Press release

6 March 2012

Apps for companies: Telefónica Germany introduces a new platform for mobile applications

MUNICH. Telefónica Germany is making a new platform available that companies can use to develop, manage and market their own mobile apps. These applications will only need to be developed just once, but will still run on smartphones that use all important operating systems. This new service is made possible thanks to an exclusive partnership with the company FeedHenry in several Telefónica countries. The service will launch in Germany in March 2012.

With the new developer platform, companies can create their apps easily via a graphical user interface or programme them with standard web technologies such as HTML5, JavaScript and CSS. The apps can be made available for nearly all modern smartphones with just one click. Android, iOS, BlackBerry, Windows Phone and Nokia's operating systems are all supported.

In addition, business customers will be given access to numerous functions that will allow them to manage and operate their mobile applications in the cloud. The apps and all related services will be hosted by Telefónica Germany Online Services (TOS), whose German data centres meet the highest standards. TOS also offers complete solutions for the planning, building and running of apps. Rounding out the offer are secure connections via VPN and HTTPS as well as toolkits for security and encryption.

"Smartphones and tablets are experiencing an unbelievable boom, and this mobile revolution contributes in a critical way to our customers' business success", explained Johannes Pruchnow, Managing Director Business Telefónica Germany. "Therefore, companies need flexible and efficient

Ust.-Id.-Nr. DE 811 889 638. Amtsgericht München HRA 70343. Gesellschafter: Telefónica Germany Management GmbH, Amtsgericht München HRB 109061 und Telefónica Germany Verwaltungs GmbH, Amtsgericht HRB 121389, beide ebenda
Geschäftsführer beider Gesellschaften: René Schuster, Vorsitzender, Rachel Empey, Andreas Fölgleins, Markus Haas, Joachim Kögoth, John McGuigan, Dr. Eckart Pech, Johannes Pruchnow, Peter Rampling, Michiel van Eldik, Carsten Wreth.

Telefónica Germany GmbH & Co. OHG
Georg-Brauchle-Ring 23-25
80992 München
Deutschland
www.telefonica.de

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solutions to develop and manage apps, if they want to use these huge potentials in their sales approach and process optimisation. With our new service we offer them all of the requisite tools from a single source."

The new offer was taken from the portfolio of the new global business division called *Telefónica Digital* and is already been marketed successfully in Ireland and England. It is the result of a global partnership with FeedHenry, a provider of cloud-based mobile applications. The platform is cost-effective, secure and scalable. With regard to the partnership, O_2 handles customer service as well as contracts and billing. FeedHenry, on the other hand, is responsible for the platform and contributes its application development expertise.

Further information can be found on the Internet at
http://www.telefonica-online-services.de/

Telefónica Germany GmbH & Co. OHG and its brand O_2 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. Telefónica Europe has more than 58 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
Markus Göbel, Press Officer
Georg-Brauchle-Ring 23-25
80992 München
t +49 (0)89 2442-1280
f +49 (0)89 2442-1209
e markus-oliver.goebel@o2.com

www.telefonica.de/presse