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Vodafone Q1 2021: 4G Coverage and Data Usage Continue to Grow

Vodafone improved its key financial indicators in the first quarter of 2021. The company's revenue for January–March 2021 reached UAH 4.73 billion, an 8% increase compared to the same period last year.

EBIT rose by 17% to UAH 1.3 billion, reflecting greater business efficiency. Net profit totaled UAH 888 million, up 219%, mainly due to foreign-exchange fluctuations.

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Дохід	4728	4391	+8%
EBIT	1311	1121	+17%
Чистий прибуток	888	-744	+219%

Vodafone demonstrates positive dynamics across all financial metrics despite a significant decline in roaming revenues caused by pandemic-related travel restrictions. The main driver of growth was increased consumption of data services. By the end of March 2021, the number of data users on the Vodafone network reached 12.4 million, representing 66% of the customer base.

Vodafone continues to lead in expanding 4G coverage in the LTE 900 MHz band. In Q1 2021 the company invested UAH 895 million in high-speed network development. Total investments in high-speed internet infrastructure from 2015 through Q1 2021 exceeded UAH 29.7 billion.

The availability of high-speed internet grew thanks to nationwide LTE 900 MHz rollout, especially in rural areas. By the end of Q1 2021, 81% of Ukrainians had access to 4G service from Vodafone.

The customer base remains stable, with 18.8 million subscribers using Vodafone services. A slight decrease is linked to the broader trend of abandoning second SIM cards amid declining household incomes. At the same time, the number of contract connections continues to rise, including an increase in IoT users.

The rapid changes of 2020 were reflected in Vodafone's refreshed brand positioning. The company re-imagined its business philosophy, expressed in the new slogan "Together we can" and the mission statement: "Together with our customers, we develop the world." The essence of this positioning is captured in the video "[Technology and People. Together We Can.](#)"

A presentation with additional details on Vodafone's Q1 2021 financial results is available on the company's official website: <https://www.vodafone.ua/en/company/investors/zvity-ta-rezultaty/finansovi-rezultaty/>

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About Vodafone

Vodafone is one of the world's largest telecommunications companies, providing a wide range of services including mobile voice, data transfer, messaging, fixed broadband and cable television. The Company operates across 21 countries and partners with mobile networks in 48 countries. As of 30 September 2020, Vodafone



provides services to over 300m mobile customers and 27m fixed broadband customers, and connects more than 123m IoT devices. For more information, please visit www.vodafone.com.

Vodafone Ukraine is a leading telecommunications company that provides high-speed 3G and 4G Internet services and fixed broadband services. The Vodafone's investments during the active construction of high-speed Internet networks in 2015 – Q3 2020 totalled 28.1 billion UAH. The record investments have ensured the technological leadership and the development of new technological services – Internet of Things (IoT), technologies and solutions for Smart City, big data analytics, fintech services, cloud services. Vodafone has 19m customers in Ukraine. Since December 2019, Vodafone Ukraine is part of NEQSOL Holding.

About NEQSOL Holding

NEQSOL Holding is a diversified group of companies operating across industries and countries. The main business areas cover oil and gas, telecommunications, hi-tech, and construction industries.

The group of companies operates in the UK, the USA, Turkey, Azerbaijan, Ukraine, Georgia, Kazakhstan, the UAE, and more.

Along with its plans for further business development in Ukraine, the Holding opened its representation office in Ukraine at the end of 2020.