

Capital Market Day 2018



London, 23 February 2018

“We have a clear **Vision 2022**: Becoming Germany’s **Mobile Customer and Digital Champion**. Our transformation programme **Digital4Growth** has a clear focus on customer experience in the digital age while delivering **~EUR 600 million in gross OIBDA¹ benefits.**”

Markus Haas,
CEO Telefónica Deutschland

Digital4Growth



“Making
customer interaction
simpler and more
intuitive”



“Fulfilling
customer requests
in
real-time”



“Offering the best
customer experience
across each
touchpoint”

LESS COMPLEXITY
HIGHER FLEXIBILITY
ENHANCED SERVICE



~EUR 600million
gross OIBDA benefits
by 2022



Profitable
Sustainable
Growth



Superior
Shareholder
Return

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Value Generation Drivers – Ambitions 2022



“We will focus on activating our existing customers as well as acquiring new high-value customers.”

“In order to enable our customer’s digital lives we endeavour to offer them seamless, real time user experience across all channels.”

“Our key priorities are driving ARPU-up and churn-down through up and cross-selling.”

“Most important is our ability to keep our customers engaged.”

“We expect future growth from a variety of non-classical services and propositions – one example is the consumer IoT area.”

