

25 February 2009

## Berlin's newest O<sub>2</sub> Premium Partner opens mobile telecommunications shop with wheelchair access

- Wheelchair user Andrej Leonhard wanted to open his own mobile telecommunications shop in Berlin
- Telefónica O<sub>2</sub> Germany has supported him by providing shop equipment with wheelchair access

**MUNICH/BERLIN.** When mobile telecommunications retailers want to sell products from Telefónica O<sub>2</sub> Germany, they can rely on the support of the company. In this case, Andrej Leonhard: He wanted to open a specialist shop for mobile telecommunications as an independent Premium Partner of O<sub>2</sub> in Berlin-Hohenschönhausen. Because Andrej Leonhard is wheelchair-bound and the usual shop equipment is not appropriate for the 32-year-old, O<sub>2</sub> quickly designed special store fittings: The sales counter was reduced to the height appropriate to wheelchair users and, instead of carpeted floor, linoleum was laid. Last week, Leonhard opened his new shop.

Leonhard operates his new mobile telecommunications shop as a Premium Partner of O<sub>2</sub> together with his brother in Berlin's Wittenberger Straße 80. The enthused athlete - Leonhard plays wheelchair rugby in the national team - has always searched for challenges in his professional career as well. "I have had the dream of opening a mobile telecommunications shop for a long time", said Andrej Leonhard. "The opportunity provided by O<sub>2</sub> is ideal. With the help of O<sub>2</sub>, I can thoroughly dedicate myself to our customers."

"Our Premium Partner model is tailored to the needs and requirements of independent shop operators", says Heiko Hambücker, Vice President Indirect Sales for Telefónica O<sub>2</sub> Germany. "In addition to the attractive presentation of the products, retailers need to have retail store constructions which are optimally tailored to their requirements. We are very pleased that we were able to prove our competence by implementing this project."

A *Telefonica* company

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So far, O<sub>2</sub> has a network of 158 Premium Partners in Germany. The company supports retailers from the interior decoration to marketing. All shop owners have access to an O<sub>2</sub> Area Sales Manager who is available for consultation. They help find the ideal shop fittings to suit every environment. The furniture provided for the sales shop creates the familiar O<sub>2</sub> atmosphere and invites customers to immerse into the world of O<sub>2</sub>. Independent shop operators are able to realize a shop-in-shop design. They choose the size of the sales area and co-decide the share of O<sub>2</sub> products sold. From the planning to the opening of the store, shop operators are supported by a professional expansion and shop construction team.

**Telefónica O<sub>2</sub> Germany GmbH & Co. OHG** belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 45 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

#### **More information:**

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