

NOTA DE PRENSA

PRESS RELEASE

GARTNER POSITIONS TELEFONICA AS A VISIONARY IN GARTNER MAGIC QUADRANT FOR MANAGED MOBILITY SERVICES

- Managed Mobility enables Telefonica's multinational customers to increase their productivity and facilitates a business everywhere principle.

Madrid, November 27, 2014.- Telefonica, a leading provider of integrated communication solutions, has announced it has been positioned by Gartner, Inc. in the "Visionaries" quadrant of the Magic Quadrant for Managed Mobility Services.

The report defines "Visionaries" as having "an innovative and disruptive view of mobility and its effect on the enterprise; however, their service capabilities are highly dependent on the use of private-labeled subcontractors, and they frequently have limited service portfolios in terms of breadth and depth. Visionaries have an early mover advantage in providing project-based services, such as consulting, development and integration. Visionaries maintain the potential to quickly become Leaders, based on the creation of deeper managed services, or outsourcing, relationships that span tactical and strategic user requirements."

The vendors in the Magic Quadrant were evaluated on their "ability to execute" and "completeness of vision", which reflects criteria like Product & Service, Sales execution/pricing, Operations or Business model, among others.

Managed Mobility is a major part of Telefónica's core service portfolio and an area in which the company continues to heavily invest. It has a positive impact enabling Telefonica and multinational customers globally to take advantage of increased productivity whilst leveraging and managing consumerisation and enterprise mobility trends. It also creates joined up end to end communications, and most importantly, facilitates a business everywhere principle through mobilization of business processes and higher employee collaboration, leading to greater productivity.

José Luis Gamo, Telefónica Global Solutions, Multinational Business Unit CEO, commented: "We believe being in the visionary quadrant means we are able to actively innovate and disrupt within the market and offer flexible solutions to our customers. We will continue to deliver in this area with new innovative products and features to help our customers run their businesses more efficiently".

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About Telefonica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

The company has a significant presence in 21 countries and a customer base of more than 316 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 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

Telefonica Global Solutions manages globally the multinational, wholesale and roaming business within the Telefonica Group. Global Solutions delivers integrated fixed, mobile and IT services to some of the world's top multinationals and corporations. It also provides global telecommunication services for fixed and mobile carriers, ISPs and content providers. Telefonica Global Solutions develops an integrated and competitive portfolio for carriers and corporations that include international voice, IP, bandwidth capacity, satellite services, mobility and global solutions, with service reach in more than 170 countries. Global Solutions is a multicultural organisation, with more than 1400 employees, working in over 40 countries and speaking more than 15 languages.

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