



**Telefónica, S.A.**

**MR. PETER ERSKINE**

***Member of the Board of Directors of Telefónica, S.A.***

Born in London, 10th of November 1951.

Mr. Peter Erskine holds a Degree in Psychology from Liverpool University and an Honorary Doctorate from University of Reading.

He is currently Chairman of the Henley Business School Strategy Board, he is a Member of the Council of the University of Reading, and also serves as a Member of the University's Strategy and Finance Committee. Since 2016, he is a Member of the Supervisory Board of Telefónica Deutschland Holding AG.

Mr. Erskine began his career in the field of Marketing in Polycell and in Colgate Palmolive. He worked for several years at the Mars Group, subsequently being appointed European Vice-Chairman of Mars Electronics.

In 1990, he was appointed Vice-Chairman of Marketing and Sales of Unitel.

He joined British Telecom (BT) in 1993-1998, where he held a number of senior positions, including Director of BT Mobile and President and Chief Executive Officer of Concert. In 1998 he became Managing Director of BT Cellnet. Subsequently in 2001 he became Chief Executive Officer and a member of the Board of Directors of O2 Plc. (now Telefónica Europe Plc.) and was appointed Chairman in 2006, in which capacity he served until 31 December 2007, then becoming a non-Executive Director.

In January 2009, he joined the Board of Ladbrokes PLC as a Non-Executive Director, becoming Chairman in May 2009. He stood down from the Board in December 2015, having taken a lead role in the merger of Ladbrokes PLC with Gala Coral Group.

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