

Press release

15 September 2011

Good things come in fives: O₂ once again has the most satisfied customers among the network operators

MUNICH. Telefónica Germany with its O₂ brand is the network operator with the most satisfied mobile phone customers in the German market for the fifth time in a row. The telecommunications company has again been honoured with the highest global satisfaction among the four network operators. This is the conclusion of the new Kundenmonitor Deutschland 2011, the largest independent cross-industry survey that measures customer satisfaction in Germany. The survey is conducted once a year by ServiceBarometer AG.

O₂ once again took first place in its class in the category "global satisfaction". It saw the company take pole position as best network operator for the fifth year running. The O₂ brand succeeded in making further improvements to put it ahead of E-Plus/Base, T-Mobile and Vodafone. The Munich-based company also came off best in the "price-performance ratio" category compared to its competitors.

"Our offers meet our customers' needs for both the latest smartphones and the matching O₂ Blue tariffs," Peter Rampling, Managing Director Marketing at Telefónica Germany, explained. "This is proved by the Kundenmonitor's results, in which we have led the field for many years. I also like to thank our customers for once again confirming O₂ is the network with the happiest customers."

True to the motto "O₂ – here's your smartphone", customers currently benefit from especially attractive device prices.

In addition, customers award extra points in the "recommendation" category. The company managed to make further gains here, too. In July this year, Telefónica Germany launched its recruit friends programme. Every recommendation benefits the customer – either free calls to the friend recruited or a money prize of up to 50 euros.

The Kundenmonitor Deutschland is a cross-industry survey of customer orientation in the German B2C market and has been held once a year since 1992. In 2011 more than 36,000 private households in Germany were surveyed. The results of the more than 2,800 interviews on the mobile telephone industry have now been published.

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

Press release

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. Telefonica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

Further information:

Telefonica Germany GmbH & Co. OHG

Press Relations

Ralf Opalka, Press Spokesman

Georg-Brauchle-Ring 23-25

80992 München

t +49 (0)89 2442-1224

f +49 (0)89 2442-1209

e ralf.opalka@o2.com

www.telefonica.de/presse