



CIT

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### **Vodafone results in global context**

Vodafone's year end operational figures, released today, have boosted it five places to number ten in CIT's global ranking of cellular companies by subscriber base. In the year to 31 March 1999 the UKoperator's domestic customer base grew by an impressive 63% to 5.575 million, giving it a 37.5% share of its home market. At the same date its three domestic competitors - BT Cellnet, Orange and One 2 One commanded market shares of 30.5%, 17% and 15% respectively.(For full details of Global Telecoms Analysis please access [www.telecoms-data.com](http://www.telecoms-data.com) or call +44 1392 315567).

Vodafone performed well financially in fiscal 1998; total turnover from its wholly owned subscribers grew by 36% to £3.36 billion while pre-tax profits increased 44% to more than £962 million. These improved returns served to push it from 36th to 30th in CIT's ranking of all telecoms service providers by revenue.

However, CIT warns that even after Vodafone's recently approved merger with US mobile operator Airtouch is rubber stamped within the next month, the new operator will still only be the fourth largest mobile company in the world. In terms of total domestic subscriber baseVodafone/Airtouch will rank behind Telecom Italia Mobile (14.3 million, end 1998). The table is headed by China Telecom (24.78 million) and NTT DoCoMo (23.987 million).

Furthermore, the UK operator has also failed to match the recent growth rates of fellow European mobile heavyweights Mannesmann Mobilfunk, T-Mobil and Omnitel Pronto Italia (OPI) which during 1998 recorded subscriber increases in their home markets of 78.3%, 71.4% and 151% to end the year with 5.84 million, 6 million and 6.2 million customers respectively.

<b>Rank</b>	<b>Company name</b>	<b>Country</b>	<b>Mobile subscribers</b>
1	China Telecom	China	24,780,000
2	NTT DoCoMo	Japan	23,987,000
3	Telecom Italia Mobile	Italy	14,300,000
4	AT&T	US	10,000,000
5	AirTouch Communications	US	8,337,000
6	SBC Communications	US	6,851,000
7	Bell Atlantic	US	6,201,000
8	Omnitel Pronto Italia	Italy	6,190,000
9	Mannesmann Mobilfunk	Germany	6,000,000

10	Deutsche Telekom	Germany	5,840,000
11	Vodafone Group	UK	5,575,000
12	France Télécom	France	5,450,000
13	Telefónica de España	Spain	4,894,000
14	GTE	US	4,817,000
15	BellSouth	US	4,796,000
16	SK Telecom	Republic of Korea	4,570,500
17	BT	UK	4,522,000
18	DDI	Japan	4,238,500
19	Telebrás	Brazil	4,023,000
20	Alltel	US	4,009,000