NOTA DE PRENSA
PRESS RELEASE

TELEFÓNICA AWARDED WITH 2016 GSMA GLOMO AWARD AT MWC BY ITS GLOBAL ENERGY EFFICIENCY PROGRAMME

Barcelona, February 23rd, 2016.- Telefónica has been awarded in the Mobile World Congress with the 2016 GSMA Global Mobile Award in the category "The Green Mobile Award" by its Telefónica Global Energy Efficiency Programme.

Telefónica Global Energy Efficiency Programme works to optimise energy efficiency with innovation, monitoring and use of renewable energy in order to reduce greenhouse gas (GHG) emissions in all operations and processes of the company. The Programme, launched by Telefónica's Climate Change and Energy Efficiency Office together with Global Infra Efficiency Unit, covers 21 countries and 17 operations. Its main goal is to improve the energy efficiency of the network, which is the origin of 85% of CO_2 emissions in a Telco.

In the period 2010-2014 Telefónica has developed 157 energy efficiency projects and 102 is ongoing in 2014-2015 all around its footprint and it has save 136 GWh and 36 kt CO_2 eq only in 2015. Besides 15% of the Telefonica energy comes from renovables sources.

The award, granted on Tuesday, 23 February during Mobile World Congress in Barcelona, has picked by Juan Manuel Caro, Director of Operations and OSS at Global CTO of Telefónica on behalf of the team that led the project.

 "This award is a recognition of the good work of a great team and an encouragement to all that remains to be done. For the next few years, we will continue working on renewable energy, infrastructure management and monitoring and energy management systems based on ISO 50001", says Caro.

Elena Valderrábano, director of Responsible Business of Telefónica, adds: "Telefónica, like any company Telco, does not have a significant environmental impact. However, ICTs have great potential to reduce the impact on other industries. In fact, there are many companies in different industries that use green solutions Telefónica, intelligent management services fleet, intelligent building, cloud computing, etc. And thanks to our platform for smart cities, Spain is a leader in smart cities".

In total, 285 nominees have been shortlisted for more than 40 awards over eight categories. With more than 930 entries this year – a new record – the competition, in its 21st year, is greater than ever, reflecting the tremendous diversity and pace of innovation across the mobile world. The Glomo Awards are judged by independent experts, analysts, journalists, academics and, in some cases, mobile operator representatives.

Telefónica Global Energy Efficiency Programme

With this programme, Telefonica contributes towards a greener economy through the design of "Greener Networks" with the innovation work and the participation in international network projects and seeking leadership and active participation in strategic sectorial and cross-sectorial forums and working groups, putting together technical knowledge and policy advocacy. For instance, by participating in standards bodies contributing to the definition of more energy efficient technologies standards and therefore to achieve a greener industry.

The programme is based on pragmatic initiatives and use cases with proven savings and it is strongly supported on technology and innovation. Moreover, it is a periodically reviewed plan adapted to needs,

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tempo and advances of operations and with a strong cultural component based on talent and knowledge management, understanding the importance of the team.

Telefónica Global Energy Efficiency Programme has an own mechanism for monitoring the effectiveness of it as a way to ensure the long-term sustainability. During 2015 there has been a thorough review process which has led to define further actions to accelerate the achievement of objectives as the rhythm is very important on climate change. Telefónica objective is to cut by 30% our direct and indirect emissions of CO_2 by the year 2020. Up to now, the Programme has obtained a high degree of meeting objectives year by year.

A path of commitment with Energy Efficiency in Telefónica

Different organizations have recognized Telefónica´s commitment with energy efficiency, carbon management & corporate sustainability:

- Telefónica is the second best in the world telco in transparent management of climate change, belonging to "A list of climate" (99A) of CDP (Carbon Disclosure Project) in 2015.
- Included in FTSE4Good Index, an index that measure the performance of companies that meet globally recognized corporate responsibility standards
- Recognized in the DJSI Global and European. Climate Change Strategy (100 points)
- Industry associations recognize our leadership: GSMA Energy Efficiency Benchmarking. ITU-T Standardization initiatives.

About the award: http://www.globalmobileawards.com/

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 both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 21 countries and over 327 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.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4,975,199,197 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

About the GSMA
The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences.

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