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## **Wanderlust is a thing of the past: “Global Friends for O<sub>2</sub> o” gets rid of high costs for mobile calls to other countries**

**MUNICH/Germany. Make calls in over 60 countries at really affordable prices and no limitations: made possible by the clever new additional feature of the O<sub>2</sub> o calling plan. “Global Friends” from Telefónica O<sub>2</sub> Germany brings friends and family abroad a bit closer – and the O<sub>2</sub> cost airbag is also part of the deal.**

Merhaba Türkiye, Hola España, Hello USA: with O<sub>2</sub> o you can immediately start making calls to other countries at domestic rates starting July 19<sup>th</sup>. For a one-time activation fee of only five euros, O<sub>2</sub> o contractual and prepaid customers can affordably make calls in more than 60 countries for only 15 cents per minute – regardless of whether they want to call Turkey or South Africa and to both foreign landlines and mobile networks. With “Global Friends for O<sub>2</sub> o” the customer can specify up to five numbers abroad, two of which can be mobile phone numbers. Worrying about high mobile phone bills is passé: if the monthly O<sub>2</sub> o bill for national standard calls and SMS as well as for calls to the five international numbers reaches 50 euros, the O<sub>2</sub> cost airbag automatically kicks in. After this point in time users can make calls for free for the rest of the month – to all German networks – as well as to their specified numbers abroad.

The international savings model in detail: For the selected numbers abroad the customer gets so-called short codes via SMS. By calling these short codes (e.g. 1001 “Tom London cheap”) the customer can now affordably reach his most important foreign contacts in the future.

This innovation is made possible through the IP telephony platform JAJAH, a company in the Telefónica Group. “We have a strong subsidiary on board with JAJAH. With “Global Friends for O<sub>2</sub> o” we are bringing our first joint product on the market,” explains Peter Rampling, Managing Director of Marketing at Telefónica O<sub>2</sub> Germany. “We are thus making it easier for our customers to stay in control of their mobile phone costs, even in connection with calls from Germany to other countries.”

A *Telefonica* company

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

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