

## Press release

1 September 2011

### New from old: Telefónica Germany accepts used mobile phones as payment

- Now, bring your old mobile phone to the O<sub>2</sub> shop and get a new smartphone for less
- Attractive prices for old devices from any provider
- Convenient, environmentally friendly and without any risk

**MUNICH. Telefónica Germany is making it even easier for its customers to upgrade from an old mobile phone to an attractive smartphone. Effective 5 September 2011, all O<sub>2</sub> shops in Germany will accept used mobile phones as payment. In return, the customer will receive a voucher that can be used for purchases in the shop. With the trade in he can save up to 350.- euros. The offer also applies to mobile phones that were not purchased from O<sub>2</sub>.**

It's very easy: Take the used mobile phone to the shop, have the value assessed and then you'll be given a voucher. An O<sub>2</sub> consultant will check the mobile phone to see if it is suitable for a trade-in, and then the value will be assessed with five simple questions about the condition of the phone. After that, the customer will be given a voucher that can be redeemed directly for a product of his or her choosing.

"There are supposedly 72 million mobile phones lying around unused in German drawers," explains Peter Rampling, Managing Director of Marketing at Telefónica Germany. "With the trade-in, we're not only offering our customers the possibility to get the mobile phone they've been wanting at a more favourable price, by doing so, they're also contributing to protecting the environment."

## Press release

The data saved on the old mobile phones will be deleted. After that, the devices will be reconditioned and reused. Owners can also find out the trade-in value in advance on the Internet. Simply answer the questions about the mobile phone on [www.o2online.de/goto/inzahlungnahme](http://www.o2online.de/goto/inzahlungnahme), enter your personal details and then print out the offer. That will speed up the process of issuing a voucher in the shop.

The cooperation partner B2X Care Solutions is supporting the programme. In addition to its web portal for pricing information, it also provides other services such as reconditioning, data deletion and recycling of the devices.

Even customers who would like to return a defective mobile phone are welcome to do so at O<sub>2</sub>. They can turn in their mobile phones at any O<sub>2</sub> shop, thereby participating in the environmentally friendly recycling programme. O<sub>2</sub> will support the World Wide Fund For Nature (WWF) by making a contribution of € 2.50 for each used device collected.

**Telefónica Germany GmbH & Co. OHG** and its brands O<sub>2</sub> 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 O<sub>2</sub> 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.

**Further information:**

Telefónica Germany GmbH & Co. OHG

Press Relations

Carolin Eckert, Press Officer

Georg-Brauchle-Ring 23-25

80992 München

t +49 (0)89 2442-1266

f +49 (0)89 2442-1209

e [carolin.eckert@o2.com](mailto:carolin.eckert@o2.com)

[www.telefonica.de/presse](http://www.telefonica.de/presse)