



Móviles

Telefónica Móviles' active customer base surpassed 52 million in 2003

- Total active managed customers rose by over 10.5 million, an annual increase of over 25%. In the month of December alone, Telefónica Móviles' client base increased by more than 2.7 million customers.
- The increase of more than 4.2 million clients in the fourth quarter was the largest quarterly organic growth in the history of the Telefónica Móviles Group.

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Madrid, 27 January 2004.- Telefónica Móviles ended 2003 with over 52 million active managed customers. These figures consolidate Telefónica Móviles' position as one of the largest mobile telephony groups in the world and reflect the significant commercial activity of all the Group's operators in the fourth quarter of the year, when Telefónica Móviles increased its active client base by more than 4.2 million customers. In the month of December alone, Telefónica Móviles added more than 2.7 million active clients.

These 4.2 million new active managed customers represent the highest organic growth (excluding the impact of acquisitions and mergers) in one quarter in the history of the Telefónica Móviles Group.

During the year, the number of active managed clients rose by over 10.5 million, or more than 25%.

By geographical regions, Telefónica Móviles España exceeded 19.66 million customers, a year-on-year increase of 7%, after having gained over half a million new customers in fourth quarter 2003. The performance of Telefónica Móviles España's quarterly net adds reflects the satisfactory results of the company's commercial policy, both with respect to customer loyalty and customer acquisition.

In Brazil, Vivo, the joint venture between Telefónica Móviles and Portugal Telecom, exceeded 20.6 million active customers, with an increase of close to 2.2 million new customers in fourth quarter 2003 and close to 7 million since the beginning of the year. Accordingly, Vivo consolidates its leadership of the Brazilian mobile telephony market, with an estimated average market share of 56% in its areas of operation, thanks to its having the most advanced range of latest generation services and a successful unified commercial offering under the Vivo brand.

In Mexico, the efforts made to extend the coverage of the GSM network in the country, which exceeded initial targets, and a more extensive distribution channel – with over 6,000 points of sale at the end of 2003 – boosted commercial activity significantly in the last few months of the year. Telefónica Móviles México achieved a significant success in its Christmas campaign, adding more than half a million active clients in the month of December, for a net increase of 725,000 clients in fourth quarter 2003 (191,000 in third quarter 2003). As a result, the company added more than a million new customers in the year.

All this brought Telefónica Móviles Mexico's client base to nearly 3.5 million active customers at the end of 2003, placing it in a solid position to capture a significant part of the growth in the Mexican mobile market during 2004.

In Argentina, Telefónica Móviles exceeded 1.8 million active customers, a year-on-year increase of 13%, with commercial activity growing in the fourth quarter of the year.

Telefónica Móviles Perú had over 1.5 million active customers at the end of 2003, a 22% increase from the previous year, thanks to its progress in the development of the new generations of mobile telephony, which has allowed the company to consolidate its leadership.

In Chile, Telefónica Móvil (the subsidiary of CTC Chile managed by Telefónica Móviles) ended 2003 with 2.3 million active customers, 23% more than in December 2002. The strong net adds in fourth quarter 2003 were boosted by its offer of GSM services.

In Morocco, Médi Telecom reached 2.1 million active clients, a year-on-year increase of 29%.

The solid results obtained in the last quarter of the year, with growing activity in all markets, confirm the dynamism of the markets in which Telefónica Móviles Group is present and the company's ability to capture the largest share of the high growth potential of these markets.

Más información en nuestra página web <http://www.telefonicomoviles.com>

Dirección de División de Comunicación
Paseo de Recoletos, 7 y 9
28004 Madrid

Tel: +34 91 423 40 44
Fax: +34 91 423 40 11
e-mail: prensa_tm@telefonicomoviles.com