

Smart services for the city of the future

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Vodafone

The world's leading mobile telecommunications group

Established in 1984 in
Newbury, Great Britain

340 million customers around the world with
a footprint across more than 70 countries

Strong financial health
Group revenue of £44.5 billion*
& Group EBITDA of £14.7 billion*

Recognised as the most
valuable brand in Europe

Vodafone Global Enterprise dedicated to
serve large, multi-national customers

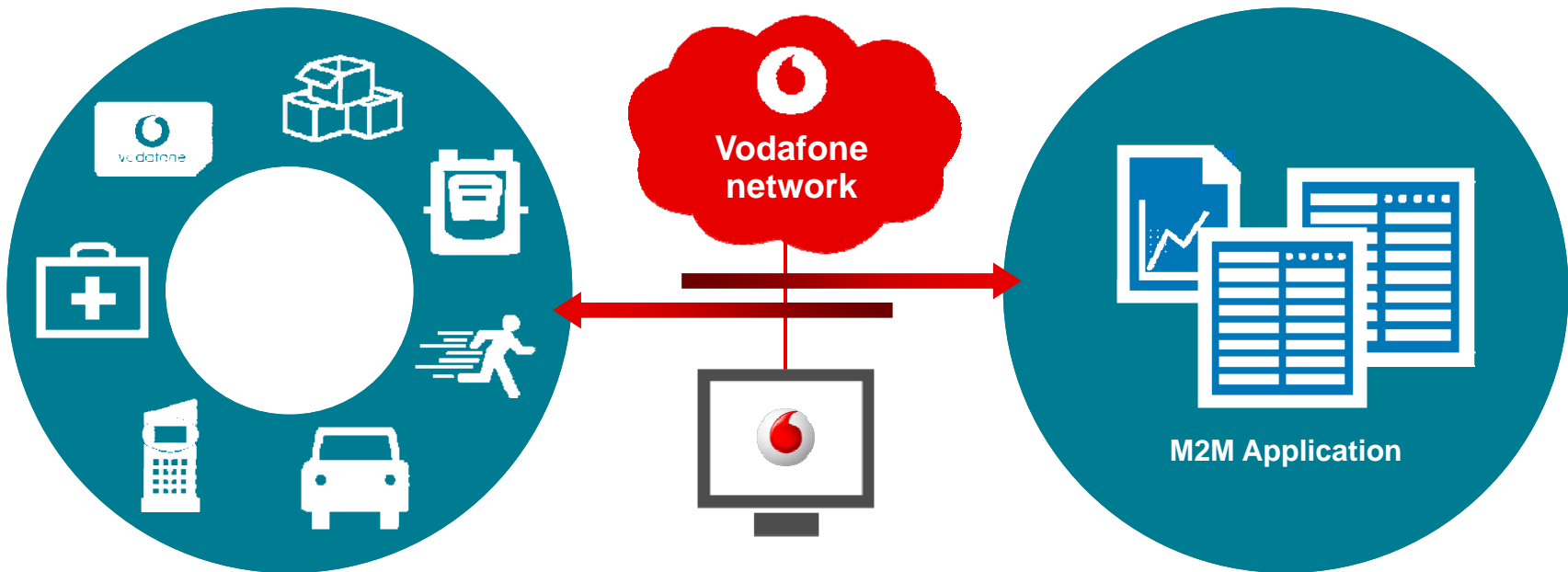


**Vodafone's financial
strength and footprint is
a key enabler for a
successful partnership**

*at 31st March 2010

What is Machine to Machine?

M2M connects devices via wireless networks to customer applications to enable remote control of processes and data exchange



M2M technology is being used for...



Saving costs



Enabling new business models



Creating happier customers



Complying to legislation

Living the green agenda



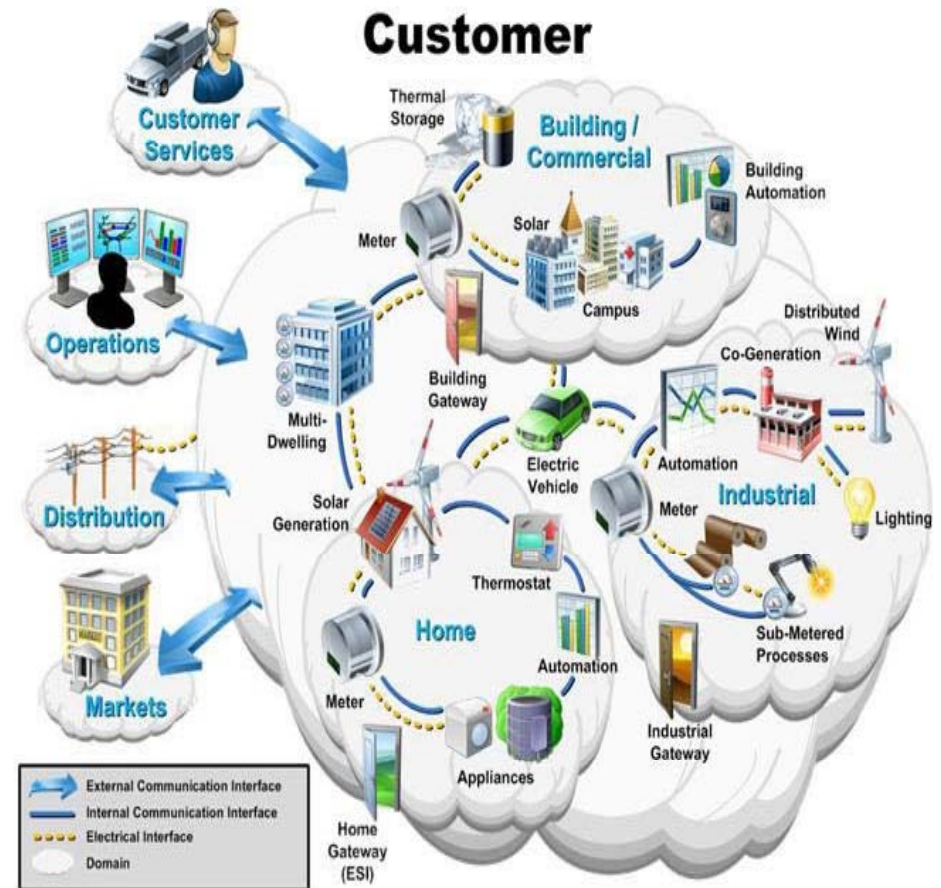
Mobile Telecom improving energy efficiency and tackling climate change

- Dematerialisation
- Smart manufacturing
- Smart logistics
- Smart cities
- Smart Grids

**Total savings by 2020 –
€43 billion in energy costs, 113Mt in
CO2**

In the Smart Grid Communication is vital

- Most applications are business critical
- A Smart Grid must be based on open standards
- Encourage a manifold of service providers
- Adoptable to future services like micro generation and VTG
- Smart Meters are the gateway to the Grid and the first important step
- Requirements must not be set to low



Success factors

- Standardisation and interoperability
- Incentives and legislation
- Cost & benefit analysis based on the cost of not creating a Smart Grid
- Roll out of smart meters
- Pilots and best practice
- Consumer involvement and awareness

Summary

- **Mobile Telecom can significantly lower the carbon impact and save energy**
- **The industry will do its part but investments must be stimulated and sometimes legislated to speed up the adoption rate**
- **Standardisation and interoperability is vital for large scale implementation and to secure future development**
- **When doing a cost & benefit analysis status quo is not an option**
- **Society as a whole will benefit not only those who bear the investments**

Thank you

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Vodafone Global M2M