

NOTA DE PRENSA

PRESS RELEASE

Telefónica to integrate Netflix into its TV and video platforms in Latin America

Netflix members will be able to log in and easily watch their favorite shows and movies on Telefónica's pay TV and video platforms. Anyone can simply sign up via the app right on their set-top-box, internet or mobile device

Madrid/Los Gatos, Calif., May 24, 2018 - Netflix Inc. (NASDAQ: NFLX), the world's leading Internet entertainment service and Telefónica (NYSE: TEF:US), one of the largest providers of integrated telecommunications services in Europe and Latin America, announced a multi-year partnership in countries in Latin America where Telefónica operates.

The agreement covers a range of initiatives, that vary according to each market, including integrating the Netflix app into Pay TV set-top boxes and providing access to Netflix from the Movistar Play Video OTT service, enabling members to pay their Netflix subscription via their Telefónica bill and adding Netflix to certain mobile video data plans that allow Telefónica customers to stream video without tapping into their standard data allowance.

Once Netflix launches on Telefónica's platforms, anyone may simply sign-up and Netflix members may log into the Netflix service on Telefónica devices and easily discover Netflix original content from around the world such as "La Casa de Papel", "Bright", "Lost in Space", "Narcos", "Club de Cuervos", "3%", "Stranger Things" and "13 Reasons Why".

The first launches in several countries will be announced in the next few weeks and further launches will happen throughout the region in 2018.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company, it prides itself on providing a differential experience based on both its corporate values and a public position that defends customer interests.

The company has a significant presence in 17 countries and 357 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

About Netflix

Netflix is the world's leading internet entertainment service with 125 million members in over 190 countries enjoying more than 140 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.