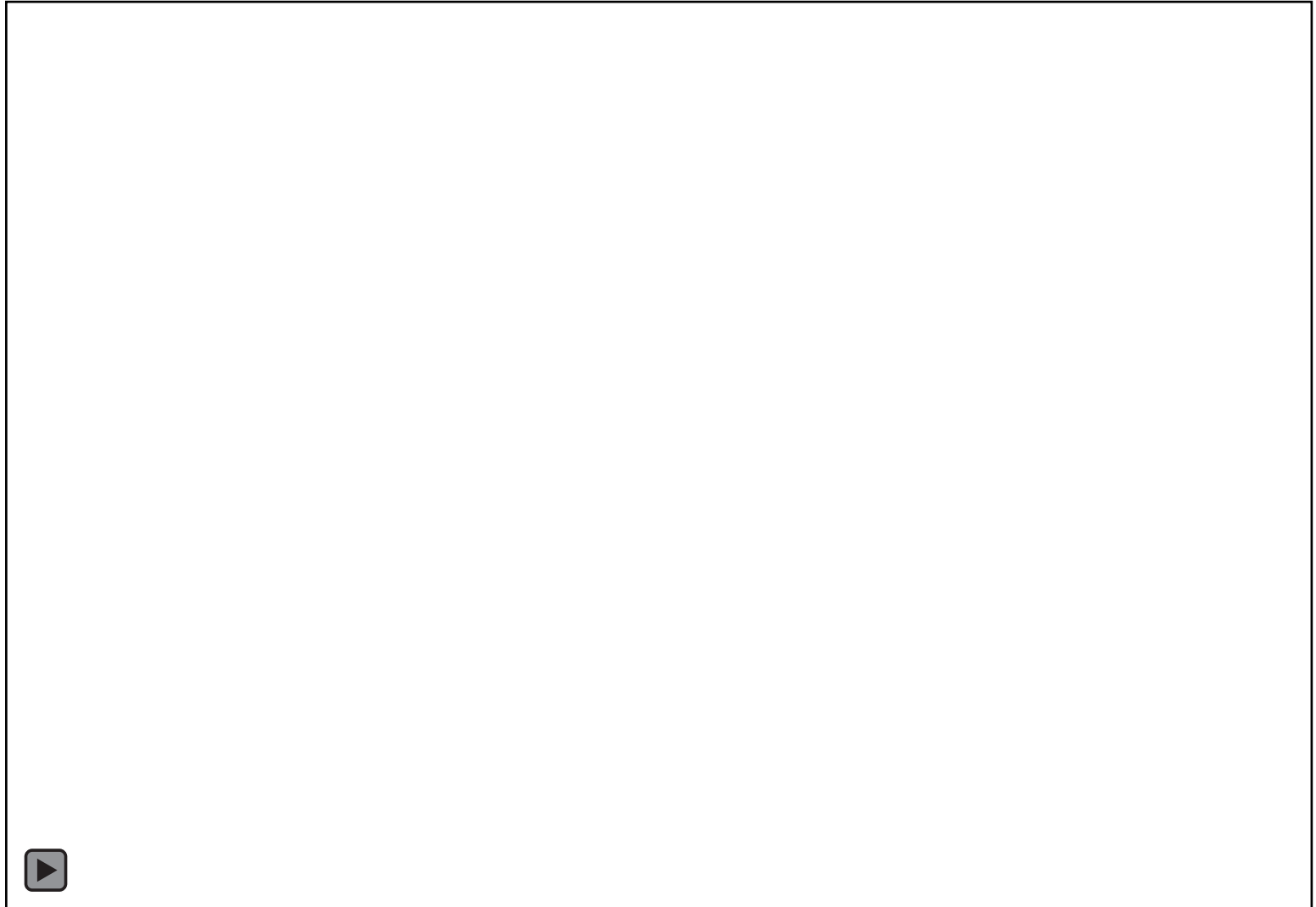




GSMA Connected Living Summit

Marc Sauter, Head of Business Development, Vodafone M2M
23 October 2012

How we improve life



Our Vision

**“Connecting every machine
to transform lives and
business”**



Billions of machines, assets, devices
... but only 150 million cellular M2M connections

Remove complexity

Make it simple

Enable M2M mass market



Integrated M2M terminals from Vodafone help customers by simplifying M2M deployments



One call,
One contact

Vodafone
delivers everything you
need

- Order management
- Customer support
- Global M2M platform
- Integrated M2M terminals
(2G / 3G terminals)
- Global M2M SIM
(Plastic SIM cards/ SIM chips)

AND
SIM integration
testing
distribution



Flexible business models



EMBEDDED CONNECTIVITY

HYBRID

REVENUE SHARING

