

NOTA DE PRENSA

PRESS RELEASE

TELEFÓNICA, MOST ADMIRED EUROPEAN TELECOMS OPERATOR ACCORDING TO FORTUNE MAGAZINE

- It is the only Spanish company listed this year in the prestigious ranking of the North American magazine.
- With an average score of 6.50 points, Telefónica surpasses all its direct competitors in the European market and is only behind AT&T and Verizon in the world.

Madrid, 23 January 2019.- [Telefónica](#) is the most highly valued European telecommunications operator among executives according to “Fortune” magazine’s annual ranking of “The World’s Most Admired Companies”.

The company also ranks third in the sector, only behind AT&T and Verizon and is the only Spanish company of any sector to appear in the prestigious list.

[Telefónica](#) received an average of 6.50 points out of 10, ahead of all its direct competitors in the markets where it is present (vs [Vodafone](#); 6.00 points; [Orange](#), 5.87 points, and [Deutsche Telekom](#), 6.14 points).

Telefónica is among the 300 most admired companies in the world according to this Fortune classification which analyses companies from 50 different industries.

The ranking is prepared from nearly 3,800 interviews with executives, analysts, directors, and experts.

For more information:

<http://fortune.com/worlds-most-admired-companies/>