

# Telefónica Germany press briefing: Financial results Q2/2012

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Munich – July 26, 2012

# Focusing on new technologies

- O<sub>2</sub> LTE 4G drives digitalisation

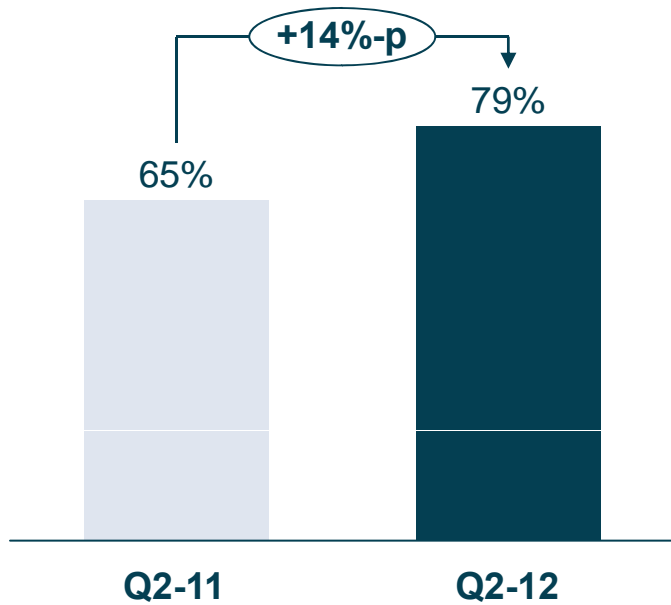


# Valuable customer growth in a challenging market

## Mobile postpaid customer growth remains strong

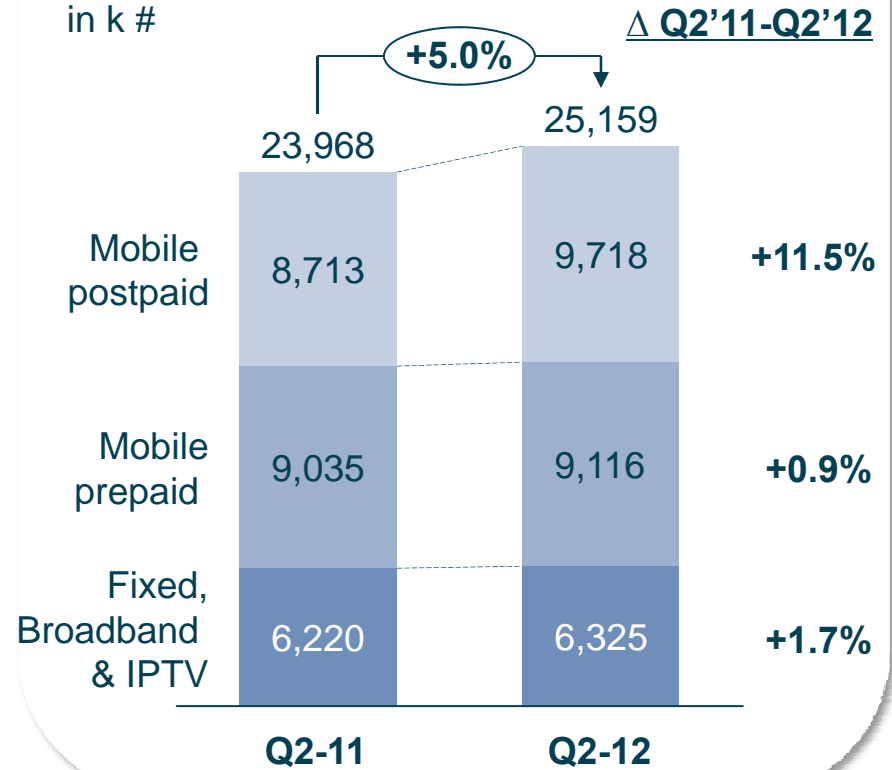
**Postpaid share on net adds by 79%**

Mobile postpaid share on net adds in %



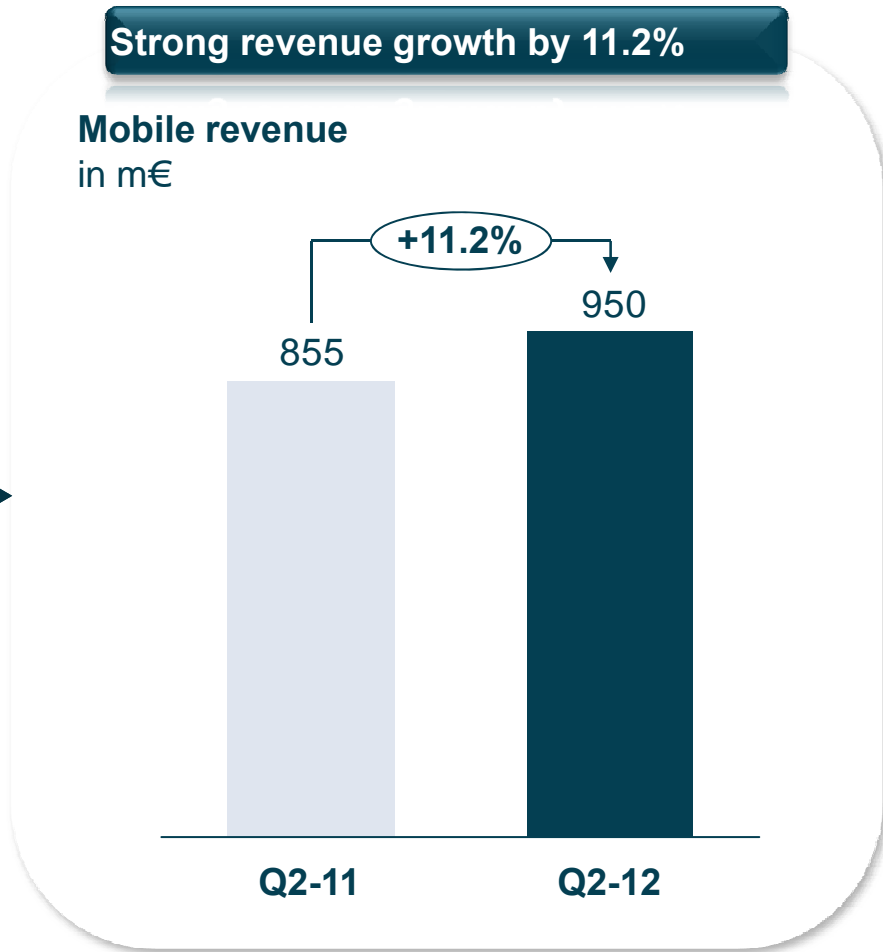
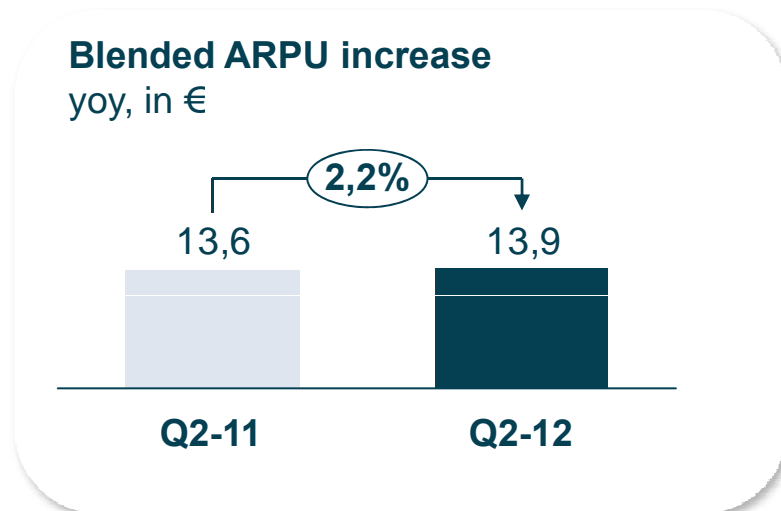
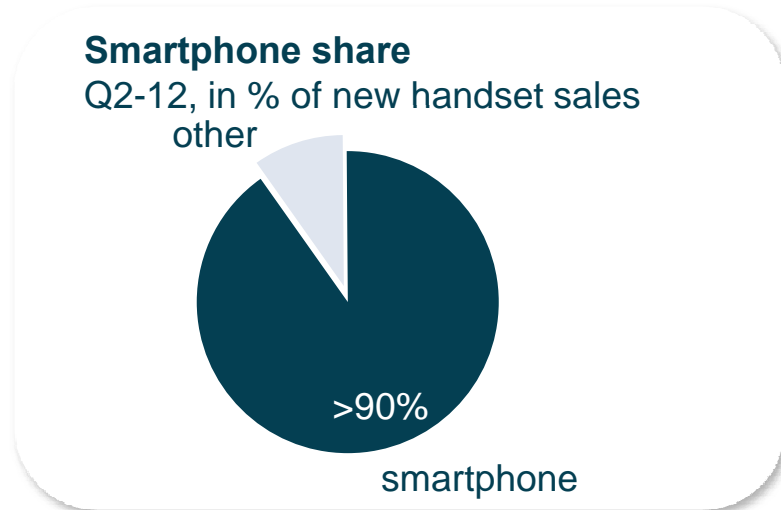
**Total access base growth by 5.0%**

Total access base in k #



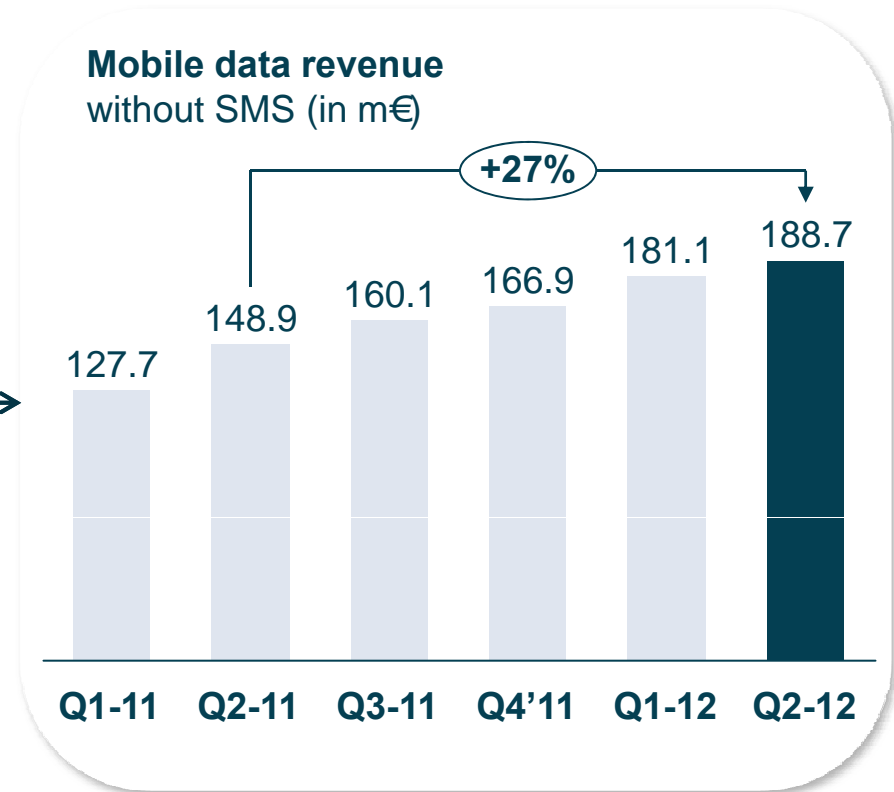
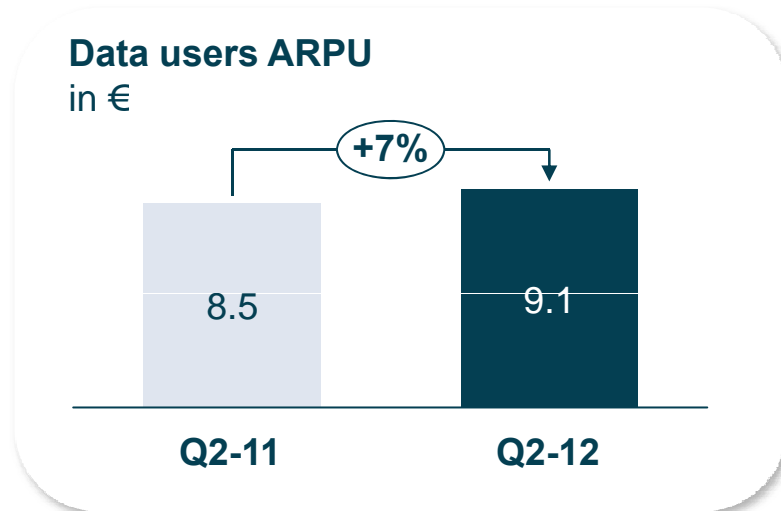
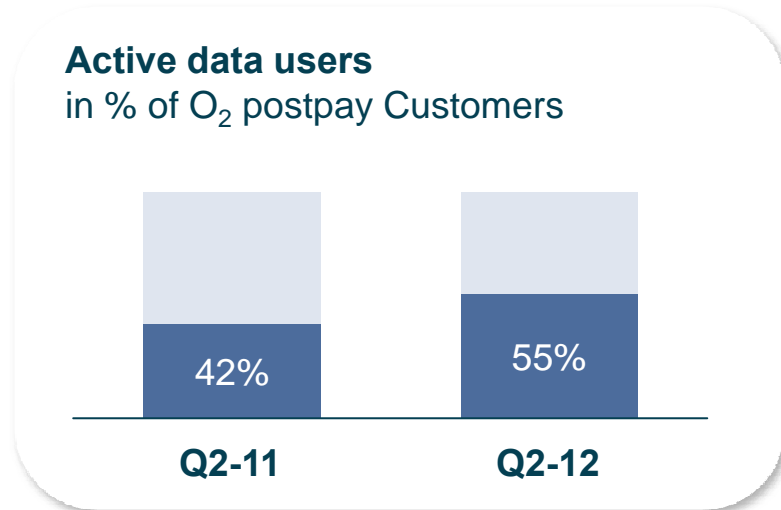
# Strong mobile revenue growth

Data is adding value



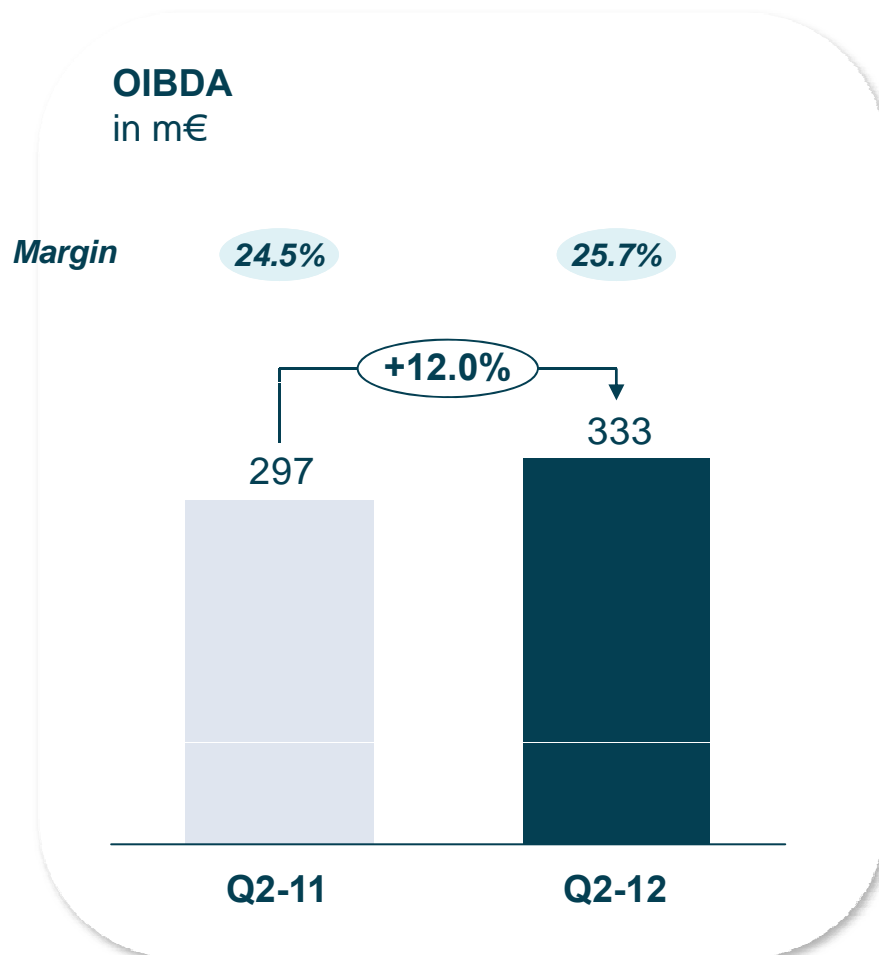
# 27% of mobile data revenue growth

More than half of the O<sub>2</sub> postpaid customer base are data users



# Operating result in 2nd quarter reaching 333m€

OIBDA increased by 12.0% YoY



## Focus on valuable customer growth drives profitability:

- OIBDA growth at 12.0% YoY building on success of 2011
- At the same time keeping trading momentum with significant postpay net adds growth
- We are successfully leveraging data usage with our innovative smartphone tariff portfolio.
- Improved revenues and costs driving profitability – margin now at 25.7%

# Entering new markets

- Mobile payment and mobile marketing become growth drivers
- Merger of disciplines opens up new markets

# Nurturing new spirit



- Campus party triggers new impulses for society
- WAYRA leads to new business ideas



*Telefónica*

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