

12 August 2009

O₂ opens flagship store in Cologne

MUNICH/COLOGNE. After Berlin and Munich, Telefónica O₂ Germany now presents itself with a flagship store in Cologne. The premium shop in a special design with a large sales and consulting area will open in the Rhine metropolis on 13 August. With the address Hohe Straße 65, one of the most popular and most frequented shopping streets in Germany was selected as the location. A particular highlight is an interactive sales and consulting desk which is unique in customer consulting in Germany.

“Cologne is a very important location for O₂. This is why we are delighted to open a flagship store here“, says Lutz Schüler, Managing Director Marketing and Sales, Telefónica O₂ Germany. “With Hohe Straße, which is one of the most popular shopping streets in Germany, we found the optimal address for our third flagship store.”

O₂ continues to expand its sales. There are more than 800 O₂ shops all over Germany already, in the medium term, the number will increase to 1,100.

Customers can test devices and products in the new flagship store in a very comfortable ambience and obtain expert consulting services. The specific design and lavish ambience play a key role: Movement lines and a specifically developed counter guide visitors into the inside. The clear style elements arouse curiosity and invite visitors to dive into the world of communications.

A special highlight of the shop is the interactive sales and consulting desk: On the large multi-touch surface, information can be comfortably selected by hand, products can be compared and visitors participate in raffles or play games. The table was produced by Microsoft and further developed by O₂ and its parent company Telefónica for use in sales and is an example for innovations in telecommunications. More than 1,500 employees work in Telefónica’s research and development units.

Facts about the O₂ flagship store in Cologne:

- Exclusive location, Hohe Straße 65
- 23 employees
- 220 square meters of sales and consulting area

A *Telefonica* company

Telefónica O₂ Germany GmbH & Co. OHG Georg-Brauchle-Ring 23-25 80992 München Deutschland www.o2.com/de

Ust.-Id.-Nr. DE 811 889 638. Amtsgericht München HRA 70343. Gesellschafter: Telefónica O₂ Germany Management GmbH.
Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.
Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender, Antonio Botas Banuelos, Andrea Folgueiras, Markus Haas, André Krause, Johannes Pruchnow, Lutz Schüler, Carsten Wreth.



Telefónica O₂ 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 about 48 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

More information:

Telefónica O₂ Germany GmbH & Co. OHG
Press Relations
Roland Kuntze, head of external communications, spokesman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1214
f +49 (0)89 2442-1209
e roland.kuntze@o2.com

Telefónica O₂ Germany GmbH & Co. OHG
Press Relations
Harald Maass, spokesman
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1213
f +49 (0)89 2442-1209
e harald.maass@o2.com

www.o2online.de/presse