

Press release

16 June 2011

One year of netzclub. Now as a smartphone tariff financed through advertising.

MUNICH. For netzclub's first birthday, Telefónica Germany has refined Germany's first-ever advertising-supported mobile phone tariff. Effective immediately, netzclub is a smartphone tariff that enables free mobile surfing. On top of that, the costs for phone calls (per minute) and texts are being lowered from the current price of 11 cents to 9 cents. With the new "Sponsored Surf – Basic" and "Sponsored Surf – Pro" tariff options, netzclub customers can benefit from one of the most attractive mobile phone offers for smartphone users.

Under the motto "Free Internet for everyone" and the netzclub brand, Telefónica Germany is not only offering an inexpensive price for making phone calls and sending texts, but also free mobile surfing each month. In addition, customers receive special offers from brands directly to their smartphones, and they benefit from vouchers or offers for things such as games, music or lifestyle products.

Regardless of whether you are a new owner of a smartphone or already a smartphone fan, netzclub has the right tariff option for everyone: "Sponsored Surf – Basic" offers monthly mobile Internet for free – up to 100 MB at full speed. Alternatively, smartphone fans can surf at full speed and up to 300 MB with the mobile Internet flat rate "Sponsored Surf – Pro", which costs only 5 euros per month.

Another innovation allows netzclub customers to register for the mobile payment system mpass – effective immediately, free and automatically. This way netzclub is creating the natural connection between mobile Internet, mobile advertising and mobile shopping. In the future, netzclub customers will be able to use their smartphones to place orders and pay for items based on offers received directly on their mobile phones.

TV presenter Joko Winterscheidt is supporting the launch of this new concept with a viral campaign on the Internet. Additional information about that as well as how to order the netzclub SIM card is now available at www.netzclub.net.

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netzclub is the advertising-supported smartphone tariff and a brand of Telefónica Germany GmbH & Co. OHG and YOC AG.

Telefónica Germany GmbH & Co. OHG and its brands O₂ and Alice belong to Telefónica Europe and are 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. According to a network test by "connect" magazine (edition 12/10), the O₂ network is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result the company is on second position. Telefónica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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