

London, UK - 25 January, 2018

Telefonica reaches a global agreement with Tutela to benchmark and improve mobile experience

Tutela and Telefonica have jointly announced today the signing of a global agreement, according to which Telefonica will make use of independently collected mobile network quality data, gathered by Tutela from over 100 million mobile devices in the 17 markets where Telefonica operates. The partnership delivers means enabling Telefonica to access to crowd-sourced network quality data and reports which will assist the company to improve the mobile quality of experience for its customers and benchmark against its competitors' networks.

Network quality data provided by Tutela will include details of signal strength and quality, device usage and download speed patterns for all networks across Telefonica's markets. These insights will enable Telefonica to analyse and compare the experience of their own and other networks and identify opportunities for improvement and further investment.

Tom Luke, Vice President at Tutela said; "We are excited to work with Telefonica Group to provide our benchmarking data and customised research to Telefonica as part of their global benchmarking initiative. Our insights will allow Telefonica to analyse various aspects of mobile user experience across their markets and benchmark against other operators to give users the best experience."

Juan Carlos Garcia, Director of Technology and Architecture at Telefonica Group added: "Following on from the success in Mexico, we decided to partner with Tutela on a global basis. Tutela's data set is comprehensive and provides network quality measurement data in all our markets in Europe and Latin America. This multi-year agreement gives us a consistent way to regularly analyse and benchmark mobile network performance across all of our markets and ensure that we are focussed on delivering an excellent customer experience globally."

Tutela's anonymous network quality data is collected from the background of over 2000 selected partner mobile applications. Tutela's network collects over 10 billion mobile quality data points every day globally, with over 5 billion collected within Telefonica's markets.

About Tutela:

Tutela Technologies, Ltd., is a Canadian independent network testing and analytics company with offices in Victoria, British Columbia and London, England. Their location-based mobile insights and tools help the mobile industry improve network coverage, quality of service and related investment decisions.

For more information, visit www.tutela.com.

About Telefonica:

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

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defends customer interests. The company has a significant presence in 20 countries and 344 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.

For more information, visit: www.telefonica.com

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