Investor presentation Telefónica Deutschland

Investor Relations Q1 2019

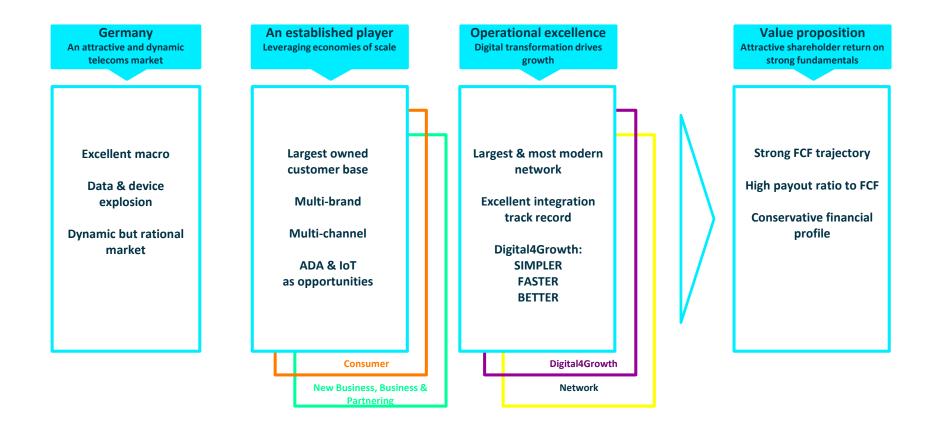


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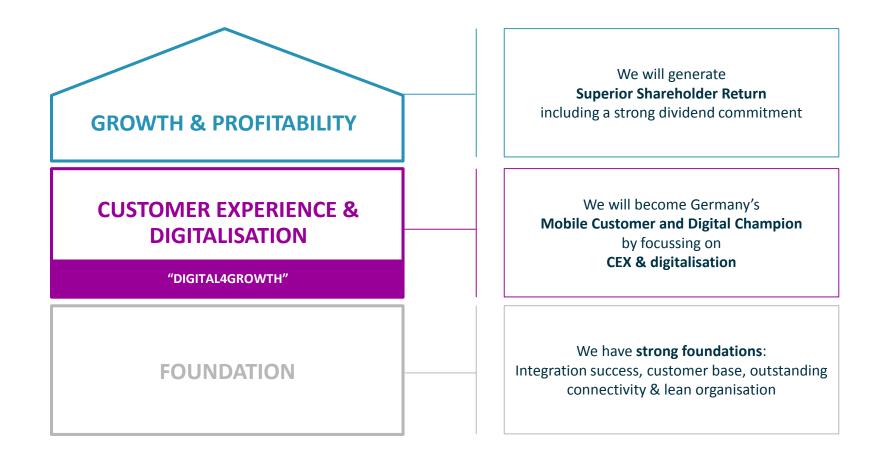
The Telefónica Deutschland Equity Story: Becoming the Mobile Customer & Digital Champion



¹ Excluding regulatory effects



Strategic priorities of Telefónica Deutschland





The German market thesis





Environment

Largest 4 to 3 merger in Europe, rational and dynamic market; mobile data usage increase and IoT drive market opportunity with focus on retention and fair market share

Data & sensors



Device & sensor opportunity: Consumer will mainly buy IoT from an existing relationship



Convergence

Soft convergence: Limited consumer demand for quadruple play due to large FTA offering; wholesale access to incumbent broadband network



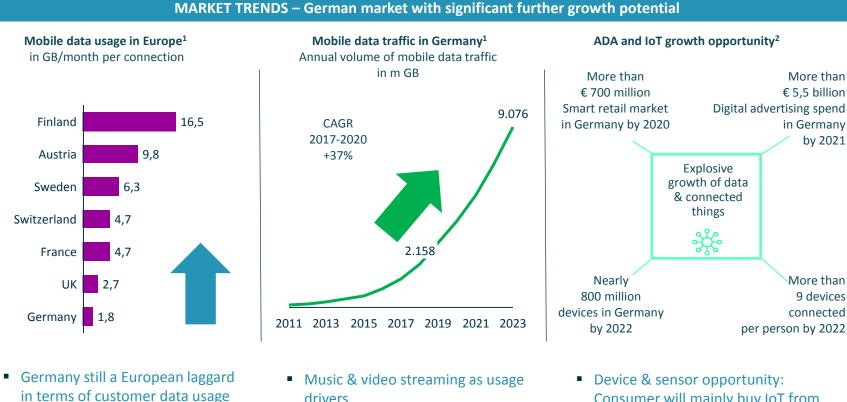
New regulatory environment

Europe needs a common regulatory framework on spectrum, as well as deregulation and a consistent framework for OTT & net neutrality to encourage investments

¹ Statistisches Bundesamt (2018) ² Arbeitsagentur (Apr 2018)



The data & device opportunity: **Expecting explosive growth**



 Further opportunities from growing LTE adoption

- drivers
- Trend to 3 GB/month for LTE customers

Consumer will mainly buy IoT from an existing relationship

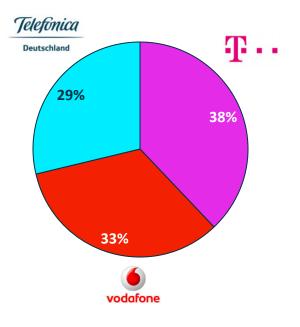
¹Analysys Mason "Western Europe telecoms market trends and forecasts 2018–2023", 05.03,2019 Source

² Company Research / Simon-Kucher & Partners analysis (2017) / Cisco VNI Global forecast (2019) / Please note: Devices including cellular, wifi & Bluetooth



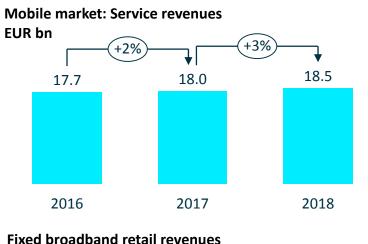
Competitive environment Germany

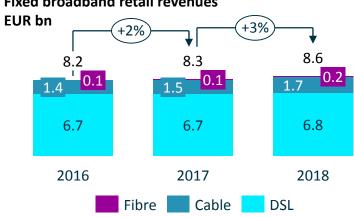
Rational and balanced market structure¹



- Rational market following 4 to 3 consolidation
- Tiered mobile data portfolios enabling data monetisation

Market development in past years²



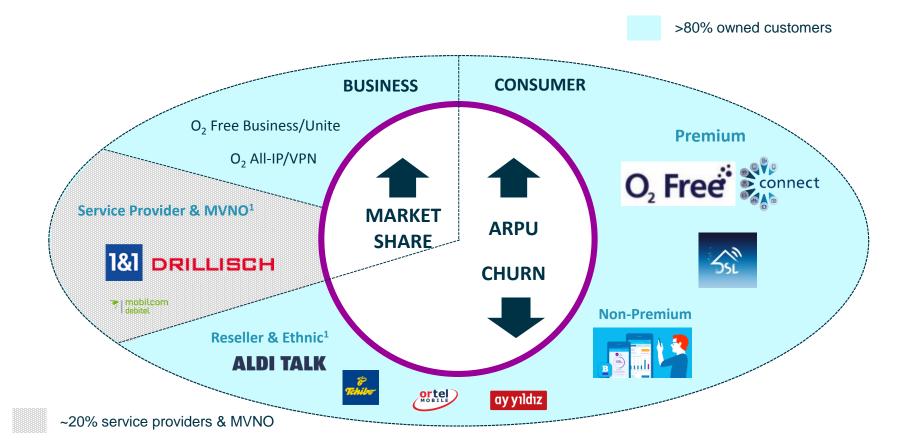


¹ Market share of MSR based on reported financials by MNOs for Q4 2018

² Source: Analysys Mason "Western Europe telecoms market trends and forecasts 2018–2023", 05.03.2019



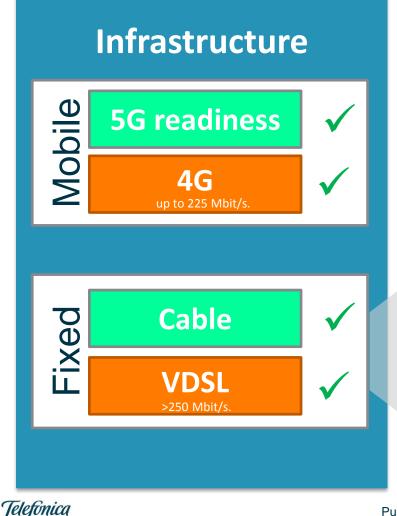
Largest owned customer base of ~35 million



¹Not exhaustive



Mobile Customer & Digital Champion All-round infrastructure player





Diversified fixed-network

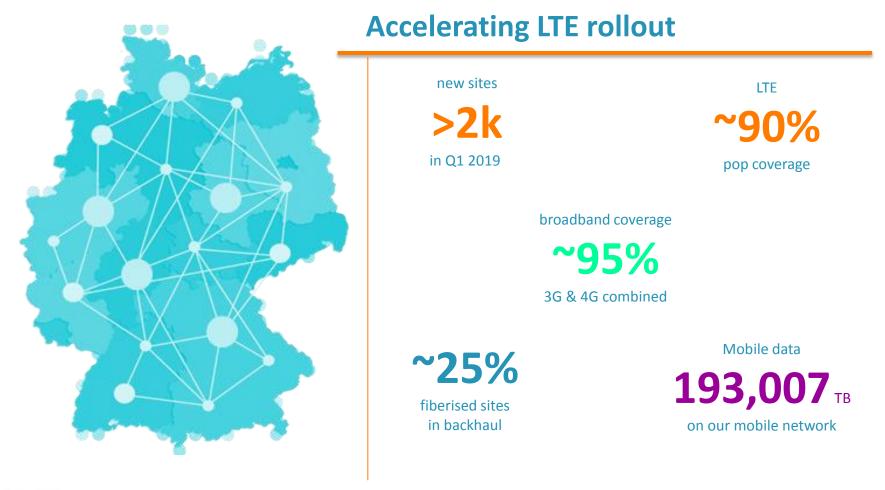
- Cable wholesale access with Vodafone¹
 - Expanding nationwide fixed-network
 - High-speed internet via cable
- Long-term VDSL partnership with Deutsche Telekom

¹Subject to merger approval by the EU



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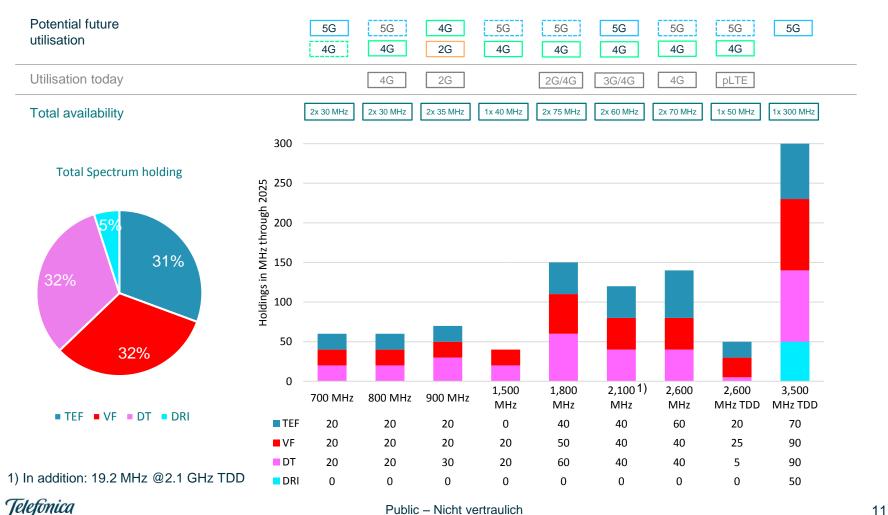
Mobile Customer & Digital Champion Building Germany's biggest and most modern network





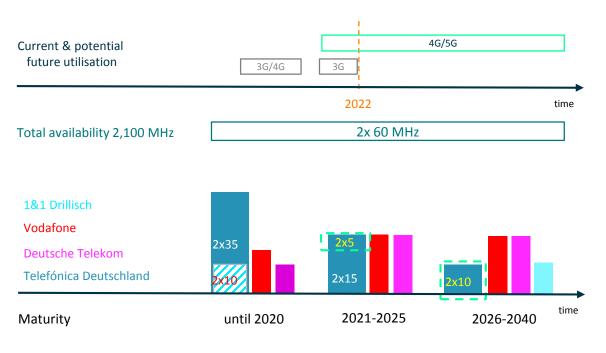
Future-proof spectrum setup to enable best customer experience

Balanced position in coverage and capacity spectrum 2021-2025



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Planned utilisation of 2,100 MHz spectrum



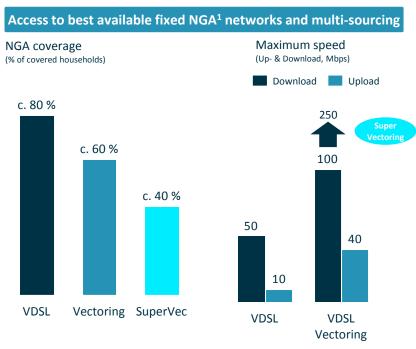
Potential MNO option

Spectrum acquired in 2019 auction by TEF D

- BNetzA will allocate the licenses acquired in the 2019 spectrum auction with effect of 1 Jan 2021 resp. 2026
 - Between 2021/25 TEF D still holds 1/3 of available 2.1 GHz licences
- Data traffic increasingly moving from 3G to 4G due to customer demand for high speed mobile broadband
 - Aiming to switch off 3G network by the end of 2022
 - Beyond 2022 reduced reliance
 on 2,100 MHz spectrum



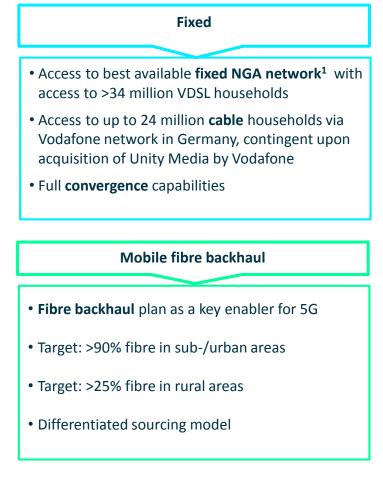
Fixed infrastructure model to complement our mobile network for best high-speed experience



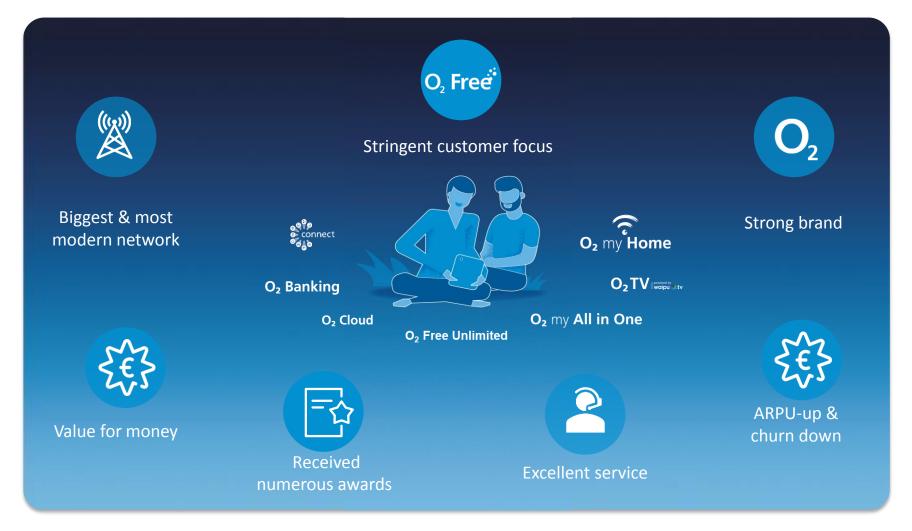
- Nationwide access to DT NGA network DT is currently focussed on upgrading VDSL to Vectoring and SuperVectoring
- Cooperation with vitroconnect started in Q4 to access footprints of alternative carriers – 1st partner is EWE TEL

¹ NGA: Next Generation Access including VDSL, Vectoring and future FTTX deployments





Mobile Customer & Digital Champion Well-positioned with O₂ Free



Telefonica Deutschland

O₂ Free, my All in One & DSL portfolio

2019 O₂ Free connect + boost





2019 O₂ my All in One



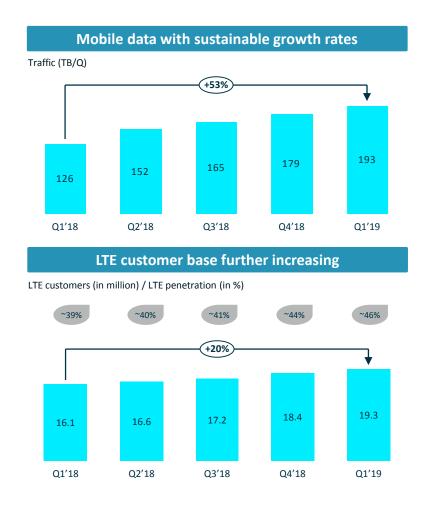
2018 O₂ DSL

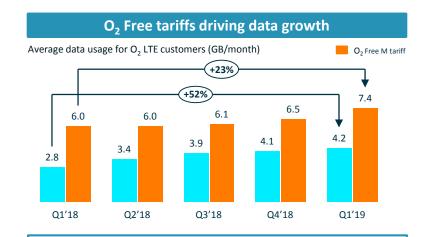
	Unsere Empfehlung	
O ₂ my Home L ¹	O ₂ my Home M ²	O ₂ my Home S ³
100 MBit/s DSL	50 MBit/s DSL	10 MBit/s DSL
Super-Highspeed DSL Download bis zu 100 MBits Uplead bis zu 40 MBits	Highspeed DSL Download bis zu 50 MBit/s Upload bis zu 10 MBit/s	
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0 € Anschlussgebühr 0 € Bereitstellungsgebühr bei Router-Auswehl	 Q. ∈ Anschlussgebühr Q. ∈ Bereitstellungsgebühr bei Router-Ausvehl 	 ④ 49,99 € Anschlussgebühr ⑥ 0,- € Bereitstellungsgebühr bei Router-Auswahl
Effektivpreis pro Monat: nur 29,99 € ①	Effektivpreis pro Monat: nur 24,99 € ()	Effektivpreis pro Monat: nur 22,07 € ①
74 ⁹⁹	19.	monatich* 14 99
ab dam 13. Monat 34.99 €	ab dam 13. Monat 29.99 4	ab dem 13. Monat 24.99 4

can be activated for an additional EUR 20 for unlimited



Data usage continues to grow with a CAGR of ~50%

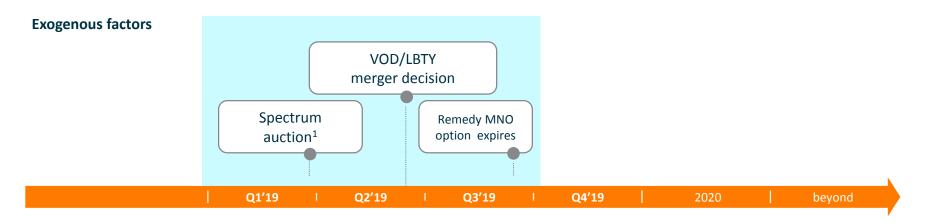




- Data continues to grow with a CAGR of ~50% driven by large data buckets and continuous LTE adoption; streaming services as the major driver
- Average data usage of O₂ LTE customers >4GB per month, O₂ Free customers consume >7GB per month in the most popular M tariff
- LTE customer base up +19.6% y-o-y to 19.3 million
- LTE penetration up 8 p.p. y-o-y, already ca. 60% LTE penetration in postpaid



Underlying business solid; key drivers for 2019 with challenges and opportunities

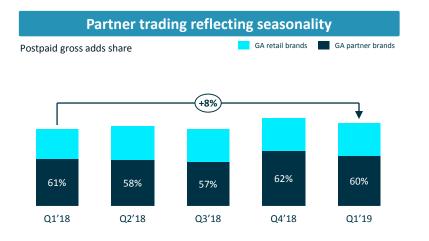


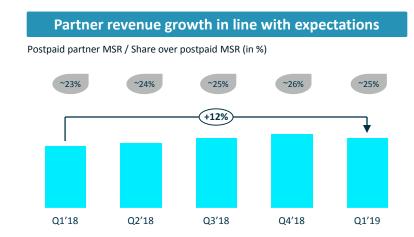
Org. business development

Consumer / Own brands	Churn-down, ARPU-up -> Growth in line with market
Long-term partnerships	Solid revenue streams, growing smartphone penetration → Profitable growth
Transformation	Revenue opportunities & efficiencies → ~EUR 600 million cumulated gross OIBDA benefits by 2022
Network development	LTE rollout, fibre in the backhaul, co-invest models $ ightarrow$ Quality improvement $ ightarrow$ Upside to commercial pricing

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Partner performance in line with expectations



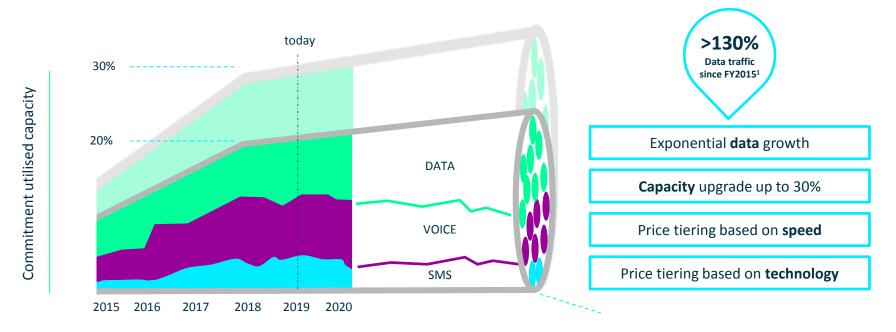


- 4G focus drives partner trading (60% of GA in Q1) including related migration trends
- Partner revenue growth in line with expectations driven by the dynamics of the MBA MVNO; visible effects from the reduction of termination rates
- Data growth now is the predominant driver of revenue trajectory, as opposed to previously data & glide path growth



MBA MVNO contract economics: Four levers for revenue growth

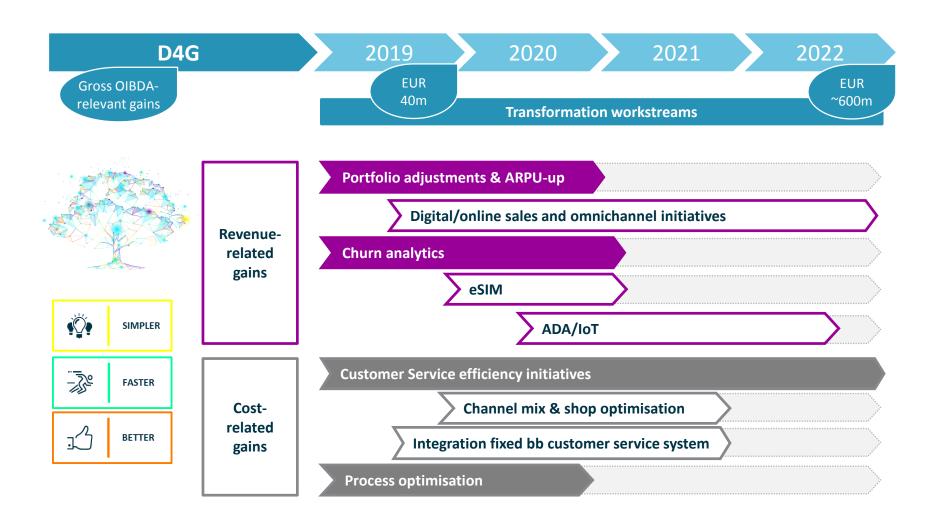
EU-approved capacity glide path



¹ Telefónica Deutschland mobile network traffic

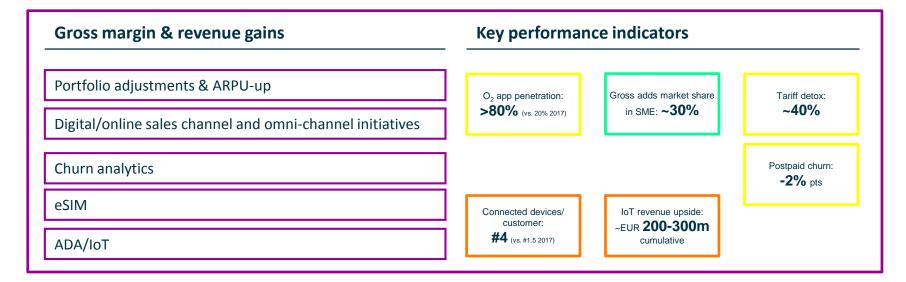


Digital4Growth – Key Transformation drivers in 2019





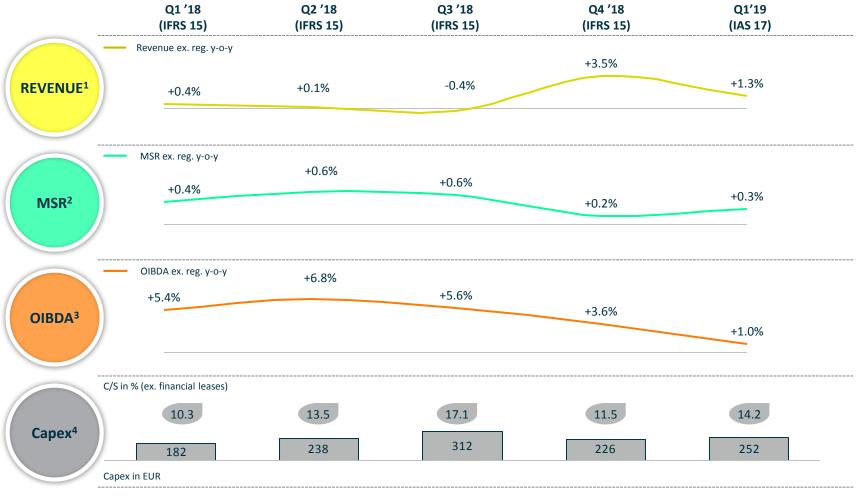
Digital4Growth – Key transformation areas



Cost savings	Key performan	Key performance indicators				
Customer Service efficiency initiatives	Share of eCare events: ~80% (vs. 65% 2017)	Sales in self-assisted channels:	Shop reduction: >10%			
Channel mix & Shop optimisation	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	>25% (vs. 15% 2017)				
Integration fixed BB customer service system	Manual back-office	Total IT spend/	Lead time product			
Robotics: process optimisation	-80%	subscriber: -15%	changes: Within hours			



Operational and financial trends solid in first quarter



¹ Excluding the negative impact from regulatory changes (mainly driven by the MTR regulation; mobile termination rate cut to EURc 0.95 per minute as of 1 Dec 2018)

² Mobile service revenues include base fees and fees paid by our customers for the usage of voice, sms and mobile data services. Also, access and interconnection fees as well as other charges levied on our partners for the use of our network are included ³ Exceptional effects were EUR 10 million of restructuring expenses in the period January to March 2019 (EUR 23 million based on IAS 17). The difference between restructuring charges under IAS 17 and IFRS 16 is due to the fact that certain IAS 17 operating lease commitments require the recognition of provisions, whereas those are recognised as lease liabilities under IFRS 16. Regulatory effects amounted to EUR -4 million in the period January 2019) and excluding additions from capitalised finance leases (till 31 December 2018)

Q1 2019 results broadly in line with guidance

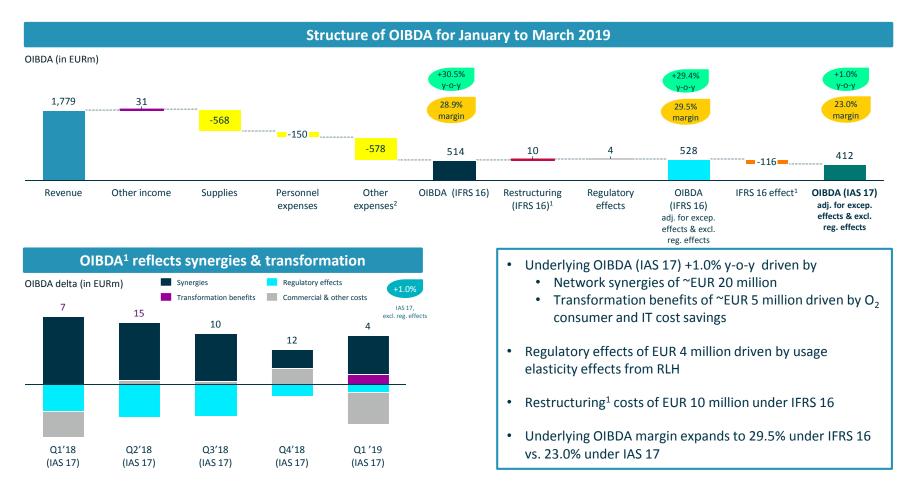
	Baseline 2018	Outlook 2019	Q1 2019			
Revenue	EUR 7,320 m	Broadly stable (excl. regulatory effects of EUR 60-70m)	+1.3% у-о-у 🗸			
OIBDA ¹	EUR 1,884 m	Broadly stable to slightly positive (excl. regulatory effects of EUR 40-50m)	+1.0% y-o-y As per IAS 17 reporting			
			+29.4% y-o-y As per IFRS 16 reporting			
C/S ²	13.2%	Approx. 13-14%	14.2%			

¹ Exceptional effects such as restructuring costs or the sale of assets are excluded

² Excluding additions from capitalised right-of-use assets (as of 1 January 2019) and excluding additions from capitalised finance leases (till 31 December 2018)



OIBDA reflects transformation & market investment

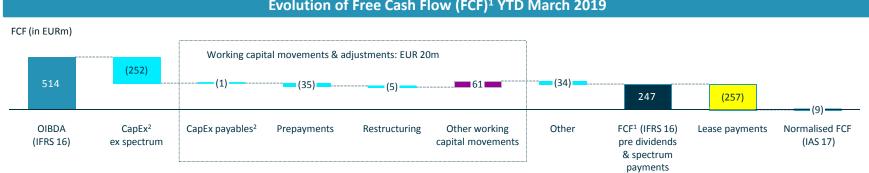


¹According to IAS 17, restructuring costs were EUR 23 million and the total resulting IFRS 16 effect at reported OIBDA level comes to EUR 129 million. The difference between restructuring charges under IAS 17 and IFRS 16 is due to the fact that certain IAS 17 operating lease commitments require the recognition of provisions, whereas those are recognised as lease liabilities under IFRS 16 Includes other expenses and impairment losses in accordance with IFRS 9



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FCF dynamics reflect implementation of IFRS 16

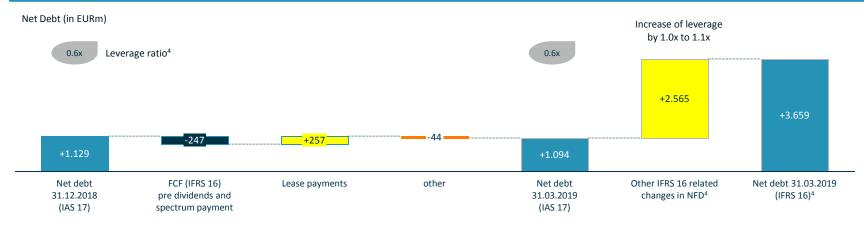


Evolution of Free Cash Flow (FCF)¹ YTD March 2019

¹ FCF pre dividend & spectrum payments is defined as the sum of cash flow from operating activities & cash flow from investing activities

² Excluding additions from capitalised right-of-use assets (as of 1 January 2019) and excluding additions from borrowed capital for investments in spectrum

Evolution of Net Debt³ – Leverage³ in line with target

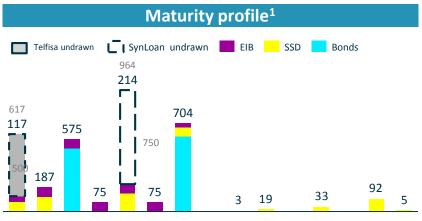


³ For definition of net debt & leverage ratio please refer to Q1 2019 earnings release

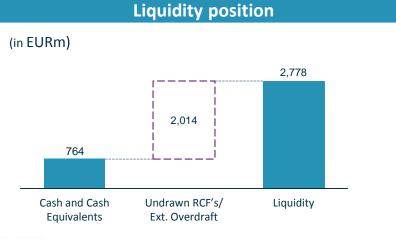
⁴ Balance sheet items within net financial debt affected by IFRS 16 are still subject to change within a bandwidth of +/- 5%



Smooth maturity profile and diversified financing mix per 31 March 2019



2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032 2033



Financing and interest mix²



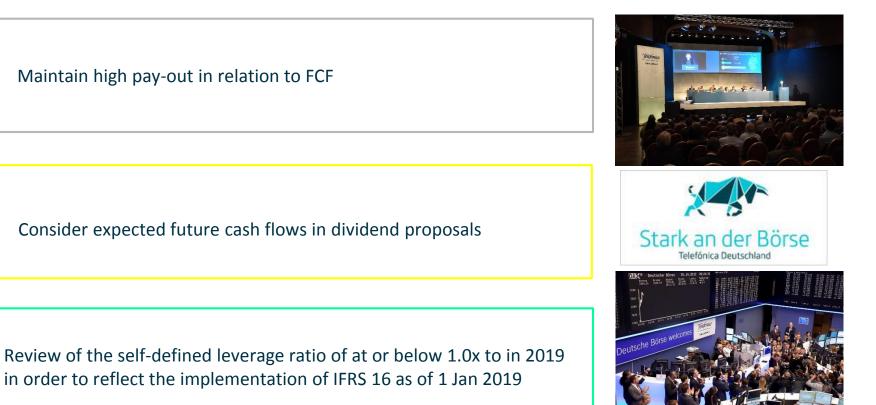
- Well balanced and diversified maturity profile
- EUR 2.8 billion liquidity position ensures financial flexibility
- Low exposure to rate hikes due to a high percentage of debt at fixed rates
- EUR 360 million promissory note loan with maturities of 5, 7 and 10 years placed in April 2019; not yet included in maturity profile



¹ Maturity profile excludes bilateral facilities ² Interest mix excludes undrawn facilities

Attractive shareholder remuneration policy

Shareholder remuneration policy – Main guidelines¹



¹ Refer to the Telefónica Deutschland website for full dividend policy (www.telefonica.de)

O2D Factsheet

Share price development until 14.05.2019 O2D — DAX — Sector YTD'19 4.5 4.0 +13.8% 3.5 4% 3.0 17.8% EUR 2.81 2.5 01.02.19 01.01.2019 01.03.19 01.04.19 01.05.19

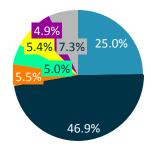
Telefónica Deutschland at a glance Market segment Prime Standard Industry **Telecommunications** Shares outstanding 2,974,554,993 shares Share capital EUR 2,974.6 m Market cap (as of 31.03.2019) EUR 8,325.8 m Share price (as of 31.03.2019) EUR 2.799

Shareholder structure as of 14.05.2019¹

Regional split of shareholder structure³







¹ Status: 14 May 2019

Freefloat

² Telefónica Germany Holdings Limited is an indirect wholly owned subsidiary of Telefónica S.A.; Status: According to shareholder register as of 31 March 2019

³ Source: NASDAQ; Shareholder ID as of April 2019



The team: Telefónica Deutschland board members



Markus Haas Chief Executive Officer



Markus Rolle Chief Financial Officer



Wolfgang Metze Chief Consumer Officer



Alfons Lösing Chief Partner & Business Officer



Cayetano Carbajo Martín Chief Technology Officer



Guido Eidmann Chief Information Officer



Valentina Daiber Chief Officer Legal & Corporate Affairs



Nicole Gerhardt Chief Human Resources Officer



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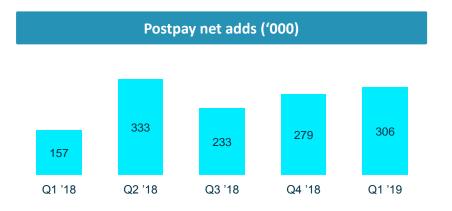




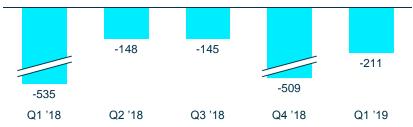
Appendix - KPIs

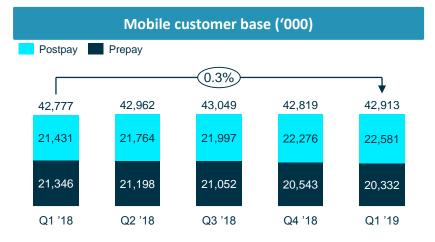
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Mobile KPIs







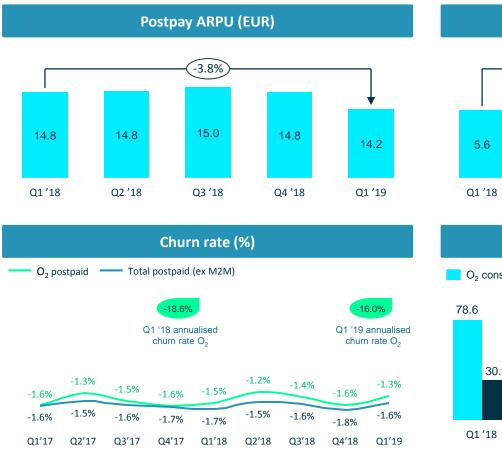


LTE customer base (in m)

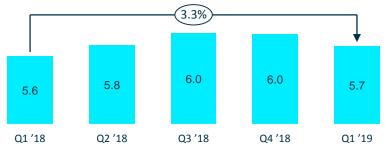




Mobile KPIs



Prepay ARPU (EUR)



Smartphone penetration (%)¹

 O2 consumer postpay
 O2 consumer prepay

 78.6
 79.9
 79.7
 80.9
 82.0

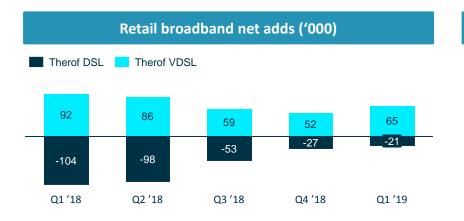
 30.9
 37.7
 35.4
 35.3
 36.4

 Q1 '18
 Q2 '18
 Q3 '18
 Q4 '18
 Q1 '19

¹ Smartphone penetration is based on the number of customers with a smallscreen tariff (e.g., for smartphones) divided by the total mobile customer base less M2M, less customers with a big screen tariff

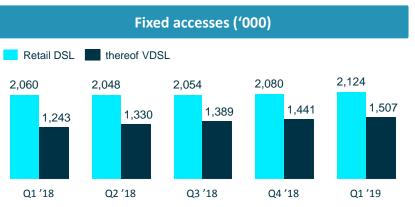


Fixed-line KPIs



Fixed retail ARPU (EUR)







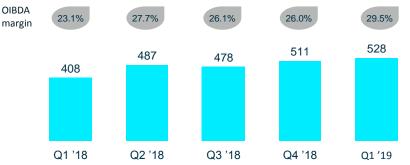
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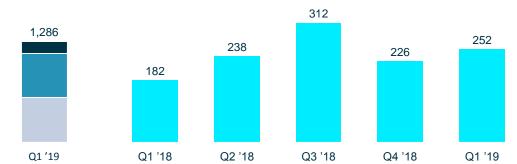
P&L



OIBDA (post GF, pre exceptional effects / EUR m)¹



CapEx³ (EUR m)



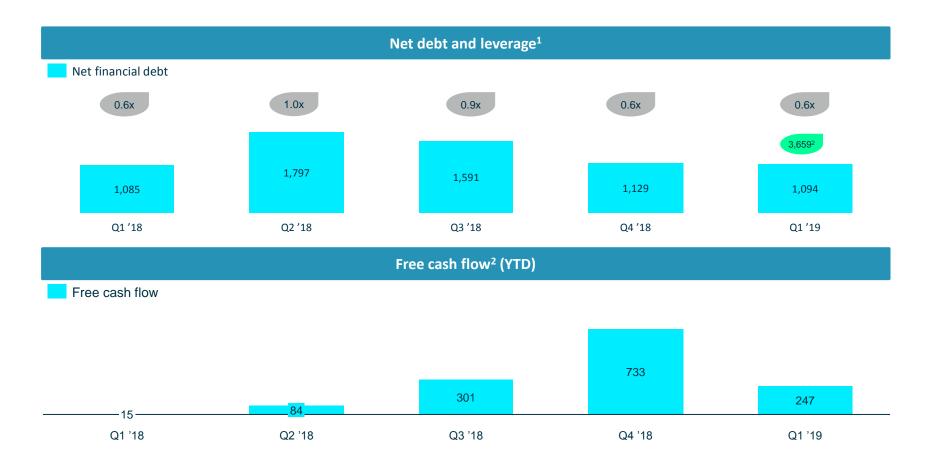
¹ Adjusted for exceptional effects, excl. the negative impact from regulatory changes and y-o-y comparison based on IAS17 accounting standards for 2018 and IFRS16 for 2018. For details please refer to additional materials of the Q1 2019 results release ² Opex-split before exceptional effects changes and y-o-y comparison based on IAS17 accounting standards for 2018 and IFRS16 for 2018. For details please refer to additional materials of the Q1 2019 results release ³ Excluding a relative intervention of the Q1 2019 results release ⁴ Standards for 2018 and IFRS16 for 2018. For details please refer to additional materials of the Q1 2019 results release ⁵ Excluding a relative intervention of the Q1 2019 results release

³ Excluding additions from capitalised right-of-use assets (as of 1 January 2019) and excluding additions from capitalised finance leases (till 31 December 2018)



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Financials



¹ Under IAS 17 accounting standard

² Under IFRS 16; with balance sheet items within net financial debt affected by IFRS 16 still subject to change within a bandwidth of +/- 5%

³ Free cash flow pre dividends and payments for spectrum is defined as the sum of cash flow from operating activities and cash flow from investing activities and does not contain payments for investments in spectrum

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Quarterly detail of relevant financial and operating data

Financials	2018				2019	
	Q1	Q2	Q3	Q4	FY	Q1
Revenue (excl. regulatory effects)	1,767	1,758	1,830	1,965	7,320	1,789
Mobile service revenues (excl. regulatory effects)	1,287	1,311	1,339	1,330	5,267	1,291
Revenue	1,767	1,758	1,830	1,965	7,320	1,779
OIBDA (post Group fees) adjusted for exceptional & regulatory effects ¹	408	487	478	511	1,884	528
OIBDA (post Group fees) adjusted for exceptional effects	408	487	478	511	1,884	524
CapEx ² excl. investments in spectrum	182	238	312	226	958	252
C/S Ratio ² (based on Revenue)	10.3%	13.5%	17.1%	11.5%	13.1%	14.2%
Revenue and Opex related Synergies	~35	~30	~25	~10	~100	~20

0	2018				2019	
Accesses	Q1	Q2	Q3	Q4	FY	Q1
Total Accesses	47,075	47,180	47,268	47,089	47,089	47,202
o/w Mobile	42,777	42,962	43,049	42,819	42,819	42,913
Prepay	21,346	21,198	21,052	20,543	20,543	20,332
Postpay	21,431	21,764	21,997	22,276	22,276	22,581

¹Adjusted for exceptional effects, excl. the negative impact from regulatory changes and y-o-y comparison based on IAS17 accounting standards for 2018 and IFRS16 for 2018. For details please refer to additional materials of the Q1 2019 results release

² Excluding additions from capitalised right-of-use assets (as of 1 January 2019) and excluding additions from capitalised finance leases (till 31 December 2018)



