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TELEFONICA SETS UP INTERNATIONAL M2M UNIT

- The Company has dedicated more than 100 highly skilled and multidisciplinary professionals to define, develop, market and provide the necessary support to the Group's M2M (Machine to Machine) services
- Telefonica's "Global M2M" is the first integrated solution in the market which provides a turnkey solution and is supported by any communication technology, not being limited to mobile
- The M2M Unit is powered by an M2M Innovation Centre which will develop new features, optimize applications, device certification and new technological capacities, anticipating to market demands

15th December 2009.- Telefonica announced today that it has strengthened its commitment to providing machine-to-machine (M2M) services by setting up a global unit responsible of supporting its business clients in all the markets where the Group operates. With this move, Telefonica takes another step forward in the way to leading this highly growing segment of the market. The Company already owns "Global M2M", the first end to end solution which offers tailor made global and local Value Added Services to any client anywhere.

Telefonica has successfully implemented and developed M2M products and services for over 10 years and enjoys a leading position in the M2M segment in terms of number of lines and revenues.

The M2M Global Unit is backed by a multinational and multidisciplinary team, dedicated exclusively to defining, implementing and supporting global clients as well as deploying these services to all the countries where Telefonica operates. The newly created M2M Unit functionally directly reports to the Telefonica S.A. Global Product and Services Unit and includes over 100 professionals skilled in very different backgrounds such as sales support, responsible to redefining the strategy by terms of sector; a marketing team to define the product's future evolution and joint deployment across all geographies; a technical group dedicated to the management, development and evolution of platforms and finally, the "Innovation Unit" focused on constantly anticipating market's needs and developing new functionalities, client applications and new devices.



M2M communications have become a highly critical environment for a large number of businesses. As a result, Telefonica has designed a solution that overcomes technological barriers and responds to the needs of these businesses across a variety of sectors: telemaintenance of vending machines, telemetry for utilities (remote control of water, electricity or gas metres), banking modems, security and alarms, transportation (emergency calls in the event of accidents, telemaintenance, gas emission control), fleet or goods tracking, e-Health, etc

Telefonica's Global M2M product is the first integrated product in the market which offers corporate clients a turnkey solution, not limited to mobile technology (SMS, GPRS or UMTS). Global M2M can be supported by ADSL or complementary networks such as Zigbee, UWB, Satellite, RFID or NFC.

This unique product is powered by Telefonica's M2M Innovation Center, which anticipates market demands and works exclusively on developing improved features and new technological capacities for the M2M solution, as well as optimising the wide range of application and ensuring all the necessary updates adapt to European legislation. Telefonica has also developed a testing laboratory for the use of its corporate clients, so they can bring pilot projects and test new functionalities, applications and new handsets.

M2M (Machine to Machine) is a general concept referring to the exchange of information in data format between two remote machines through either the mobile or fixed network. It doesn't require human intervention and it has a set of specific features regarding traffic and SIM cards. Every day that goes by, M2M is more integrated within the processes of designing and manufacturing handsets.

According to Gartner Research, the global installed base of cellular modules will rise to 200 million units by 2012.