

# Telefónica Deutschland press briefing: Financial results Q3/2012

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# The course is set for driving digitalisation further

Enhanced product portfolio

Mobile network of the future

Strong customer satisfaction

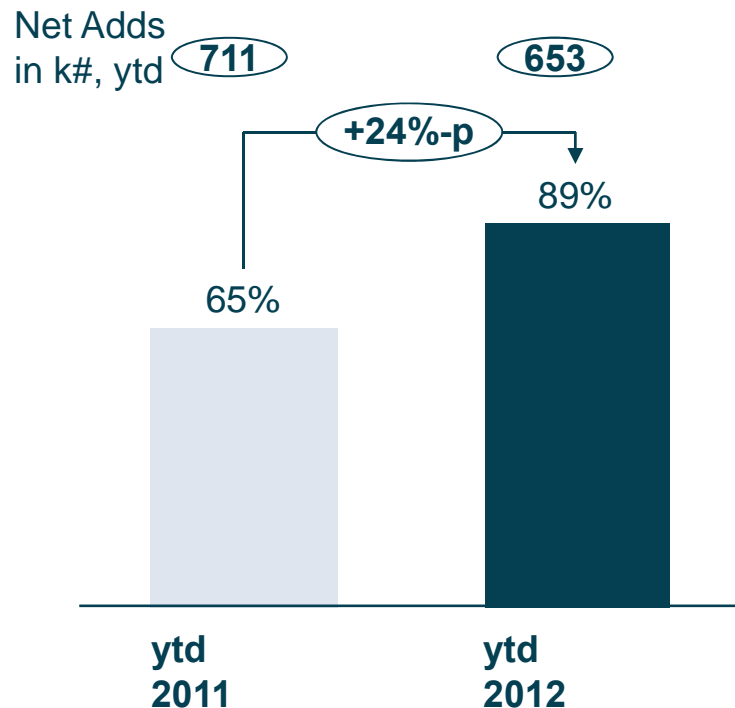


# Valuable customer growth in a challenging market

## Mobile postpaid customer growth remains strong

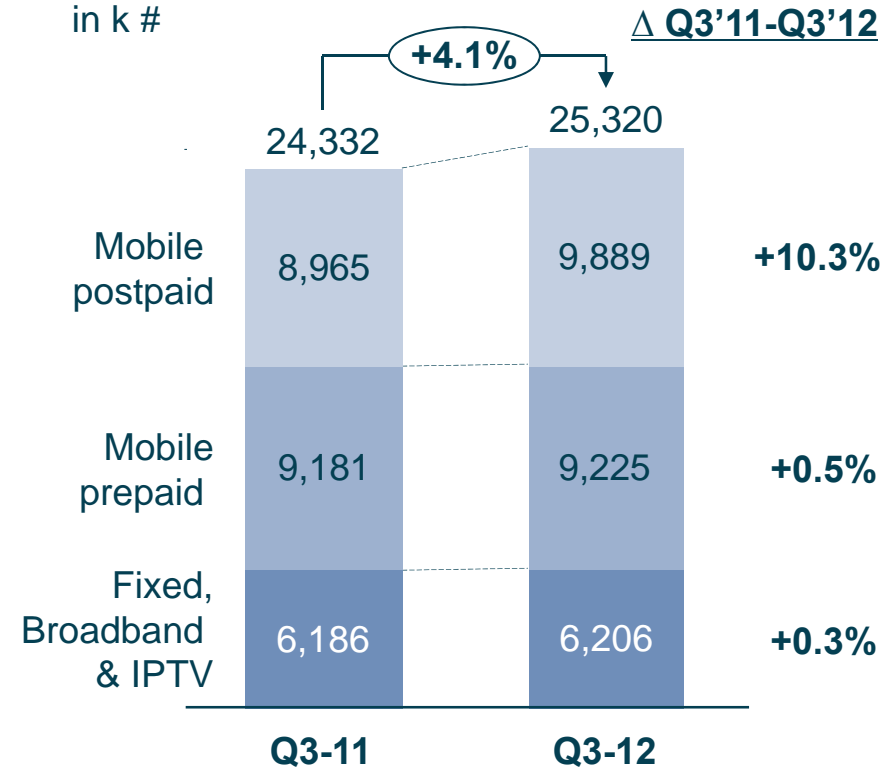
**Postpaid share on net adds by 89%**

**Mobile postpaid share on net adds**  
in %, ytd



**Total access base growth by 4.1%**

**Total access base**  
in k #

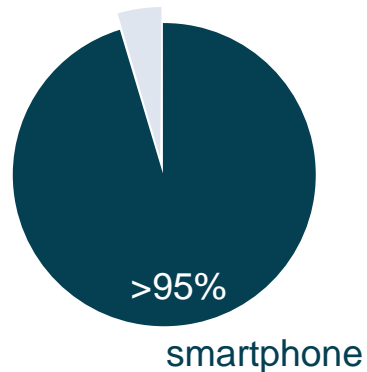


# Strong wireless revenue growth

Data is adding value

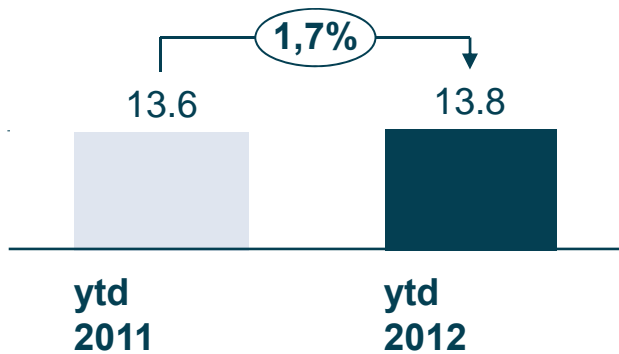
## Smartphone share

Q3-12, in % of new handset sales



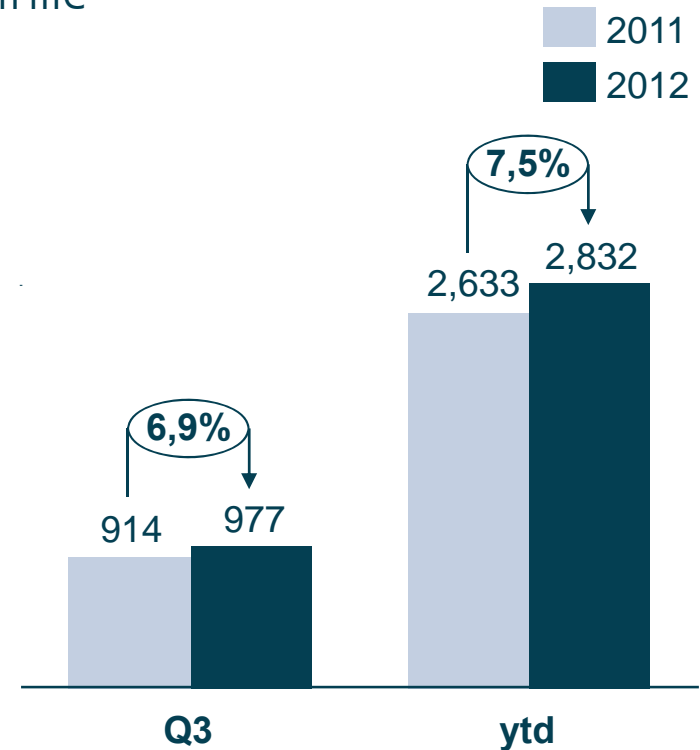
## Blended ARPU increase

yoy, in €



## Strong revenue growth by 7,5%

Wireless revenue  
in m€

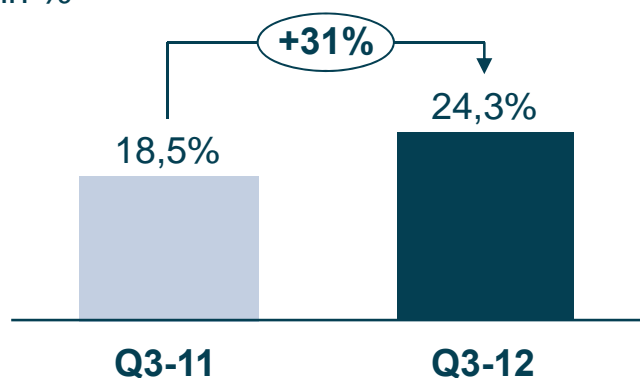


# 28% of non-sms mobile data revenue growth

Strong increase of 31% in smartphone penetration

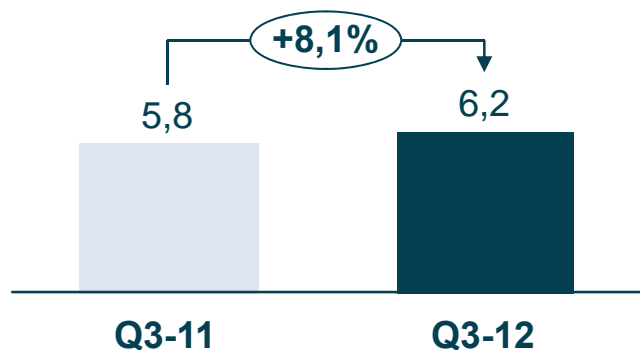
## Smartphone penetration

in %



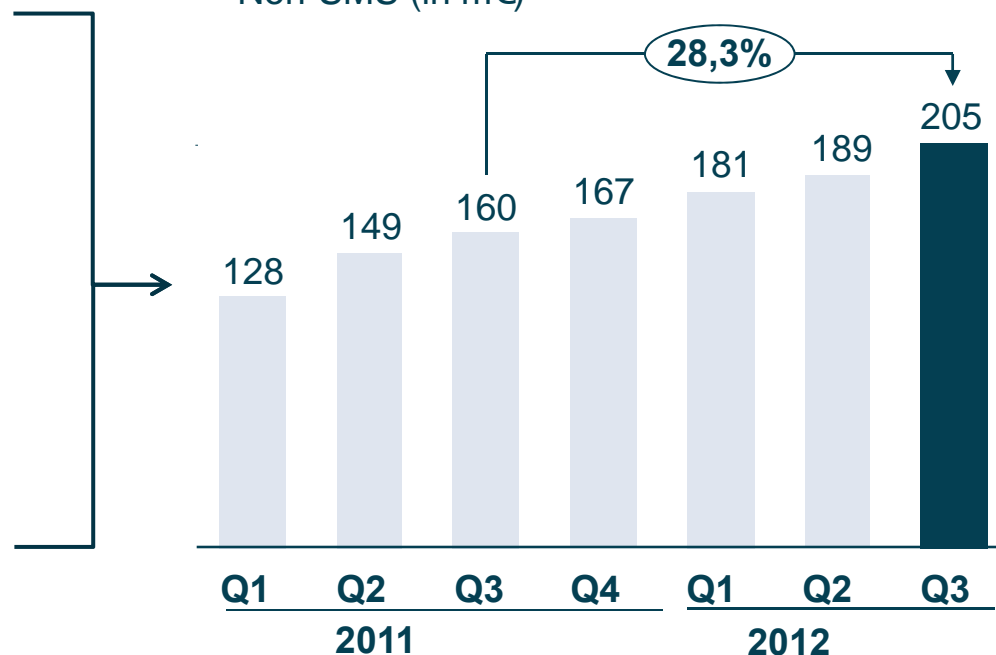
## Data ARPU

in €



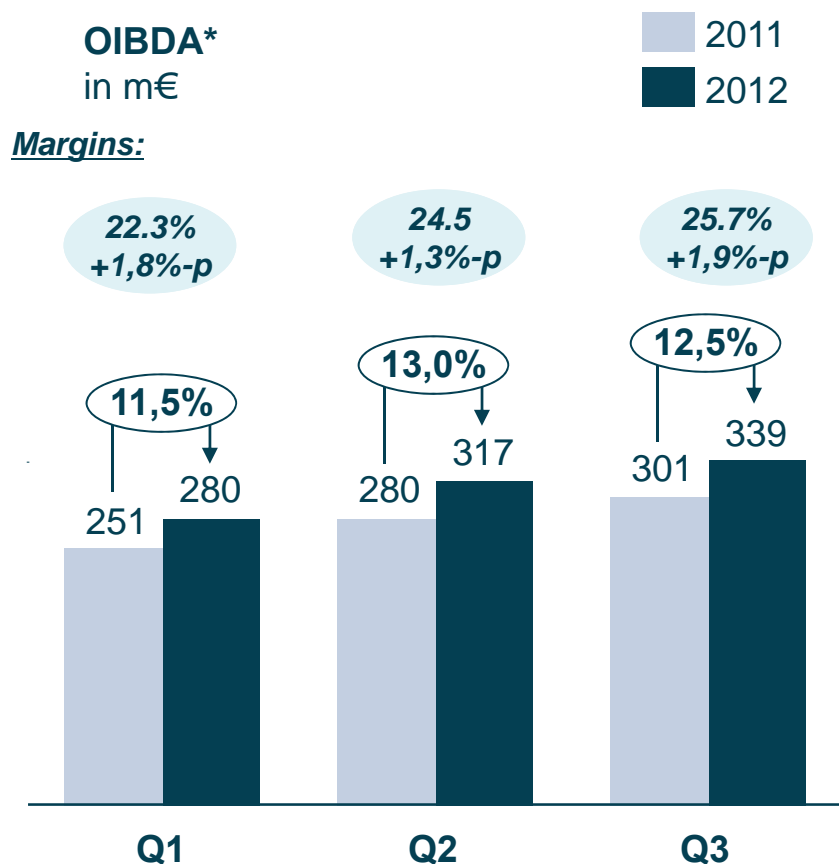
## Mobile data revenue

Non-SMS (in m€)



# OIBDA in 3rd quarter reaching 339 m€

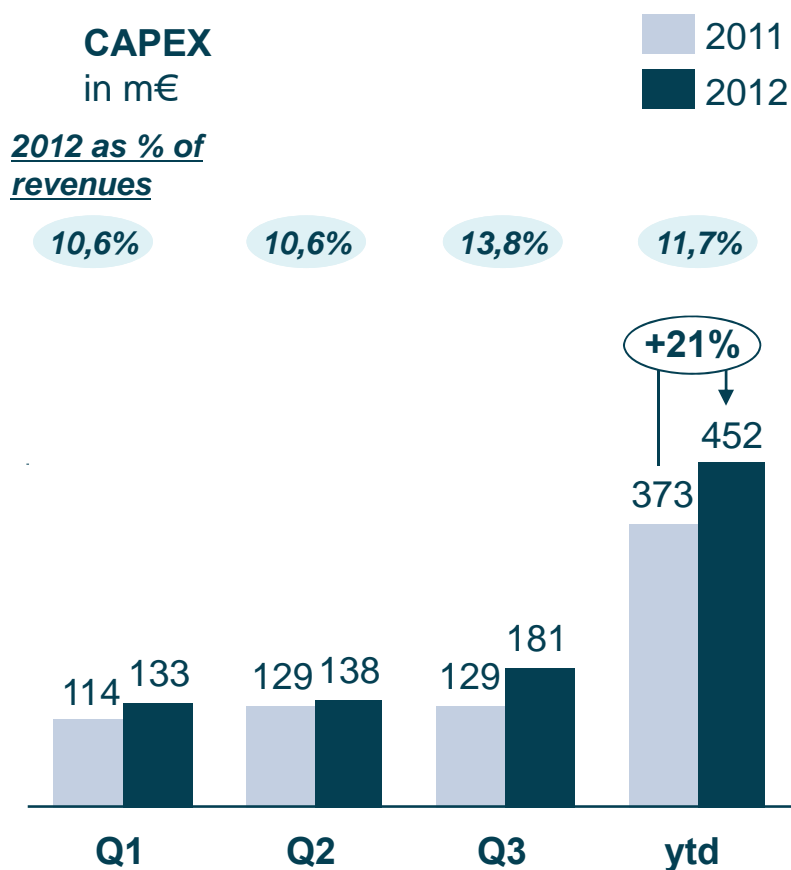
Margin reaching 25.7%



## Focus on valuable customer growth drives profitability:

- Steady OIBDA growth, yoy at 12.5%
- At the same time keeping trading momentum with significant postpaid net adds growth in a competitive environment
- We are successfully leveraging data usage with our successful smartphone tariff portfolio.
- Improved revenues and costs driving profitability – margin up more than 5%-p since Q1-11, now reaching 25.7%

# CAPEX



## Investments in products and Network:

- Increasing investments in our network to support growth
- We continue to invest in 3G capacity as well as accelerating LTE
- In parallel we have started the deployment of LTE, which is the main responsible for the acceleration we are going to see in next quarters (2013 and 2014 are to be key years of investment in LTE)

# Technologies and innovations for further growth



Network extension



Ecosystem of financial products & services



Innovation impulses



*Telefónica*

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**Deutschland**