



RAMIRO SÁNCHEZ DE LERÍN GARCÍA-OVIES
General Secretary and
Secretary to the Board of Directors
TELEFÓNICA, S.A.

TELEFÓNICA S.A., pursuant to article 82 of the Spanish Securities Market Act (*Ley del Mercado de Valores*), hereby reports the following

SIGNIFICANT EVENT

On the date hereof, DTS, Distribuidora de Television Digital, S.A.U. ("DTS") and the Spanish Professional Soccer League ("LFP") have reached an agreement for the marketing of the exploitation of audiovisual content rights for pay per soccer in the domestic market, for the 2015/2016 season.

See Press release attached in relation to this agreement.

Madrid, July, 10, 2015.

SPANISH NATIONAL SECURITIES MARKET COMMISSION
MADRID



Telefonica



OFFICIAL PRESS RELEASE

LaLiga and Telefónica reach an agreement for the marketing of the exploitation of audiovisual content rights for pay per soccer in the domestic market, for 2015/16 season.

The 600 million euros agreement signed today, Friday, July 10, grants the exclusive exploitation rights of Liga BBVA, Liga Adelante and all the pay per offer for Copa del Rey matches, to Telefónica.

Telefónica and LaLiga express their satisfaction with this agreement for the 2015/16 season, which is considered also beneficial for the rest of the operators, clubs and supporters.