



April 21, 2020

Vodafone in 2019: high performance and revenue growth

Vodafone improved the key financials at the 2019 year-end. The Company's revenue in 2019 increased by 25% compared to 2018 and amounted to UAH 15.9 billion.

Vodafone achieved significant growth in operating performance in 2019: OIBDA increased by 21% YoY and reached UAH 8.3 billion. The Company's net profit increased by 45% and amounted to UAH 2.5 billion in 2019.

The main reason for the Vodafone's revenue growth was the increase in the number of data users and the consumption of data services. On yearly average, the Vodafone data customer used 4.2 GB of traffic per month. As a result, the Company's data revenue increased by 52%. The growth in consumption became possible thanks to the active expansion of the high-speed Internet networks coverage. Today, Vodafone's 4G network is available to 71% of Ukrainians, 86% of the population can use 3G coverage.

The active consumption was stimulated by favorable tariffs: the Super Net tariff line with a large amount of Internet traffic for prepaid customers, as well as the Joice youth tariff with unlimited traffic for the top multimedia platforms and services. The favorable data tariffs from Vodafone attracted a large number of new Internet users, which, coupled with the data usage growth, affected the rise in ARPU. At the same time, Vodafone tariffs are one of the most affordable in the market as evidenced by the lowest ARPU in the market – UAH 62.6.

The revenue growth was also affected by the boost in income from trading activities of its own retail. Today, Vodafone Retail is one of the largest retailers in the country. Vodafone stores offer certified products only: smartphones, various gadgets, portable electronics, routers, accessories. Every Vodafone services can be activated and the competent advice can be provided by Company experts in the stores.

"The Company's high performance and business stability opened an opportunity to grow twice as fast as the market, and in early 2020 to successfully issue Eurobonds on the external stock market," said Olga Ustynova, CEO of Vodafone Ukraine.

In accordance with the 2019 results, the Company's subscriber base remains stable, particularly 19.7 million, with an upward trend, mainly in the segment of contract connections.

For further information, please contact

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