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2009 is the year of mobile internet

- Number of mobile internet customers to nearly triple at O₂
- Traditional internet applications go mobile

MUNICH. Telefónica O₂ Germany is expecting to see a considerable increase in mobile broadband access points to the internet via laptops and greater use of the internet by owners of cell phones this year. At a press conference held by O₂ today in Munich, Germany, the telecommunications company said it is currently in an excellent position, thanks to the ongoing expansion of its mobile data network to include new technologies for fast up- and downloads, as well as attractive data offerings.

For 2009, O₂ projects the number of its customers who utilize a mobile broadband connection or an internet package, in addition to their mobile phone contract, to nearly triple.

“While the technologies have continued to develop over the past few years, customers have still acted rather cautiously with respect to mobile internet. However, over the past year, we have been seeing more and more consumers discover these new possibilities,” says Lutz Schüler, Managing Director Marketing & Sales at O₂. “Mobile broadband connections for surfing with laptops and cell phones have clearly been the main driving forces. At the same time, applications like mobile e-mail and messaging are clearly also on the rise,” Schüler notes.

Traditional internet goes mobile

In addition, more and more applications used mainly on PCs have been shifting over to cell phones. Social communities and instant messaging have now leaped over to cell phones and will continue to gain in importance. The variety of devices that can be used for mobile internet continues to grow. Today, customers can choose between cell phones, smart phones, net books and notebooks. Besides, more and more traditional internet pages are now being optimized for display on mobile end devices.

“In addition to offering a high-performance network for mobile data, low cost and, perhaps even more importantly, product offerings that are easy to use are crucial to this success,” Lutz Schüler explains. “Today, with a mobile data network that

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combines HSDPA and EDGE, we are already seeing eye to eye with Germany's two largest network operators. We offer our customers the chance to convince themselves of the quality of our mobile broadband offerings without having to commit themselves to long-term contracts with us. They can simply test what we have to offer and then return it during the very first month, if they're not completely satisfied. Starting in March, we will be offering the best possible access to the internet around the clock and anywhere in combination with DSL with our new O₂ Internet Home&Go," Schüler adds.

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is 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 45 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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