Vodafone
M2M Adoption Barometer Report 2014 Press/Analyst Briefing
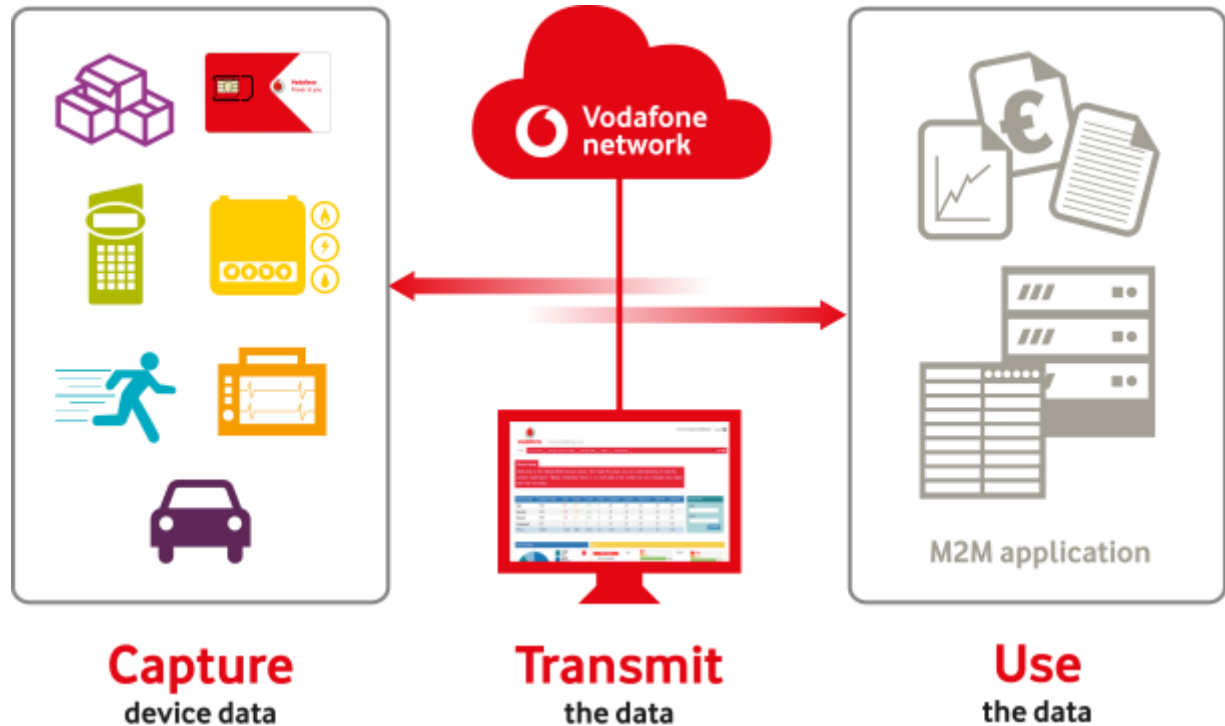
2014年9月25日

m2m.vodafone.com

Niklas Ekarv

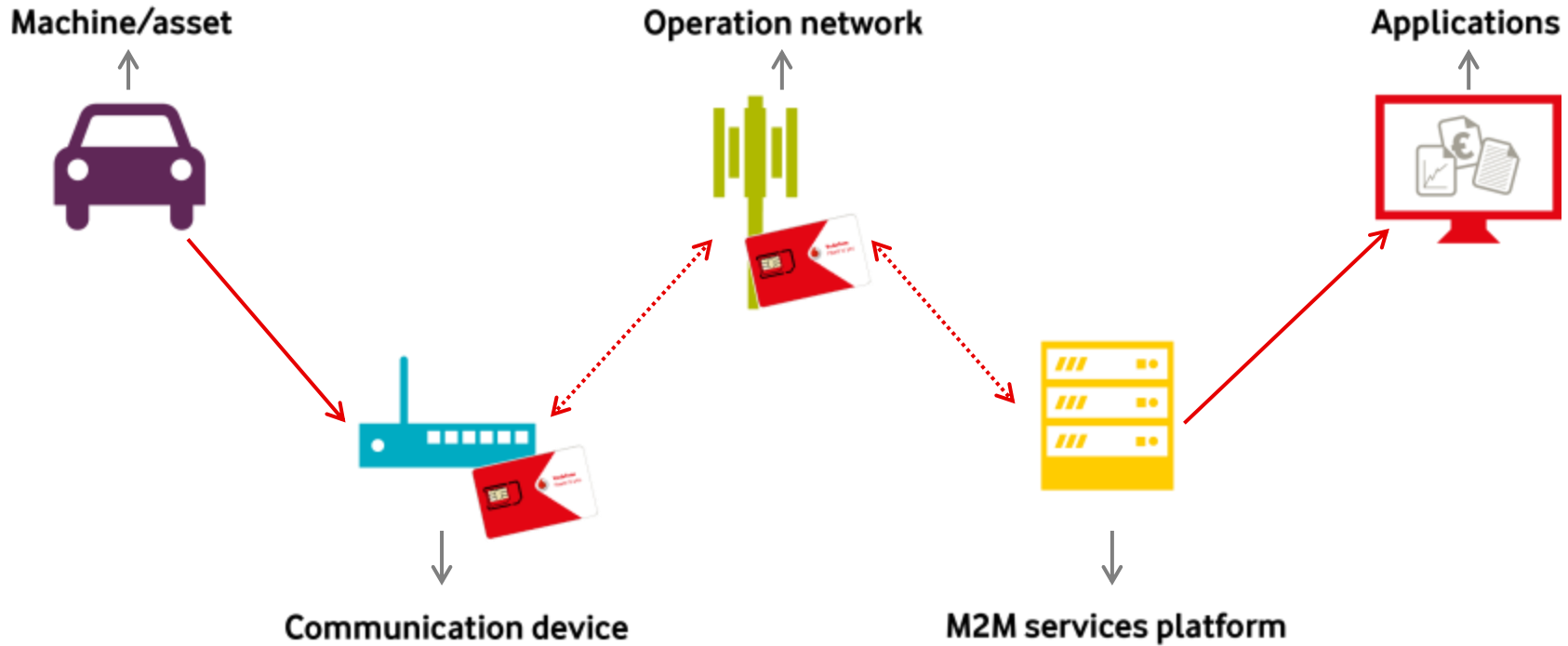## Director of M2M Asia Pacific, Vodafone Global Enterprise

What is Machine to Machine?

Machine-to-Machine solutions connect 'things' to the internet, transforming them into intelligent devices that exchange real time information and open up a range of possibilities for how businesses are run, how they grow and how they keep customers happy.

Capture
device data

Transmit
the data

Use
the data

M2M application

Vodafone network

How does M2M work?
The most common architecture

Machine/asset

Operation network

Applications

Communication device

M2M services platform

M2M is everywhere…

Automotive

Health

Consumer Goods

Consumer Electronics

Transport & Logistics

Public Services

Manufacturing

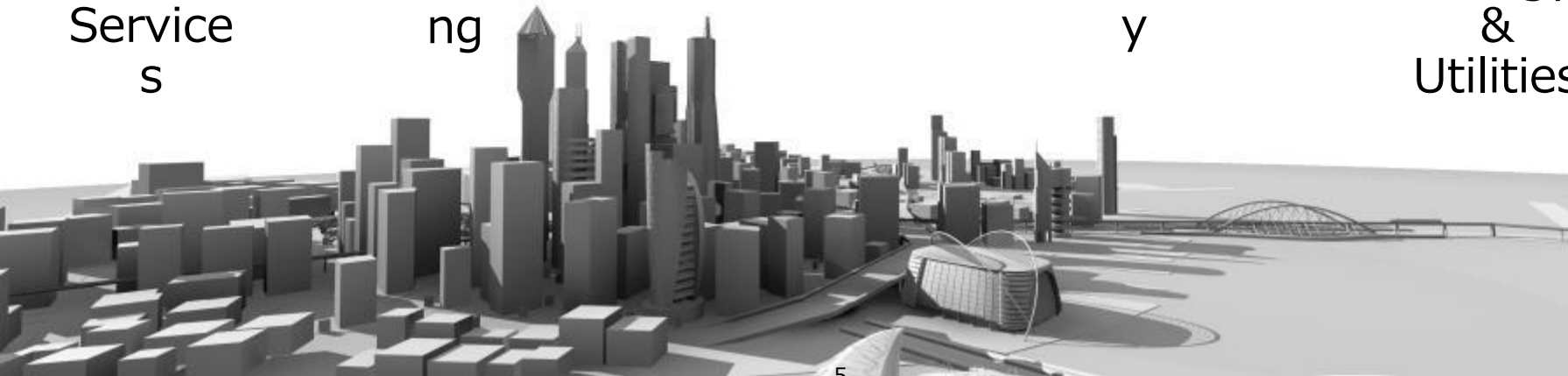Finance

Security

Energy & Utilities

Vodafone is the Global Leader in M2M

Recognized No.1 Global M2M Provider

17.5 Million M2M SIMs

Access to 500+ Networks

Global Customers

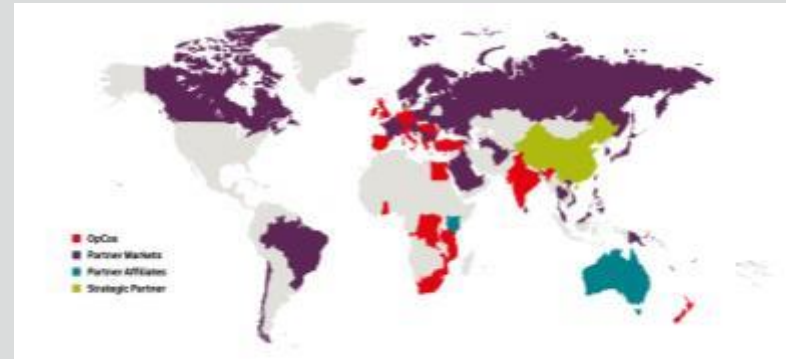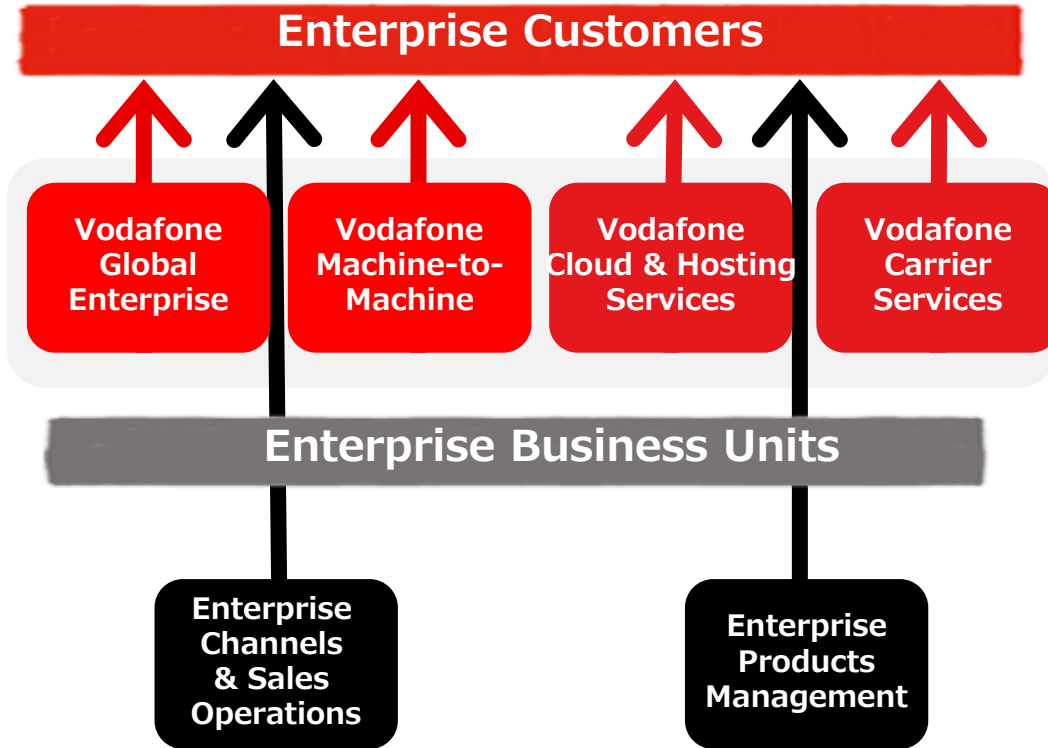50+ Partners in M2M Ecosystem

Dedicated M2MTeam

Vodafone Group Enterprise

Enterprise Customers

| Vodafone Global Enterprise | Vodafone Machine-to-Machine | Vodafone Cloud & Hosting Services | Vodafone Carrier Services |

Enterprise Business Units

Enterprise Channels & Sales Operations

Enterprise Products Management

A single, global partner
- Enabling fixed and mobile connectivity in 150 countries
- Connecting globally ambitious organisations across the world
- The world's #1 telecoms brand*
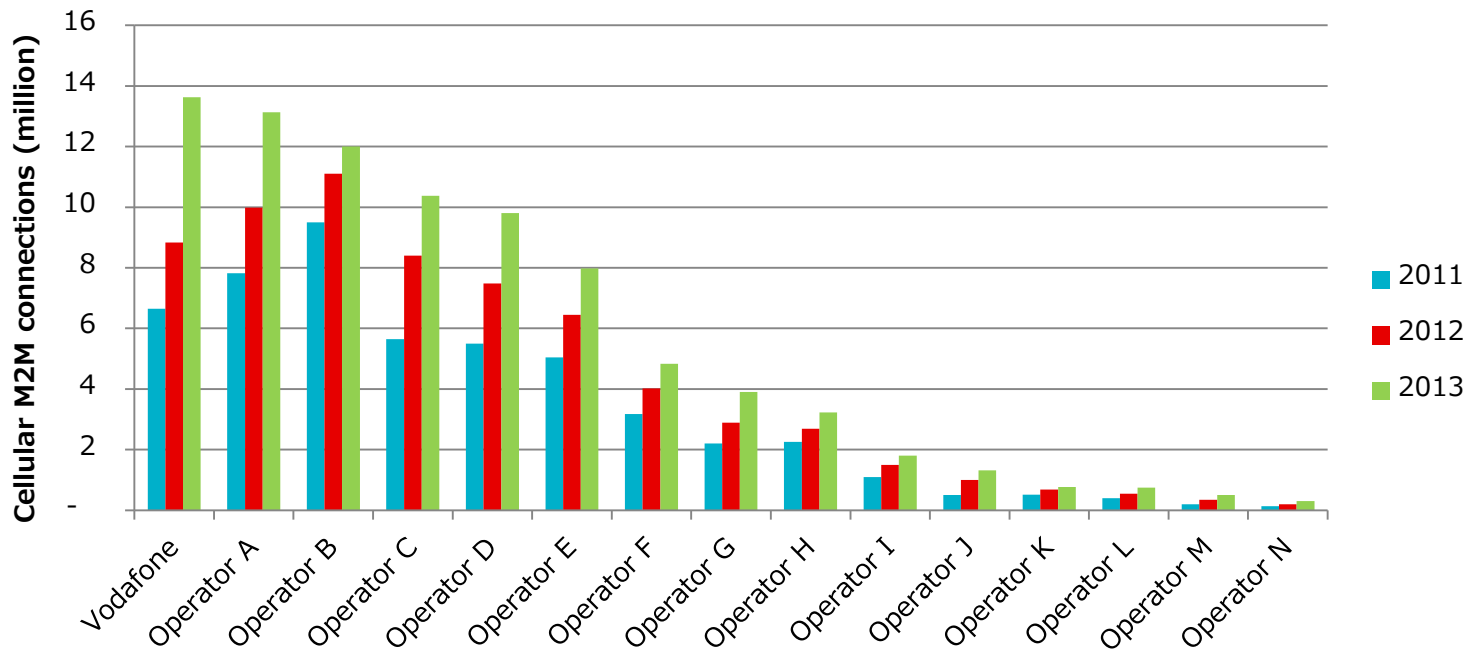
Unrivalled global reach
- 425,000km of next generation network
- 1 in 5 mobile connections worldwide on the Vodafone network
- 800 points of presence

Enabling converged communications
- A leading global communications integrator

Global Cellular M2M Connections

Cellular M2M connections by CSP for selected operators, 2011-13 [
Source: operators, Machina Research estimates, 2014]

Our vision

" To connect every machine to transform lives and businesses "

Vodafone M2M: Strategy

Develop Connected M2M Products

Lead in Managed M2M Comms

Add Fixed-Line M2M services

Drive Consumer-selected M2M Services

The Global Footprint of Vodafone M2M

Own networks and partner networks

Roaming relationships

Roaming relationships but restricted by current embargo

Vodafone M2M End-to-End Solution

Vodafone RMCS

Terminals

Mobile Communication

Presentation

Management

Internet SSL

Application

Mapping

Alarm

Monitoring

End-To-End Services

HLR

GG SN

Router

-Internet VPN
- IP-VPN
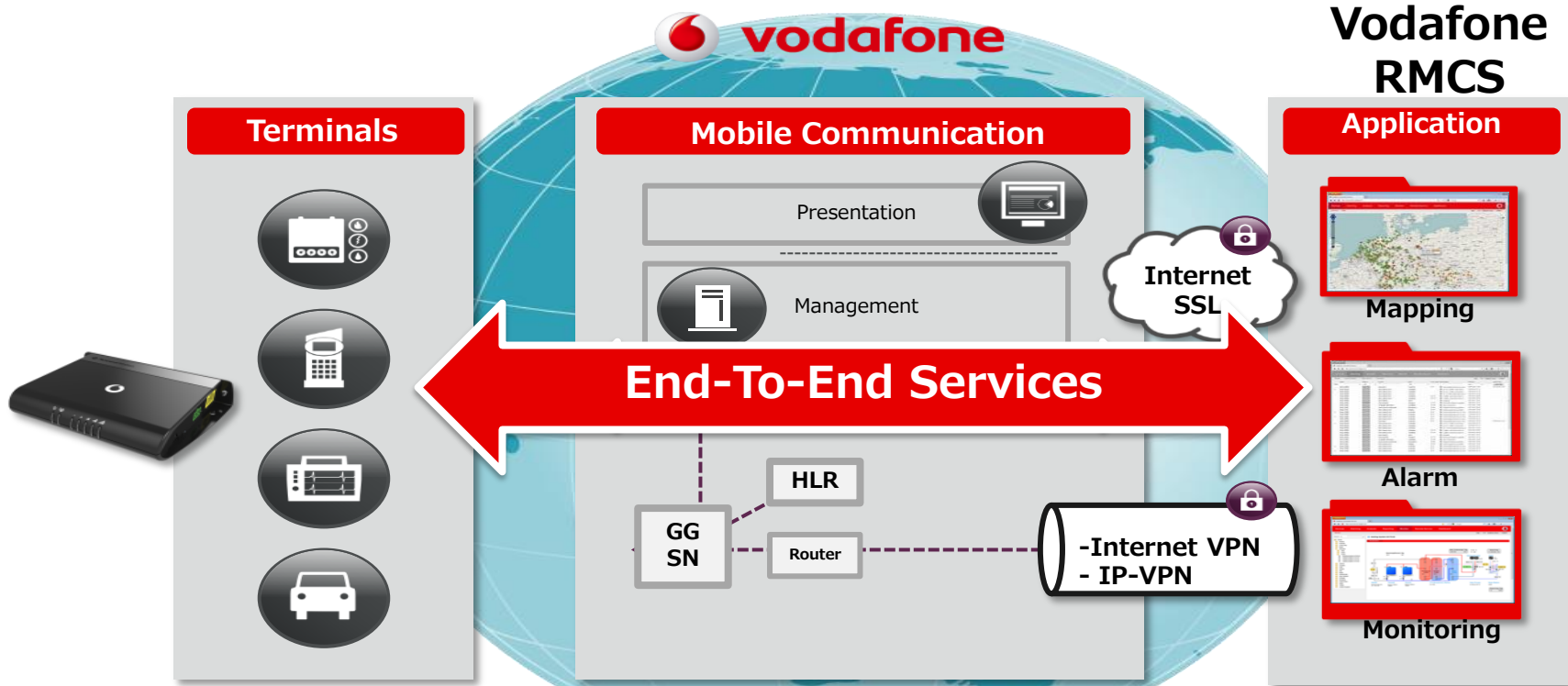
RMCS – Remote Monitoring and Control Service