

COMPANY OF THE YEAR



Frost & Sullivan analysts independently evaluated key factors according to the criteria identified below:

Visionary Innovation and Performance

- Criterion 1: Addressing Unmet Needs
- Criterion 2: Visionary Scenarios through Mega Trends
- Criterion 3: Implementation of Best Practices
- Criterion 4: Blue Ocean Strategy
- Criterion 5: Financial Performance

Customer Impact

- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

VODAFONE DEMONSTRATES A COMMITMENT TO INNOVATION THROUGH ITS COMPREHENSIVE END-TO-END IOT SOLUTIONS COVERING GATEWAYS AND METERS. THE COMPANY PRESENTS ITS WATER METERING SOLUTION AS AN INTEGRATED AND ROBUST PACKAGE DESIGNED FOR SEAMLESS DATA COLLECTION AND DELIVERY.

**- NORAZAH BACHOK
BEST PRACTICES RESEARCH**

To receive the Company of the Year Award requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company’s future success and prepare it to deliver on the 2 factors that define the Company of the Year Award.



Frost & Sullivan applauds Vodafone's groundbreaking IoT solution, designed to catalyze transformation in the European water industry, marking a significant milestone. Meticulously crafted, this innovative technology aims to elevate monitoring and detection systems for water companies, with a focus on enhancing efficiency, minimizing waste, and ensuring regulatory standards compliance.

With its strong overall performance, Vodafone earns Frost & Sullivan’s 2024 European Company of the Year Award in the smart water metering industry.