cards

### November

- Telecel launches Internet access from mobile phones for the first time in Portugal, using WAP (Wireless Application Protocol) technology

## December

- Following the merger of AirTouch Communications Inc. with the Vodafone Group Plc, Telecel moves its financial and reporting year to 1 April to 31 March to coincide with the financial calendar and reporting policies of its majority shareholder, Vodafone AirTouch

# 2000

## January

- Telecel launches its toq and Voz 1091 Indirect Access services for fixed network national and international calls
- Under the exclusive battery recycling programme, all Telecel shops start having a small, purpose designed collection point for depositing used batteries

## February

- The three Portuguese cellular operators – Telecel, TMN and Optimus – introduce the facility to use the Text Message Service (SMS) between their networks, something that was previously only available within their own networks

## March

- Launch of the Vitamina Zero, the prepaid product with no compulsory top-ups
- Telecel launches two new Internet access products for companies:
  - > NexiNet Com – for companies that wish to connect their computer network to the Internet using a dial-up connection and fixed IP addresses
  - > NexiNet Line – for companies requiring a permanent connection to the Internet via a dedicated line

## April

- Telecel unveils the architectural design of its new Head Office by the architects Alexandre Burmester and José Carlos Gonçalves, who won the 'Ideas Competition' launched by the company in May 1999

## May

- Telecel launches Combi, replacing the Kit SIM, on the Portuguese market

## June

- Telecel begins the commercial roll-out of its fixed network Direct Access service, supported mainly on FWA (Fixed Wireless Access) technology
- Launch of the Vitamina H, with the opportunity to choose the time of day when rates are lowest

### July

- Telecel is the first operator to test the new GPRS (General Packet Radio Service) data transmission technology

### September

- Telecel launches YORN (Young Original Network), the first global, integrated communications, entertainment and content “network” aimed at the “multimedia generation”
- Telecel passes the 2 million customer mark in Portugal
- Telecel submits a tender to the Portuguese Communications Institute (ICP) in Lisbon for a licence to operate the UMTS (Universal Mobile Telecommunications System) technology

### October

- Incorporation of TelecelOnline, a company focused on the Internet and wholly owned by Telecel
- Telecel and CFocus create CelFocus to develop and market Customer Relationship Management (CRM) solutions for the Telecommunications Sector

### December

- Telecel comes top in the bid and is awarded a licence to operate UMTS technology in Portugal

## 2001

### January

- Start of the migration to the Vodafone brand with the use of the dual brand Telecel Vodafone

### February

- Telecel Vodafone introduces a flat roaming rate under the Eurocall service
- Establishment of Nexenter, the first DIP (Datacenter Infrastructure Provider) in Portugal

### March

- Launch of the Short Dialling service for accessing the voicemail (123) and Customer Care Service (16912) from abroad

### April

- Telecel Vodafone signs a football sponsorship agreement with Sport Lisboa e Benfica

- Telecel Vodafone rolls out GPRS (General Packet Radio Service) technology in Portugal
- Establishment of the Telecel Vodafone Foundation for the Development of the Information Society. With an initial endowment of one billion escudos, the Foundation is the fulfilment of the undertakings given by Telecel Vodafone when it was awarded its UMTS licence

### May

- Telecel Vodafone launches in exclusive the HSCSD (High Speed Circuit Switched Data) technology in Portugal

### July

- Telecel Vodafone inaugurates a new call centre situated in the Peninsula building at Rotunda da Boavista, thereby strengthening the company's presence and Customer Care Service in Oporto
- Telecel Vodafone becomes the first European operator, and one of the first in the world, to launch the mobile PBX system known as IN/OUT, specifically aimed at medium sized and large companies, integrating fixed and mobile communications
- Telecel Vodafone launches the Data VPN service of virtual private networks for companies on the Portuguese market

### September

- Telecel Vodafone is the first operator in Portugal to introduce voice recognition to access the Voice Mail. Customers become able to access their voicemail from any phone and listen to and organise received messages, using simple voice commands in Portuguese.

### October

- Successful migration from the dual brand Telecel Vodafone to the Vodafone brand

### November

- Incorporation of the company Vizzavi Portugal, owned 20% by Vodafone and 80% by the Vizzavi Europe Group

### December

- Vodafone successfully makes the first tests of the Multimedia Messaging Service (MMS), a service that represents an important development of the popular SMS in enabling the combination of text, audio, images or video
- Vodafone becomes the first operator in Portugal, and one of the first in the world, to offer its customers GPRS Services in roaming
- Vodafone posts Operating Revenues of 1 billion euros

## 2002

### February

- Vodafone Group sponsors the Ferrari team in the Formula 1 World Championship

### March

- Vodafone is awarded Quality certification in Portugal to standard ISO 9001: 2000

### April

- Vodafone customers have a new technological function at their disposal in the Vodafone Mail Service – Voice Enabled E-mail – enabling them to hear e-mail messages in Portuguese on their mobile phones
- Vodafone and Optimus sign an agreement to establish Situs, a joint venture for the construction, management and operation of telecommunications infrastructures

### May

- Vodafone launches the Multimedia Messages Service (MMS) - a first in Portugal

### July

- Vodafone Portugal customers travelling abroad can now top up their Vitaminas or YORNs using a top-up service abroad that is unique in the world and exclusive to Vodafone Group customers

### September

- Vodafone becomes the first Portuguese operator to offer the MMS service in roaming

### October

- Launch of Vitamina Shock, with the offer of a bonus of up to 50% of the value used

### November

- Launch of Vodafone live! in Portugal – a revolutionary mobile communications offer combining services and content
- Launch of Vitamina Home, aimed at the immigrant segment
- Vodafone demonstrates UMTS services in real time

### December

- Vodafone has over 3 million registered customers of its cellular service in Portugal
- Vodafone moves its Head Office to Parque das Nações

## 2003

### January

- Vodafone Negócios launches the ADSL (Asymmetric Digital Subscriber Line) Internet service for the corporate segment
- Vodafone signs an MMS interconnection agreement with the other Portuguese mobile operators, enabling multimedia messages to be sent between networks

### February

- Vodafone becomes the only operator in Portugal to offer television and video access on mobile phones using MMS
- Vodafone Group makes a tender offer for Vodafone Portugal at a price of 8.50 euros per share

### March

- First live broadcast of a football game on mobile phones via Vodafone live!

### April

- Vodafone launches the Mobile Connect Card in Portugal, an innovative product aimed at the corporate segment

### May

- Vodafone shares are withdrawn from the stock market after the acquisition of 100% of the share capital by the Vodafone Group

### June

- In collaboration with Portuguese Highways Agency (IEP), Vodafone launches the Live Traffic Service on the Vodafone live! portal, enabling users to view constantly updated images from cameras installed at various locations in Greater Lisbon and Greater Oporto
- Vodafone's Environmental Management System is certified to standard NP EN ISO 14001

### July

- As part of its sponsorship of Rock in Rio – Lisbon in June 2004, Vodafone announces that customers will be able to select the bands that will play at the festival by voting by SMS
- Vodafone launches the Data VPN ADSL service in Portugal, a solution enabling companies to link their various places of work (head office, branches, remote work stations) via a Virtual Private Data Network based on ADSL technology

### September

- Vodafone launches MMS Postcards, a groundbreaking service unique in Portugal, allowing users to send postcards to anywhere in the world from a mobile phone, using MMS technology

### October

- Vodafone launches the WiFi service providing wireless broadband Internet access at various locations in Portugal

### November

- Vodafone sponsors O Dom, a campaign to raise funds for the Portuguese Victim Support Association (APAV) and Ajuda de Berço (Toddlers at Risk)
- The quality of Vodafone's call centre service is recognised with the award of the Call Centre Trophy, awarded to the company whose Call Centre provides outstanding customer service in terms of speed, friendliness, efficiency and thoroughness

### December

- Vodafone begins the first phase of the roll-out of 3G mobile / UMTS in Lisbon and Oporto to a restricted number of users including Vodafone employees and a select group of partners and customers
- Launch of the 'Goals Live - Photo' Service enabling customers to receive an MMS after each goal scored by their team, with a photo of the goal and a brief description of the play leading up to it

## 2004

### January

- Vodafone Portugal Foundation and the Ministry of Education launch an innovative system facilitating computer access for the blind and visually impaired in the Windows using a high quality speech reader in European Portuguese

### February

- Vodafone launches Vodafone Mobile Connect Card 3G/GPRS, making it the first Portuguese operator to offer its customers UMTS services

### April

- Vodafone Portugal is the only Portuguese operator to provide 3G technology and one of the first in the world to offer its customers roaming access to 3G/UMTS data services

### May

- Vodafone initiates a new phase in the development of 3<sup>rd</sup> Generation Mobile with the launch of Vodafone live! 3G. The new features include videocalls, live TV and new multimedia content such as music videoclips and truetone ringtones with voice and faster access

### June

- Vodafone launches Vodafone Wireless Office in Portugal, a mobile communications service aimed at the corporate market that enables companies to manage all their communications needs from a single terminal by incorporating the advantages of a fixed phone into a mobile phone
- Vodafone Portugal Foundation implements Floresta + Verde (Greener Forest) – a programme for preventing, detecting and fighting forest fires in the Leiria region, which is extended the following year to the Santarém and Castelo Branco districts

### September

- Vodafone launches the SOS – Balance Optimisation Services – bringing together several existing services and some totally new ones: SOS Top-up allowing users to top-up their Vitamina and Yorn phones automatically by bank debit, SOS Will You Pay? For SMSs (to send a free text message, paid by the recipient, with the recipient's authorisation); SOS I'll Pay (to send a text message which also pays for the reply); and the existing services SOS Transfer (to transfer balances to Vitamina and Yorn phones) and SOS Toking (to send a free message requesting to be called back)
- Vodafone launches the new Best postpaid price plan aimed at personal customers, the best option for those who make heavy use of the mobile phone service
- Vodafone Portugal distributes 593,600 Vodafone Group shares to its employees as part of an internal incentives programme known as AllShares (350 shares to each eligible employee)

### October

- Vodafone expands the use of the Wi-Fi service in Portugal and abroad by making the service available at over 1000 hotspots throughout France, Greece, Italy and Switzerland
- Vodafone launches the Vodafone BlackBerry® in Portugal, the best solution for accessing e-mail on the move

### November

- Vodafone Portugal speeds up expansion of 3G by releasing a new range of 3G phones and services. This is a decisive step in the diversification of the range of 3G phones and significantly increases choice and availability to customers in terms of prices, brands and functions

- Vodafone makes it possible, for the first time in Portugal and probably in the world, to listen to the tracks from a band's new album on a mobile phone before it is released on sale ('AM-FM' by The Gift)

## 2005

### January

- Following the launch of the SOS services in September 2004, Vodafone launches 'SOS Extra', enabling customers with this plan to receive an additional balance when they need to make call but only have a very low balance or no balance at all
- Launch on the Portuguese market, and for the first time in Europe, of the NewGen, an original and exclusive mobile phone, of extremely small dimensions and innovative design

### February

- Vodafone becomes the first Portuguese operator to offer an innovative service known as Vodafone RingDings, which allows customers to offer music to the people trying to contact them, while the phone is ringing

### March

- Vodafone is the company that won the most customers in 2004 (12 months to 31 March 2005), attracting 337,816 new users, a market share of 61%. The company has shown the most consistent trend and the largest increase in market share of new customers in the Portuguese mobile sector
- The number of 3G customers now totals 120,000 and Vodafone's market share in 3G is estimated at over 60%, testimony to the company's clear leadership of the 3G revolution in Portugal

### April

- The Videocall Customer Care Service is extended to cover all customers and is available 24 hours a day
- Vodafone Portugal's roaming service becomes available on 319 mobile telecommunications networks in 156 countries

### May

- Vodafone live! 3G customers gain access to a catalogue of around 500,000 music titles on the Mobile Music service
- Launch of the Vodafone Simply, aimed at customers who mainly make voice calls and send text messages and want intuitive, easy to use services. These customers prefer easy to use handsets with a neutral, functional design, large displays and simple menus

- Launch of the Healthy Beaches Project – an initiative by the Vodafone Portugal Foundation in partnership with the National Maritime Authority, the Water Institute, the Nature Conservation Institute and the European Blue Flag Association, designed to make Portuguese beaches safer and more accessible to all

### June

- Launch of a new roaming voice calls price plan - Vodafone Travel - making mobile calls abroad cheaper, more transparent and easier to estimate
- Vodafone offers all its customers a new and original service, Vodafone Walkie Talkie, the first in Portugal and one of the first in Europe, that adds a walkie-talkie function to mobile phones
- Launch of the promotional Best 500 postpaid price plan, designed to meet the needs of residential customers with high levels of use of the mobile service
- Launch of Vodafone Directo (Vodafone Direct) – two price plans (with and without top-ups) aimed at customers who forego certain services in return for lower prices. The promotion is marketed exclusively on the Internet

### July

- Publication of the 2004 Social Responsibility Report and Social Responsibility actions undertaken between April 2004 and March 2005
- Launch of the Vodafone SAY service facilitating the use of mobile communications by blind and partially sighted customers

### September

- Launch of the solar charger for mobile phones enabling batteries to be recharged anywhere where the sun is shining. In addition to mobile phones and PDAs, this flexible charging technology can also be used to recharge the batteries of digital games, MP3 readers and digital cameras. Portugal is the third country in the world, after Holland and Greece, to offer this exclusive Vodafone product

### October

- Launch of a further SOS service - SOS Will You Pay?, a very practical solution for when a customer has a very low or nil balance and needs to speak to someone, or when he prefers the other party to pay for the call
- Vodafone Portugal refreshes its way of communicating with customers and becomes the first company in the Vodafone Group to introduce the new logo and one of the first to launch the “NOW” communication concept
- With the exclusive launch of the 3G Router in partnership with Cisco Systems and Linksys, Vodafone becomes the first operator in Portugal to offer its customers broadband for mobile teams, enabling groups of up to 5 members to use the capacities of a shared Wi-Fi network with speeds up to 54Mbps, giving them access while on the move to Vodafone’s 3G Broadband network

## November

- Release of the new range of 3G/UMTS phones for Christmas. The highlight among the new exclusive Vodafone phones is the recently launched Sharp 903, the first phone on sale in Portugal with a 3.2 megapixel camera
- Vodafone makes the first 3.5G data call, also known as HSDPA (High Speed Downlink Packet Access), as part of the programme of tests of this important technology. HSDPA is a technological evolution of the 3G network that permits a considerable increase in transmission speeds, more than 4 times faster than the speeds available on 3G
- Launch of Vodafone Pro, an integrated mobile phone, price plan, services and specialist customer care solution designed for professionals, the self-employed and small companies
- Launch of the third model in the Vodafone Simply range, featuring a new design. The Vodafone Simply VS3 has a new clamshell design and retains the concept of simple and intuitive use of mobile services

## December

- Vodafone Portugal passes the 4 million customer mark, ending the year with 4.119 million registered cellular customers on its network
- Vodafone Portugal is chosen to set up the Vodafone Group's Centre of Excellence for the design and development of products and services in the Commerce and Transactions field, including the entire area of micro-payments, prepaid top-up services, mobile commerce and transaction security

# 2006

## January

- Vodafone launches Vodafone Web Videocall - a new mobile communications service that enables videocalls to be made between any PC and 3G phones – making it the first operator in Portugal, and one of the first in the world, to enable customers to make and receive videocalls via a computer (laptop or PC) to and from a 3G phone, constituting an important step in fixed-mobile convergence
- Launch of the Mobile TV service, giving access to 14 TV channels from any Vodafone live! 3G phone: RTP, SIC, TVI, Euronews, MTV Music, MTV Snacks, Eurosport, Chili TV, Fashion TV, 24 (Fox), Discovery Mobile, UEFA Champions League, Playboy TV (Premium) and Blue (Premium)

## February

- Vodafone Portugal Foundation, in partnership with the Ministry of the Interior, unveils the Safe Taxi system designed to discourage and combat security threats to taxi drivers. This open system can be installed in all taxis provided that their on-board

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localisation equipment meets the necessary technical specifications and drivers opt to have it

### March

- Launch of the Vodafone Videomail service allowing video messages to be sent to all Vodafone customers who have 3G phones
- Start of the roll-out of Vodafone Windows Mobile E-mail, an always-on mobile e-mail technology that replicates the Outlook environment on mobile phones, online and without the need for programming or synchronisation

### April

- Launch of Vodafone Aditivos allowing customers to personalise their price plan and obtain special terms on calls of their choice
- With the commercial launch of the Vodafone 3G Broadband Mobile Connect Card, Vodafone becomes the first operator in Portugal to offer its customers 3G Broadband services, also known as 3.5G or HSDPA (*High Speed Downlink Packet Access*)

### May

- Vodafone launches the innovative Vodafone Radio DJ service, enabling customers to create their own radio channel based on a selection of music genres and backgrounds of their choice, which they can listen to on their mobile phone and PC
- Vodafone once again sponsors Rock in Rio Lisbon, and organises a series of unprecedented activities both prior to and during the event designed to share the world's biggest music festival in 2006 with its customers and concert goers

### June

- Vodafone launches a new service, a first in Portugal, called SMSbyMail which enables users to send text messages (SMS) from a computer (laptop or PC) as if they were e-mails
- Vodafone Portugal Foundation implements the Healthy Beaches project for the second year running, covering nearly 100 bathing beaches in Portugal
- Vodafone launches the Vodafone Info service which automatically shows information messages at the foot of customers' mobile phone displays. The service includes information from five thematic content channels: News, Sport, Weather, Cinema and Ringtones

### July

- Vodafone invites some of Portugal's most respected architects to take part in an 'Ideas Competition' to select the final design of its new head office building in Oporto
- The commercial launch of the Samsung ZV50 makes Vodafone the first Portuguese operator to offer 3G Broadband (3.5G/HSDPA) phones

- With sponsorship from Vodafone Portugal, the Vodafone Ski Resort in the Serra da Estrela inaugurates the largest Mountain Biking Park in Europe and a range of summer outdoor activities

### August

- Vodafone Portugal Foundation initiates a programme of environmental awareness and protection of the unique ecology of the River Formosa estuary entitled 'Long Live the Estuary', designed to promote environmental awareness and education to children, young people and adults through fun and educational activities

### September

- With the pioneering launch of the 3G Broadband 3.6Mbps network and the Vodafone Internet Connect Box, Vodafone becomes the first operator in Portugal to offer Internet access at broadband speeds of up to 3.6Mbps, around 10 times faster than previously available with 3G
- The Vodafone Portugal Foundation, Porto Editora and the Ministry of Education co-operate on the production of digital school textbooks for blind and visually impaired students, using an innovative system that synchronises sound and text
- The Vodafone Portugal Foundation and the Innovation and Curriculum Development Directorate of the Ministry of Education sign a co-operation agreement on the Mobile School project. The Mobile School is a distance learning experience for the children of travelling families, in particular circus workers and market traders, with the objective of ensuring that they have access to and continuity in, and complete elementary education
- The Vodafone live! portal launches another innovative and exclusive service in Portugal - 'Chef's Menu' - a service offering simple but elegant recipes designed by the renowned chefs of the Lágrimas Catering chain (Eleven, Kool, Quinta das Lágrimas, Terreiro do Paço and Vila Monte)

### October

- Vodafone launches Vodafone SME in Portugal, a complete telecommunications offer for Small and Medium-sized businesses. This set of solutions includes voice and data services both for mobile phones and fixed office telecommunications, responding to the main needs of these types of companies
- Vodafone Portugal launches Vodafone Casa, a very competitive voice and data telecommunications offer for the residential market, designed to replace the traditional fixed home phone and including Internet access solutions. All the services have the common characteristics of ease of installation, simplicity in use and very competitive rates

### November

- Vodafone's Contact Center receives two awards from the Portuguese Association of Contact Centers (APCC): the award for the best final customer satisfaction level in the Large CRC (Customer Relationship Center) category, and Best CRC in 2006 in the general category
- Vodafone starts marketing the first mobile phone under its own brand in Portugal. This is the Vodafone 710, a 3G phone whose characteristics, design and functions were specified by Vodafone to facilitate the use of its mobile services by its customers

### December

- Vodafone launches the Pack Roaming 24H, a daily data price plan for access abroad to Internet, e-mail and other applications
- Vodafone is the first operator in Portugal to make a 3G/UMTS voice, videocall and data calls in the 900 MHz frequency band in real time

## 2007

### January

- Vodafone becomes the first Portuguese operator to offer the new version of the 3G Broadband VMCC card in Express Card format, which permits Internet access speeds of up to 3.6Mbps
- Vodafone Portugal launches the first 3G Smartphone under its own brand - the Vodafone 1210 - with characteristics, design and functions specified by Vodafone to facilitate the use of mobile services by its customers
- The three Portuguese mobile operators, Optimus, TMN and Vodafone, launch dimo, a mobile directory supported on a common platform, enabling users to search for and access various sites, e-mail accounts and a wide range of content such as ringtones, images, games, chats, news, etc, from their mobile phones
- Vodafone becomes the Principal Sponsor and Official Mobile Operator of the Vodafone McLaren Mercedes team
- Vodafone launches, exclusively in Portugal, a group of MobileSolutions services aimed at the corporate market that facilitate the real-time mobile management of all the information related to companies' operations

### March

- Vodafone launches a new solution of the TeleMultibanco Service which enables users to access a range of operations available on ATMs from their mobile phones, which reproduces the customer experience, both visually – with screens identical to

those on ATMs - and in the mode of navigation, using phone's lateral buttons and normal cursor navigation

- With the introduction of the new Vodafone My Mail service, Vodafone customers are able to use their mobile phones to access the personal e-mail account that they normally use on their computer, without the need to create a new account
- Vodafone launches the Vodafone web phone, a new mobile communications service that enables users to make and receive voice and video calls and to send and receive SMS and MMS from a computer and use instant messaging (chat) services
- In line with its strategy of associating itself with major music events in Portugal, Vodafone launches the Vodafone Music project designed to organise various innovative music events involving the music of Portuguese groups

### May

- Vodafone receives the PCGuia 2007 Readers' Award for Best Mobile Broadband Access

### June

- Vodafone launches the most competitive ADSL Fixed Broadband offer in Portugal, supported on its own ADSL2+ network and using the existing cables in the customer's home or premises, offering Internet access solutions with speeds of up to 24 Mbps and fixed voice services

### July

- Vodafone creates the Live Earth Channel on its Mobile TV service to broadcast all the Live Earth concerts as they happen to Vodafone customers
- The Vodafone Portugal Foundation and the Pedro Nunes Institute demonstrate Project CyberMoving at the POR TI 2007 technology fair organised by the Portuguese Presidency of the European Union
- Vodafone launches Vodafone Messenger, an innovative mobile communications service enabling users to access Microsoft Windows Live Messenger on their mobile phones. Vodafone customers become able to chat with their Windows Live Messenger contacts in the same way as on a computer
- Launch of the Vodafone BackUp service which enables users to back up their mobile phone address books at Vodafone and restore them when they change their mobile phone, or it is repaired or lost
- As part of the Vodafone Music project, Vodafone broadcasts, live and exclusively on its Mobile TV service, an intimate, exclusive concert specially conceived by Pedro Abrunhosa for Vodafone customers
- Vodafone launches an unparalleled promotion in Portugal, offering a bonus of 10 euros with every top-up of 20 euros or more, and the chance for customers who top up their phones with this amount to win a BMW each day during a 30-day period

## August

- Vodafone launches Yahoo! Messenger, extending its offer in the Vodafone Messenger service, and enabling customers to chat on their mobile phones with their Yahoo! Messenger contacts in the same way as on their computer
- Vodafone launches, exclusively in Portugal, the first BlackBerry with built-in GPS – the BlackBerry Curve 8310. This phone offers a remarkable combination of a large range of features and an extremely competitive price
- Vodafone launches a unique promotion enabling its Duplex ADSL service customers to benefit from speeds of up to 24Mbps for only €9.90 a month until 31 March 2008. This promotion includes unlimited traffic for 24 months and the offer of free portability of the customer's fixed phone number

## September

- Building on the company's support for Portuguese music, Vodafone organises the Vodafone SoundClash! at the Pavilhão Atlântico in Lisbon, a music event produced in a format unprecedented in Portugal that brings together, face-to-face on two stages, GNR, The Gift, Boss AC and Blasted Mechanism
- Vodafone Portugal begins supplying the first 5000 laptops for the e-School programmes. Beneficiaries are able to buy this laptop and the Vodafone mobile broadband access card for 150 euros and monthly charges considerably lower than those available to the general public
- Vodafone launches a new version of its Vodafone Mobile Connect Card with upload speeds of up to 1.4 Mbps, four times faster than the upload speeds available on mobile networks, making it the first Portuguese operator to offer its customers phones that support HSUPA (*High Speed Uplink Packet Access*) technology, a natural evolution of the 3G Mobile Broadband network

## October

- Vodafone launches Wireless SafePack, an innovative solution that enables users to remotely access surveillance camera images via a standard Internet connection from a PC or compatible PDA
- On 18 October, Vodafone celebrates its 15<sup>th</sup> anniversary of the start of its mobile communications services in Portugal
- Vodafone Portugal and Alcatel-Lucent demonstrate, for the first time in Portugal, the Mobile Broadcast TV solution based on DVB-SH (Digital Video Broadcast – Satellite Handheld) technology. This technology uses the frequency spectrum in the S-Band (2.17 – 2.20 GHz), available throughout the European Union to broadcast mobile services by satellite, in particular mobile TV

## November

- Vodafone gains 10 awards at the 8<sup>th</sup> International Festival of Advertising and Communication in Portuguese (SINOS 2007)

- Vodafone offers mobile broadband or fixed ADSL access to teachers in e-School programmes
- Vodafone launches, exclusively in Portugal, the new Palm Treo 500v 3G Smartphone, a 3G handset that enables users to access, via Vodafone's Mobile E-mail service, their e-mail, calendar, tasks, address book, Internet and Intranet, as well as games, ringtones, images and other applications available on the Vodafone live! portal, with all the speed and convenience that broadband offers
- Vodafone provides, for the first time in Portugal, HSUPA (*High Speed Uplink Packet Access*) technology that increases the upload speed of the Mobile Broadband network to 1.4 Mbps, four times faster than the speed previously available
- Vodafone is seen as one of the 'most magnetic' brands by Portuguese consumers according to a survey conducted by the advertising agency Brandia Central and the Laboratory of Applied Research in Marketing Sciences
- The Vodafone Portugal Foundation and the Portuguese Blood Transfusion Service (IPS) sign a co-operation agreement to encourage blood donations nationally via SMS. Blood donors registered in the database of the Portuguese Blood Transfusion Service will in future be notified of the arrival of a blood collection team in their neighbourhood or in the place where they usually give blood

### December

- Vodafone launches the Vodafone Say Net price plan offering special terms for Mobile Broadband Internet access for people with special needs
- Vodafone launches its Online Manuals service in mobile version. This innovative service, unique in Portugal, enables Vodafone customers to consult the manual for their handset directly from their own mobile phone. They are able to view all the information about its use and step-by-step instructions, as well as illustrations of the menus and the phone's keypad, in an intuitive and interactive way

## 2008

### January

- Vodafone launches Wireless SafeCar, in a partnership with i-mob, a groundbreaking security system combining GSM transmission and GPS location technologies that offers more effective protection to drivers in the event of car theft
- Vodafone launches the Vodafone Toolbar, an innovative mobile communications service that enables users to send SMS and MMS from a computer while browsing the Internet. As well as these communications, with the Vodafone Toolbar it is also possible to make voice and video calls provided that Vodafone web phone is installed in the PC

## February

- Vodafone Foundation presents at Egas Moniz Hospital, Lisbon, a Paediatric Epilepsy Remote Monitoring System developed by neurologists and paediatricians at the Centro Hospitalar de Lisboa Ocidental (West Lisbon Hospital Centre - CLHO) and the Vodafone Portugal Foundation to increase the number and success rate of surgical procedures in children with epilepsy, thanks to the use of mobile communications and the implementation of a specially developed software application, which enables physicians to remotely observe the exams (V-EEG or video electroencephalogram) on a computer or PDA at any time, even outside the hospital environment

## March

- Vodafone presents, for the fourth year in a row, the Healthy Beaches Programme aiming to contribute to improved safety and environmental quality on beaches, and improved access for people with limited mobility. The programme covers 125 bathing beaches in mainland Portugal and the Autonomous Regions
- Vodafone launches the Google Maps for mobile application with automatic location, which enables users to view maps of the entire world on their mobile phones. The application available on Vodafone mobile phones offers a facility that enables users to automatically identify where they are on the map using localisation information supplied by the Vodafone network

## April

- Vodafone launches the Vodafone Music Manager, a music application for PCs that enables Vodafone customers to listen to, buy and manage music files in a simpler way on their PC, and to transfer music files easily between their PC and mobile phone

## May

- Vodafone opens a new Contact Centre in Gaia. Equipped with the latest IP technologies, the Contact Centre will provide customer services by phone, e-mail and chat to Vodafone customers

## June

- Vodafone launches the Vodafone Say Net ADSL price plan, offering people with special needs access to the ADSL service on advantageous terms which includes 50% off the monthly subscription for 24 MB Vodafone Casa Duplex ADSL with 60GB of included traffic and speeds of up to 24 Mbps

## July

- Vodafone launches the new ANIMAX channel on its Mobile TV service. Aimed at the youth segment, this channel offers the best of Japanese animation series
- Vodafone Portugal is making its mobile communications services available on board TAP aircrafts, following the signature of a roaming agreement with the operator OnAir. The service started to be available on a TAP aircraft (Airbus A319) connecting

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Lisbon, Porto, Faro, Madeira and the Azores with several European cities. The Vodafone communications available on board include voice, SMS, GPRS data and MMS

- Vodafone launches, simultaneously in 4 Portuguese cities (Lisboa, Porto, Coimbra and Faro), the iPhone 3G, combining the revolutionary iPhone characteristics with the 3G high speed
- Vodafone introduces onto the Portuguese market a new mobility concept – the Vodafone Net PC – combining a Vodafone Connect Pen and an innovative, ultra-compact laptop which provides instant Internet access anywhere, anytime

### August

- Vodafone introduces prepaid Mobile Broadband in Portugal under the name Vita Net. For the first time in Portugal, users are able to access the Mobile Broadband service without paying monthly charges or signing a contract
- Vodafone obtains the highest customer satisfaction index in the telecommunications sector in 2007, according to annual results published by Anacom
- Vodafone introduces a direct link from the Vodafone live! portal to the new mobile website of hi5 (m.hi5.com) simultaneously with its worldwide launch

### September

- Vodafone launches a new price plan for its fixed network voice offer – Vodafone Casa T0 Voz – which introduces for the first time to the fixed network in Portugal the concept of 'pay as you talk'

### October

- Vodafone successfully begins generating electricity for its mobile communications network with the installation of a wind micro-generating system in the Serra do Socorro near Mafra
- Vodafone starts a new Call Centre in the city of Covilhã, which represents an additional important step towards meeting our Customer Support Centre's needs. The Call Centre management is handled by Teleperformance
- Capitalising on its strong leadership position in mobile telecommunications for companies, Vodafone launches three new fixed network solutions: Vodafone PABX, Vodafone Voz Fixa Plus and Vodafone Rede Privada, based on a careful study of the segment's needs
- Vodafone launches the beta version of a service that will allow all users of the Portuguese mobile networks to stay in contact with their friends and save their mobile phone address book safely

### November

- Vodafone extends the TeleMultibanco service to the iPhone and, also in the payments area, presents a new service with the virtual bookseller WOOK which consists of a system for payments over the Internet allowing Vodafone customers to

use the TeleMultibanco service to make payments over the Internet easily, quickly and securely without entering any bank details, just the number of their Vodafone mobile phone

- Vodafone launches a new option in its mobile data service: the Mobile Broadband via Phone. This solution will simplify the Internet connection process with computers as it will eliminate the need to have a dedicated data device. With Mobile Broadband via Phone, all that is needed is a mobile phone and a normal voice SIM card
- Vodafone launches on the Portuguese market the new Dell Mini 9, the first netbook with integrated 3G card

### December

- Vodafone launches an innovative Customer Care service on mobile phones that enables users to perform a wide range of operations that until now have only been possible via a phone call, on the Internet or in a retail shop. With this service, a first in Portugal, customers can solve directly on their mobile phones the questions they pose most frequently to the Vodafone Customer Care Service

## 2009

### Janeiro

- Vodafone Portugal initiated the first data session using the new HSPA+ 64QAM technology which makes it possible to use Mobile Broadband at a theoretical maximum download speed of 21.6 Mbps

### March

- Vodafone is the first operator in Portugal to offer the Mobile TV service on the iPhone 3G, alongside with the other services for iPhone launched by Vodafone during the year – TeleMultibanco, MMS and Visual Voice Mail
- Aiming to follow the mobile phones usage trends, which are turning them into true entertainment devices, Vodafone starts offering games that enable users to compete against each other using Bluetooth technology
- Vodafone launches the always-on mobile e-mail access service Nokia Messaging from Vodafone, which has a simple and functional interface that offers an intuitive and rich user experience, enabling users to configure their e-mail easily from their mobile phone.
- Vodafone introduces new price plans for Business and Professional customers, more competitive and more flexible – Vodafone Pro (aimed at the Professional segment) and Vodafone Business (aimed at SMEs and Large Companies)

## April

- Following the release of the results on technical tests on mobile operators' broadband (3G) networks by the National Communications Authority (ANACOM), Vodafone is classified as the operator with the fastest mobile broadband network, with a download speed 23% faster than the average of the other operators in Lisbon and 43% faster than the average of the other operators in Porto
- Vodafone launches the "Vodafone Apps Competition" to stimulate the invention and development of small applications for mobile phones (Apps) in Portugal. The competition is open to any individual, with prizes for the best 5 Apps

## May

- Vodafone Portugal launches the new BlackBerry® Storm™ smartphone from Research In Motion (RIM), the first ever 'clickable' touch screen smartphone available exclusively to Vodafone customers in Portugal

## June

- Vodafone launches Vita Net Light, a prepaid price plan which for a specific top-up amount gives Mobile Broadband Internet access for a certain period of time, without any data traffic limit. This is the first price plan in Portugal to offer billing by Internet connection time, making control of data communications easier, especially for new users of information technologies
- After 18 years as Chairman and CEO (Administrador Delegado) of the Company, António Carrapatoso announces his decision to relinquish his executive role, continuing as Chairman of the Board of Directors of Vodafone Portugal. António Coimbra, currently Vice President of Marketing, Sales and Operations, will be appointed as the new CEO (Administrador Delegado)
- After becoming the first Portuguese operator to make data sessions in HSPA+ in February this year, Vodafone also takes the lead in rolling out this technology to the general public, making it the first operator in Portugal and one of the first in the world to offer speeds of 21.6 Mbps on a mobile network

## July

- Vodafone launches the HTC Magic, the first smartphone available in Portugal with Google's Android operating system that provides a superior Mobile Internet experience, offering wide customisation flexibility via the applications available at Android Market
- Vodafone launches its new real-time traffic reports channel on Vodafone live! with over 100 cameras in operation, making it the most complete mobile traffic service in Portugal
- Vodafone launches its Digital TV service, known as Vodafone Casa TV, expanding its offer of services for the home. In its initial phase, the service boasts over 100 television channels, including all the most popular channels and favourite premium channels in Portugal

- Vodafone introduces the Unlimited Music service, turning the mobile phone into a portable music player with an extremely simple and enjoyable user experience. The service provides access to one million music tracks from the leading Portuguese and international record companies, which corresponds to approximately 7 years' uninterrupted music listening
- Vodafone launches the PhotoSharing service, available to all Vodafone customers on its Vodafone live! Portal
- The 16GB and 32GB versions of the iPhone 3G S become available in Vodafone Portugal shops

### August

- Vodafone launches, for the first time in Portugal, a free news alerts service with editorial handling by 'Público', enabling customers to receive the most important breaking news by SMS free of charge
- Vodafone obtains once again the highest customer satisfaction rating in the telecommunications sector, according to a survey published by the regulatory authority, Anacom, achieving the highest rating of all the operators in the Portuguese telecommunications market
- Vodafone announces the launch of its first Mobile Broadband price plan with unlimited traffic 24 hours a day, 7 days a week

### September

- Vodafone announces the launch of Vodafone 360 – a range of innovative Internet services for mobile phones and PCs. Vodafone 360 revolutionises the way users interact with their mobile phone by offering the first truly integrated mobile Internet experience. With Vodafone 360 it is possible to bring together in one place all the user's phone, e-mail, Google, Facebook and Windows Live Messenger contacts and to obtain or publish status updates, providing an unprecedented user experience of social networks
- Vodafone expands its digital TV service to the whole of the Portuguese market following two months in which the Vodafone Casa TV was offered exclusively to its ADSL customers

### October

- Vodafone announces a new communication formula where the 'Make the most of now' is replaced by the new strapline 'power to you', through which Vodafone stresses that it is there to help them making the most of all sorts of opportunities
- The Mayor of Porto, Dr. Rui Rio, officially opens the new Vodafone Building in Porto, a building with bold and innovative lines situated in Avenida da Boavista, one of the most prestigious areas of the city

## November

- Vodafone launches the Vodafone Hotspot, a groundbreaking 3G/HSPA router that enables users to share their mobile broadband connection. This device, which is part of a new generation of intelligent mobile broadband devices, makes it possible to connect up to 5 devices or users
- Vodafone launches the Backup and Restore for PC, a service that enables the Corporate Customers to safeguard the data on their PCs, by storing data securely and automatically, allowing access to files and documents at any time from any computer with an Internet connection, whether fixed or mobile

## December

- Vodafone, in partnership with Microsoft, offers the Vodafone Casa TV digital television service on the Xbox 360 console. The exclusive launch of this service in Portugal combines, in a worldwide first, a television service (Vodafone Casa TV) with a games console (Xbox 360)
- Vodafone launches the Facebook Mobile Texts service following a direct agreement with Facebook, becoming the first operator in Portugal to launch this service via text messages (SMS) and multimedia messages (MMS)
- Vodafone and Sonaecom sign an Agreement regarding the sharing, construction, management, maintenance and operation of a next generation fibre optic network (NGN) in the main urban centres

# 2010

## January

- Vodafone reinforces its position as the leading operator offering BlackBerry® solutions to its customers by launching two new smartphones in Portugal: the BlackBerry® Bold™ 9700 and the BlackBerry® Storm2™
- Vodafone Portugal successfully tests for the first time a wireless data session using new HSPA Dual Carrier 43.2 Mbps technology, the next step in the development of 3G/HSPA (High Speed Packet Access) technology, which uses the aggregation of two adjacent radio channels to improve the access speed currently achieved with HSPA+ and improve customers' experience of Mobile Internet still further

## February

- Vodafone launches, for the first time in Portugal, the innovative 'Vai passar na TV' ('Coming on TV') service which gives customers of its Digital Television service exclusive access to broadcasts of television programmes that have not yet been aired
- Vodafone Portugal introduces a number for deaf and hearing impaired people to access the video interpreting service of the Portuguese Association for the Deaf,

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becoming the first mobile operator to provide access to this service at a reduced price

### March

- Vodafone Portugal launches a mobile ticketing service that enables customers to buy and receive tickets to Rock in Rio-Lisboa on their mobile phones and giving them access to the biggest world's music and entertainment event using an exclusive Vodafone entrance

### April

- According to a service quality survey of the three mobile operators' networks carried out by ANACOM (the National Communications Authority), Vodafone Portugal is the operator whose network has the best performance in mobile voice calls. This classification is the result of the good performance of Vodafone's GSM/UMTS network in a list of indicators analysed by ANACOM, such as coverage, call setup success rate, dropped call rate and call quality
- Vodafone Portugal and Alcatel-Lucent perform the first live demonstration of a base station working both in 3G and LTE mode. The upgrade of a live Vodafone Portugal 3G radio base station is made by Alcatel-Lucent to allow it to simultaneously provide both 3G and LTE network capabilities
- Vodafone Portugal launches its Best Net price plans for Mobile Broadband Internet access which guarantee the same total billed amount at the end of the month, regardless of bandwidth usage

### May

- Vodafone Portugal launches a new messaging service for hi5, becoming the first operator in Europe and one of the first in the world to offer interaction with this social network via text messaging (SMS) and multimedia messaging (MMS)
- Vodafone wins the Telecommunications category of the 2010 Marketeer Awards, which distinguish the best work produced in the area of marketing, advertising and communication in Portugal
- Vodafone receives the Advertiser of the Year prize in the Advertising category at the 12<sup>th</sup> Clube de Criativos de Portugal Festival, being the company that receives the most awards in the different categories

### June

- Vodafone Portugal launches its fixed 'triple play' service - voice, Internet and TV - based on its own optical fibre network. Known as Vodafone Casa com Fibra, this new 'triple play' service offers Internet access speed of up to 300 Mbps (the fastest on the Portuguese market) and high definition television for an unlimited number of television sets in the house without additional costs
- Vodafone launches an accessible version of the MB Phone service which allows blind and partially sighted people and those with low vision to make a series of banking transactions available on Multibanco ATMs from their mobile phones

- Vodafone launches a Daily Roaming Data Tariff especially for customers who use mobile Internet and other data services. With this new tariff, access to mobile roaming data become much more affordable, giving savings of up to 90% on the current standard roaming data tariff
- Vodafone Portugal establishes a partnership with Foursquare, one of the fastest growing social networks in the world, to offer customers access to Foursquare on their mobile phones

### July

- Vodafone Portugal launches two new smartphones with the Android operating system: the Vodafone 845 and the Sony Ericsson X10 Mini Pro
- Vodafone launches two new Mobile Broadband devices: the Vodafone Sharing Dock, for sharing data connections and the Vodafone Connect Pen K3571 in the prepaid version without any commitment, which represents a 25% reduction in the entry price for Mobile Broadband equipment
- Vodafone Portugal launches an app for obtaining real time information about flight arrivals and departures at Portuguese airports and to allow users to search for flights or activate an SMS alert of flight status changes
- Vodafone Portugal expands its supply of mobile social networking services with the launch of Vodafone All Posts, which gives access to Facebook, hi5 and Twitter accounts from a single application
- Vodafone Portugal launches a set of 32 Classics of Portuguese Literature in e-book format for reading on mobile phones

### August

- Vodafone Portugal obtains once again the highest customer satisfaction rating in the telecommunications sector, according to a survey published by the regulatory authority, Anacom
- Vodafone Portugal secures the broadcasting rights for the 18 football matches of the Champions League from the play-offs through to the Final of the championship
- Vodafone launches the iPhone 4 in Portugal

### September

- Vodafone Portugal launches an innovative range of Security, Email, Hosting, Domain and Website Creation solutions custom-designed for professionals and businesses called Vodafone Web Tools, extending its offer for the corporate segment and complementing its existing Fixed and Mobile Broadband products
- Vodafone Portugal releases Vodafone One Net, an innovative communications solution for companies that brings together fixed, mobile phone and internet services, supplying advanced call management functions on the mobile phone, which up until then only available in telephone centres

## October

- Vodafone releases its digital television service Video Club for computers and mobile phones, making it possible for the first time in Portugal to rent and watch the same film on 3 screens: Television (TV Box), PC and mobile phone
- Vodafone Portugal launches the world's biggest 'Video in Print' campaign to advertise its Vodafone Casa com Fibra service
- Vodafone Portugal offers a Mobile Broadband service over Dual Carrier HSPA technology at speeds up to 43.2 Mbps
- Vodafone Broadband service is considered to reach the highest Internet connection speeds in the Portuguese market, according to a survey report by ANACOM (the National Communications Authority)
- Vodafone launches the new Samsung Galaxy Tab – the first tablet on sale in Portugal – making it the first operator in the country to sell the new smart media device from Samsung.
- Vodafone Portugal Foundation and Casa Fernando Pessoa announce the private library of Fernando Pessoa to be available online, becoming the first Portuguese library to be completely digitised

## November

- Vodafone launches Vodafone Messenger Plus, a service combining for the first time in one application the two Instant Messaging (chat) services most used in Portugal – Facebook Chat and Microsoft Windows Live Messenger™
- Vodafone exclusively launches the ZTC SP50, a phone designed for older users characterised by simplicity and functionality, in response to the communication needs of these customers
- Vodafone Portugal announces the launch of its new 3G/HSPA router which enables users to share their mobile broadband connection – the Vodafone Hotspot R201. This latest generation device for sharing a mobile broadband connection between different devices or users via Wi-Fi is the first router in Portugal with support for DLNA/Samba which allows quick and easy sharing of content between computers that support this protocol
- Vodafone Portugal launches the new ZTE V9 tablet exclusively in the Portuguese market, reinforcing its venture in this new segment by offering these devices at affordable prices

## December

- Vodafone Portugal customers travelling in Europe become able to benefit from new roaming tariff options for accessing e-mail, social networks and other websites on their mobile phones

- Vodafone launches, for the first time in Portugal, personalised TV access to a range of interactive applications including Facebook and Picasa, among others, on the Vodafone Casa TV service
- Vodafone Portugal and Optimus sign a sharing agreement of next generation optical fibre networks (NGNs) in Lisbon and Oporto, a partnership that allows the two operators to launch commercial offers within this new framework by the first quarter of 2011
- Vodafone Portugal launches a new smartphone with the Android operating system: the Vodafone 945
- Vodafone Portugal releases the first Customer Care app launched by a telecommunications company in Portugal – an app that enables customers to resolve directly on their iPhone the questions most frequently asked to the Vodafone Customer Care Service, available for free download from Apple's App Store

## 2011

### January

- A new radio station comes on air in Portugal – Vodafone FM, broadcasting 24 hours a day, 7 days a week from the studios of Media Capital Radios, can be heard on the 107.2 MHz frequency in Greater Lisbon, on 94.3 MHz in Greater Porto and at [www.vodafone.fm](http://www.vodafone.fm) in the whole world