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Amy Macdonald live: the O₂ Crew brings free entertainment to customers

MUNICH/Germany. Telefónica O₂ Germany opens the door to free live entertainment in 2010 in top venues in Düsseldorf, Cologne, Stuttgart, Munich and the O₂ World in Berlin, featuring acts like Amy Macdonald, whose album just entered the German Top 100 Album Charts at number one. Further highlights include NENA, Rihanna, the Black Eyed Peas and the comedians of the QUATSCH Comedy Club. The key to it all is the O₂ Crew. At the centre of the innovative programme of customer retention and brand strengthening is the www.o2crew.de website. Under the motto "Be there together" (*Zusammen dabei*) customers can experience unique entertainment in their region - and it's all free.

O₂ was responsible for huge entertainment treats back in 2005 as a pioneer in organising free concerts with its "O₂ Music Flashes". Then, in 2008, it opened the O₂ World entertainment arena in Berlin. At the same time the O₂ World mobile arena complex started its tour through Germany to present top acts for several weeks in selected German cities over the last two years. The O₂ Crew is now the current highlight of this development. It proved itself for the first time at the MTV EMAs in November 2009. In a space of four weeks, some 16,000 partygoers had registered as crew members on the O₂ website, with the 600 winners experiencing to the award ceremony up close in the O₂ World.

Market research has shown that the O₂ World on tour concept is hitting a positive note among the target group of 20- to 39-year-olds: More than 50,000 visitors came to O₂ World on tour events in 2008 and 2009. Among O₂ customers and non-customers, 94% of surveyed visitors said the quality of the events was "very good" or "good", while 95% said that they would tell their friends and acquaintances about their visit to the O₂ World on tour and the O₂ brand.

Vice President Brand Management at Telefónica O₂ Germany, André Schloemer: "More than 80% of responding O₂ customers last year said their ties to the brand had been strengthened after their visit to the O₂ World on tour - our concept of offering our O₂ customers added value with entertainment highlights is meeting with high acceptance in the target group. With the O₂ Crew we are now going a step further. The live entertainment programme will last not just a few weeks, but will carry on throughout the whole year. More than 60 events have been planned across the country."

A *Telefonica* company

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At the centre of the interactive campaign is the www.o2crew.de website. There O₂ customers can register and set up a crew with themselves as captain. They can then invite their friends to register on the O₂ Crew website too using SMS, e-mail or social networks. Customers of other providers can also become crew members. The crew captain and the crew can then win free tickets for the events.

As last year, Nokia is on board as a partner to the O₂ World on tour in 2010. It will support the O₂ Crew in offering outstanding live entertainment in the areas of music, dance, comedy and cinema.

Further information available at: www.o2crew.de

All market research findings appearing in this text were taken from a FairControl visitor survey taken by Telefónica O₂ Germany in 2009.

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 nearly 49 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

O₂ has highly successful sponsored entertainment venues in London (The O₂), Berlin (O₂ World), Dublin (The O₂) and Prague (O₂ Arena). Collectively, the venues have been visited by 22.6 million people. Pollstar year-end ticket sales figures for 2009 has The O₂ in London as global number one, with The O₂ in Dublin at number five, followed by Berlin's O₂ World at 37.

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