

11th June 2021

Swansea University

Dear Rhian and Keith,

It was good to meet you and your colleagues and to learn more about the plans for the Life Science, Well-being and Sport Campuses Project, which will form part of the Swansea Bay City Deal portfolio.

The project's ambition to drive innovation in Sports Tech and MedTech, and to support economic growth in this area, is hugely exciting and aligns very closely with Vodafone's own aspirations. We are therefore keen to support you in the realisation of these goals.

I would like to share with you Vodafone's purpose. Vodafone is a technology company that connects people, places and things for the benefit of society and organisations.

We connect for a better future

Given the situation we have all experienced over the last few months, Vodafone's purpose to connect for a better future has become even more central in our decision-making process and response. These are our three core areas

Digital Society

We believe in a connected digital society, where data flows at speed, connecting people, communities and things to the internet like never before. We aim to contribute to building an inclusive digital society where no one is left behind, across all ages and socio-economic groups, from those in rural settings to our growing cities making technology relevant and accessible to everyone.

Inclusion for All

We believe that the opportunities and promise of a better digital future should be accessible to all, and we are committed to ensuring that the more vulnerable are not left behind on the journey to that future. Through our technology, we will work to bridge the divides that exist and help people to contribute equally and fully to society. Our goal therefore is also to democratise digitisation, making sure everyone can benefit from technology. Similarly, we need to focus on the human aspects of digital connectivity and content and how they impact our lives.

Planet

We believe that urgent and sustained action is required to address climate change and that business success should not come at a cost to the environment. During the year, we have made strong progress against each of these areas. The digital society has never been so important than in the last few months and we will continue to work with policy makers and regulators in a constructive manner to ensure we can continue to invest in the critical infrastructure and digital services our society deserves.

We also expanded upon our proposal of a 'social' contract between the communications services and technology providers, our customers and the industry regulators. The 'social' contract comprises three broad commitments:

1. **Trust:** earning and retaining customer trust through quality networks and fair pricing, whilst avoiding micro-regulation.
2. **Fairness:** enabling us to deliver quality infrastructure for all, whilst earning a fair return.
3. **Leadership:** partnership between small businesses, hardware manufacturers, technology firms, service providers and regulators throughout our ecosystem to drive innovation and deliver the digital society.

Almost a year and half ago, some members of the Welsh Vodafone team presented a suite of Vodafone's latest business technology solutions to Senior Management at Swansea University. The outcome of this session resulted in a team of University colleagues agreeing to attend one of our 'Customer Experience Centre' days at Vodafone Newbury. Sadly the pandemic had prevented this from going ahead. However, we hope to pick this up again soon. We were also part of the Swansea University Swansea Science Festival 2020, where three members of staff presented a webinar talking about 5G and its capabilities. This was followed by a Q&A session with the audience. We were extremely pleased with the engagement from the audience with a multitude of questions following the session. We are now in discussion on how we can support the Swansea Science Festival again this year in late 2021. During the week-long event supporting 'International Women's Day' at Swansea University, a member of our team, Jo Cracknell, was one of four panellists in one of the event sessions. We are also a partner to the Swansea Bay City Deal, working with Swansea Council on their Smart City and digital ambitions.

The Vodafone team in Wales have many core strengths among them, with several from engineering backgrounds. Our understanding of the Private and Public Sector, having worked with many Universities, Councils and Health Boards, will allow us to bring the latest technologies, advice and support to the University on this project.

The wider Vodafone UK organisation has a strong focus on future technologies, supporting the areas highlighted in your strategy. We are a collaborative organisation who would welcome the opportunity to work with you and provide our technologies to deliver world leading capabilities to the project and its partners. From an R&D perspective, we would like to bring together the functions of the key organisations involved with the project to identify new ways to improve technological solutions that will add to the wider portfolio.

As a Company and a team, being part of the Life Science, Well-being and Sport Campuses Project will allow us to cement our values and beliefs with those of Swansea University and partners, to have the opportunity to be involved in delivering pioneering projects, help the economy grow and be proud to see the region evolve.

All the team at Vodafone are extremely excited to be working with Swansea University, Swansea Council and the Swansea Bay University Health Board in supporting the Life Science, Well-being and Sport Campuses Project in every way we can. We are looking forward to further developing the business relationship we have with you and to working in partnership with you by sharing our ideas and solutions on this ground-breaking project. It is most definitely our intention, where possible, to work towards becoming an Anchor Partner in the technology space across the Life Science, Well-being and Sport Campuses Project in support of the initiative's long-term ambitions.

We look forward to joining the broader team and working with you on this very exciting project for Swansea and the region.

Yours sincerely,

DocuSigned by:



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Paul Morton & Tina Owen

Vodafone Business Regional Team

Professor Keith Lloyd
Pro Vice Chancellor & Executive Dean
Faculty of Medicine, Health & Life Science
Swansea University

31 May 2021

Life Science, Well-being, and Sport Campuses project

Dear Professor Lloyd,

Thank you for discussing your plans for the Life Science, Well-being and Sport initiative being developed as part of the Swansea Bay City Deal portfolio. We believe this to be an exciting opportunity that will drive innovation in Sports Tech and MedTech, which will have lasting impacts and benefits on population health and the wider economy.

At Novo Nordisk we strongly support health and research initiatives with lasting impact on society. The commitment to defeat diabetes and other serious chronic diseases through partnerships and collaboration is an important priority for Novo Nordisk. Digital health and focus on technology above & beyond medicines have also been an area of future partnership and collaboration for Novo Nordisk. Our long-standing collaboration with Swansea University, and specifically with Prof Steve Bain in the Diabetes Research Unit has led to multiple ongoing industry trials over the past two or more decades. Moreover, our special focus on diabetes and exercise has also led to support independent research at Swansea.

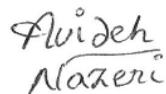
Multi-disciplinary research within chronic conditions and significant population-based impact is an area of our company's priority and we believe the shared areas of interest can be further explored through specific projects at the later phase. Once the scope and timeline for the next phases of this project is widely shared, we will be able to identify areas of potential partnership. We can be the intermediary to connect you with our other technology partners or our Team Novo Nordisk professional cycling team, or we can work to identify the mutual areas of interest in research at population level.

We do believe the project will enable the growth of a thriving Life Science and well-being in South Wales, bringing research and state of the art focus across all UK and equally shine the light over devolved nations. We wish you every success with the application and look forward to working with you on this exciting initiative.

Kind Regards

Avideh Nazeri MD MBA

Vice President Clinical Development, Medical & Regulatory Novo Nordisk UK Limited

A handwritten signature in black ink, reading "Avideh Nazeri". The signature is written in a cursive style with a horizontal line underlining the name.

19 July 2021

Professor Gareth Stratton
Deputy Pro Vice Chancellor
Swansea University
SA2 8PP

Dear Gareth

It was good to meet you and your colleagues recently and to learn more about the Life Science, Well-being, and Sport Campuses project. This is to confirm that Sport Wales is fully supportive of the ambition to grow a Sports Tech economy in Wales and is keen to be associated as a delivery partner for the project.

Sport Wales is the national organisation responsible for developing and promoting sport and physical activity in Wales. Sport Wales is a public sponsored body of the Welsh Government and is its main adviser on sport and supports the delivery of its strategic priorities through the Vision for Sport in Wales and the Sport Wales Strategy.

Our vision is of a Wales where everyone is active - from those who do not think of themselves as sporty to those who win gold medals. Within our strategy, we have outlined six levels of strategic intent that shape the way Sport Wales works and we believe these align well with the aims of this Swansea Bay City Deal project. Fundamentally, our aim is to be person centred so that the needs and motivations of the individual lead the delivery, whether just starting out, aiming to progress, or striving for excellence on the world stage. The focus is on giving every young person a great start by providing them with the skills, confidence, and motivation to enable them to enjoy and progress through sport; giving them foundations to lead an active, healthy, and enriched life.

Equally relevant for this project is our desire to ensure a collaborative, sustainable and successful sports sector, led by collective insight and learning. Sport Wales has worked hard to develop relationships with all the Institutions in the Higher Education sector in Wales and Swansea University is a catalyst and pivotal in two significant projects designed to deliver results from these relationships - the Welsh Institute of Performance Science (WIPS) and Welsh Institute of physical Activity, Health and Sport (WIPHAS).

The former, WIPS, is led by Swansea University in collaboration with academic partners (Bangor University, Cardiff University, Cardiff Metropolitan and University of South Wales) conducting multi-disciplinary, world-leading, applied performance science projects that enhance the performance of Welsh athletes and businesses. It is a three-way partnership between Sport Wales, leading academic sport scientists and relevant industry partners and could be regarded as an exemplar for the Life-science, Well-Being and Sport campuses project.

Additionally, WIPHAS uses the transformative power of physical activity and sport to change the lives of people in Wales. Working across the nation, and with Swansea University at the forefront, WIPHAS brings together academia, those who are facilitating physical activity and sport, policy makers, and the public, to develop and answer key questions on the nation's wellbeing and health. The project aims to translate research into practice; to bring together

diverse knowledge and experience; and to create insight that transforms the health and wellbeing of Wales.

Both of these projects have been made possible by the significant and established links with key people at Swansea University. Sport Wales staff regularly exchange views, ideas and sit on various committees and project boards with the University. The possibility of strengthening such ties through an innovative new project is an exciting one and Sport Wales wishes to play its part in assisting with this exciting new project, either through contributing as part of the steering group, or helping to shape the project as it develops through existing insight, knowledge and shared partnerships.

Furthermore, we also see the opportunity for some potential involvement in relation to our Regionalisation model for community sport. This new model establishes Regional Sport Partnerships across Wales, including one in the west, whose purpose is to strengthen the voice of sport in each region, raising the profile and wider benefits of sport. This prominent advocacy role will also allow for a place at the table with other regional boards – such as relevant regional economic partnerships or education consortia. The Regional Partnership will champion the power of sport, demonstrating the benefits to local health, community cohesion, reduction in crime and anti-social behaviour, skills and learning.

In summary, a pro-active relationship between Sport Wales, the proposed Regional Partnership and this Swansea Bay City Deal project can only strengthen and grow the impact of a Life Science, Well-being and Sport economy in South Wales, and we look forward to playing our part and also to any other ongoing collaboration.

Yours sincerely



Sarah Powell
Chief Executive Officer