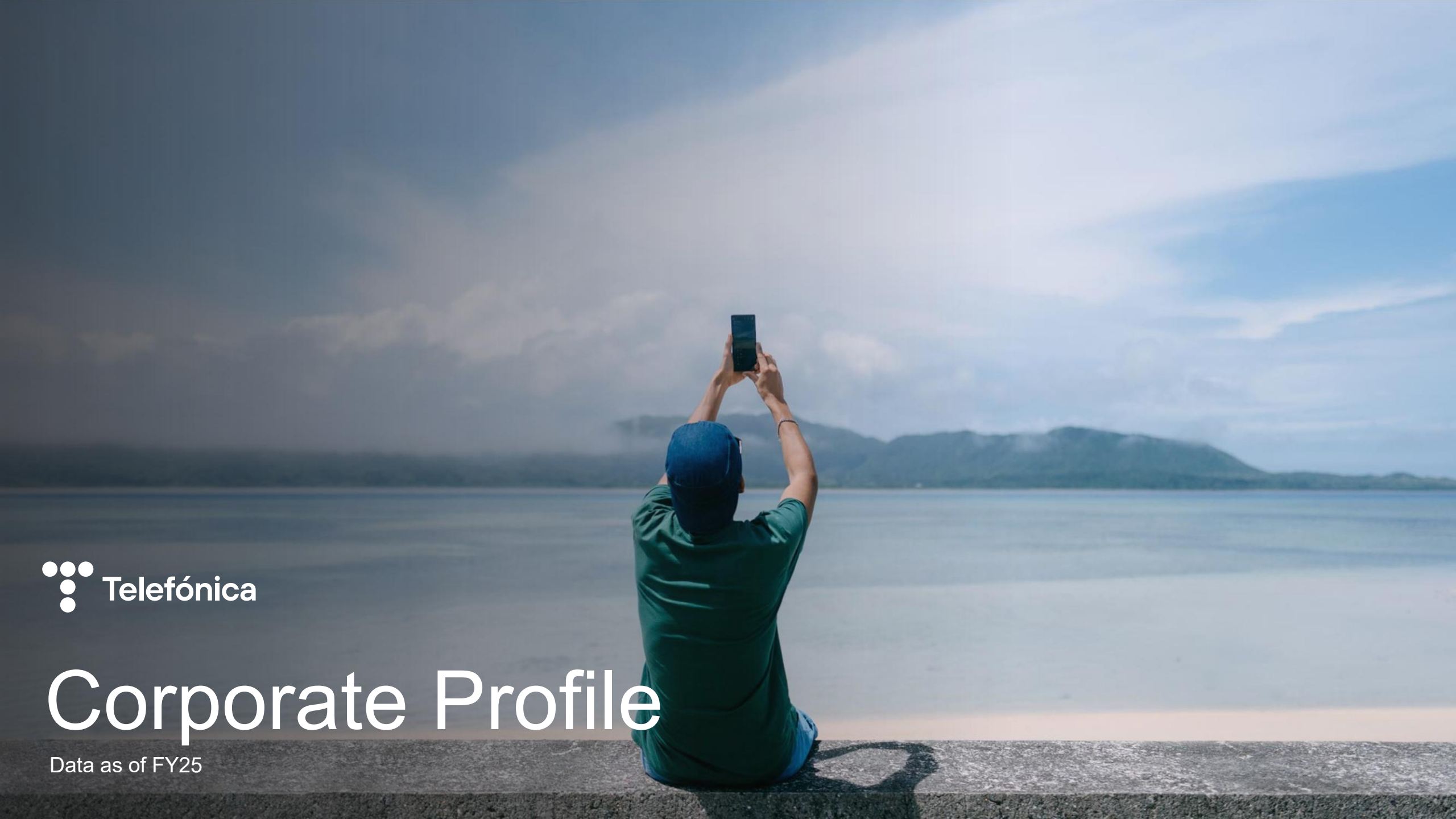




# Corporate Profile

Data as of FY25



## Mission, Vision & Purpose

### Mission

**Deliver the best digital  
experience to our customers**

### Vision

**Become a world-class European  
Telco with profitable scale**

### Purpose

**Become the best gateway to  
digital technologies for people**

# Telefónica in numbers

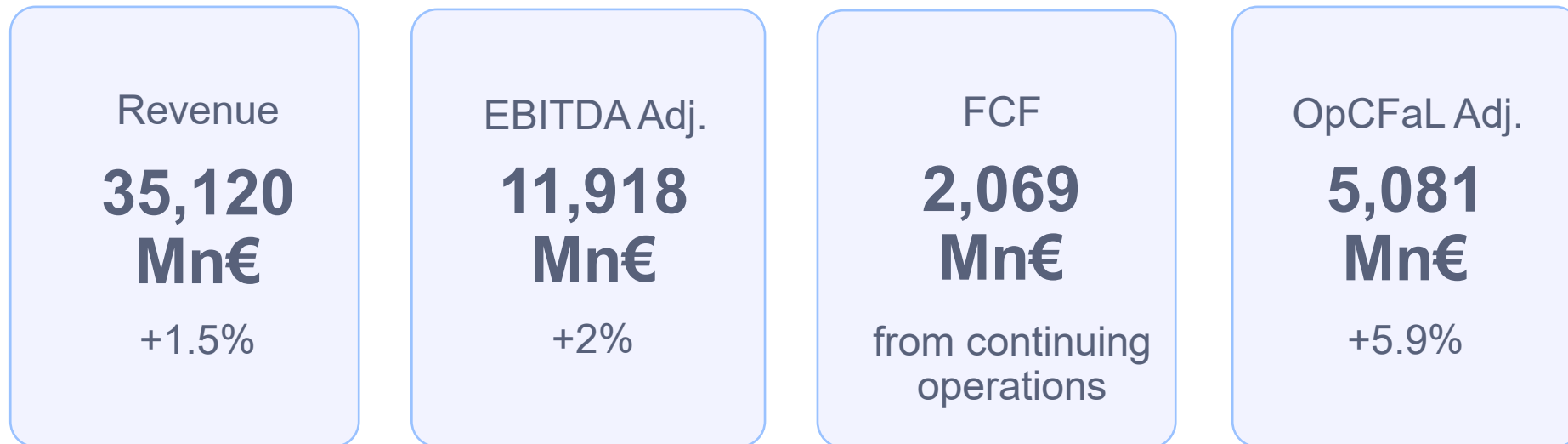
**4**  
key markets



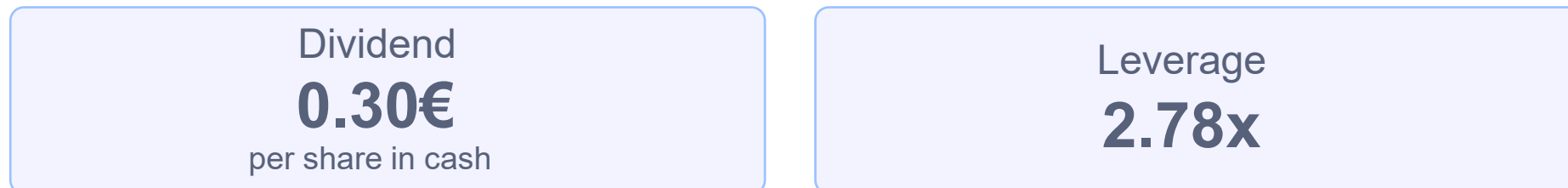
**326 Mn**  
accesses

**82,655**  
employees

## Growth & Profitability



All 2025 financial targets delivered



\* Figures in constant terms

# Technological leadership

## Evolving fiber network to XGSPON

# 1 global leader in UBB\* deployment

163 Mn UBB premises passed  
74 Mn FTTH premises passed

## Increasing 5G footprint

5G coverage  
80% in key markets



95%



67%



99%



87%

## Pioneers, cutting-edge technology



Since 2021

## Autonomous Network Journey

Comprehensive transformation program covering planning, deployment, operations, optimization, and assurance, **all powered by AI.**

**12 high value use cases**  
currently operating at Level 4 autonomy

Over **400 AI-based use cases** already in production

Clear roadmap: reaching **Level 3.75 autonomy by 2028**  
and **Level 4 by 2030** in key markets

\* Excluding Chinese operators. Source: Analysys Mason

# Strategic Plan: TRANSFORM & GROW

6 strategic pillars

1 DELIVER BEST-IN-CLASS CUSTOMER EXPERIENCE

2 EXPAND B2C OFFERING

3 SCALE B2B

4 EVOLVE TECHNOLOGICAL CAPABILITIES

5 SIMPLIFY TELEFÓNICA'S OPERATING MODEL

6 DEVELOP TALENT



# Leadership & Strength

Data as of FY25

# Telefónica Spain: commercial momentum and strong network



2025, best commercial year since 2018

REVENUE

**+1.7%**

EBITDA Adj.

**+1.1%**

CHURN

**~ 0.8%**

ARPU  
convergent

**~90€**

Record number of fixed broadband and  
mobile contract customers

**6.2 Mn**  
(FBB)

**16 Mn**  
(mobile contract)

Deploying a leading Edge Plan

*\* Figures in constant terms*

# Telefónica Brazil: Vivo, a differential asset



2025, growing above inflation

REVENUE  
**+6.7%**

EBITDA Adj.  
**+8.4%**

Mobile ARPU  
**+5.2%**

Access base at an  
all-time high  
**116.8 Mn**

New digital services

**B2C**

Video & Music OTT  
(+18.1%)

**B2B**

Cloud (+37.8%)  
IoT (+25.9%)

**Vivo Total (convergent) +40.9%**

\* Figures in constant terms

# Telefónica Germany: focus on profitable growth



AI First: comprehensive strategy to foster transformation

REVENUE

**-3.8%**

EBITDA Adj.

**-8.2%**

CHURN contract

**1.1%**

GROWTH IN UNDERLYING TERMS

Good brand traction



Mobile customers:

**+22.2%**

Q425 / q-o-q net adds

5G network coverage target achieved:

**99%**

Network quality: **#2** in **Connect** magazine test

*\* Figures in constant terms*

# Telefónica UK: solid progress on fiber and 5G deployment



## Focus on Mobile Transformation Plan

REVENUE

**-6.4%**

EBITDA Adj.

**-1.9%**

OpCFaL Adj.

**+2.1%**

REVENUE AND EBITDA TARGETS DELIVERED

Infrastructure deployment

**18.8 Mn premises**  
(fixed footprint)

**87%** +12 p.p.  
(5G outdoor coverage)

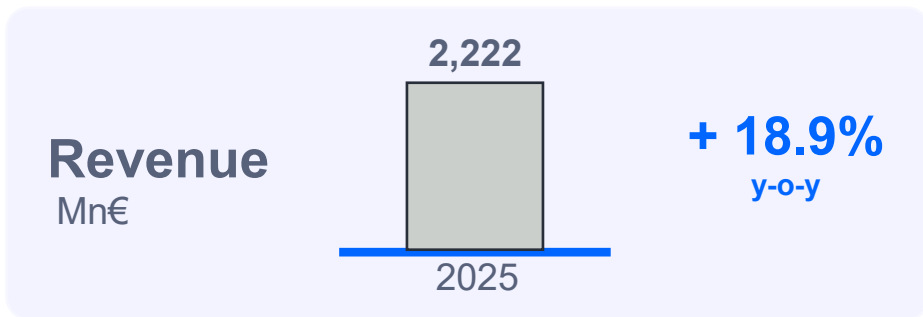
Recognised as the UK's top broadband provider in **Opensignal's 2025**



\* Figures in constant terms

# Telefónica Tech / Telefónica Infra

## Telefónica Tech



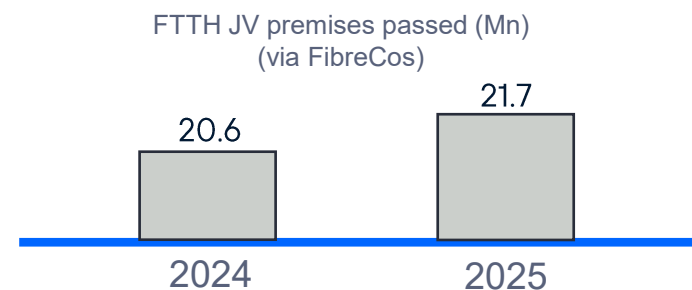
 **Solid commercial traction**  
double-digit revenue  
y-o-y growth

**Scaling capabilities**  
to foster growth in  
cybersecurity, sovereign cloud, IoT & AI

## Telefónica Infra

Focused on **value creation / optionality**

Contributes to the **industrial transformation**  
and efficiency of OBs



**TELXIUS**  
International fiber network  
**> 100,000 km**

EBITDA Adj. margin  
**>45%**

 **Bluevia**

 **FIBRASIL**

 **UNSERE GRÜNE GLASFASER**

 **nexfibre**

\* Figures in constant terms

## Technology & Projects

### AI

Applied AI: predictive, generative & agentic  
AI powered CX,  
AI Contact Center, AI Native SOC

### Connectivity

5G Standalone  
Network Apification, Network Slicing

### Other technologies

Cloud, Edge Computing, Cybersecurity,  
Quantum, IoT, Web3, Blockchain

## Open Innovation / Telefónica

R&D Investment  
+1,000Mn€

**TOP 60**  
**EU companies**  
**in R&D investment**  
\* Industrial R&D Investment  
Scoreboard 2025

**Technological**  
**industrial**  
**property rights**  
634 active



- 1,200 startups
- Cumulative investment of +260Mn€.
- +460 startups active in portfolio.
- +200 collaborating with the Group (revenue of +700Mn€).
- +150 clients.

# Sustainability



## Environmental

### Towards Net Zero in 2040

-91% Scopes 1&2 since 2015  
-34% Scope 3 since 2016

### Securing stability with clean energy

39% of Group energy sourced from renewable long-term PPAs



## Social

### Connecting communities

92% rural MBB coverage across core markets

### Protecting customers from cyber threats

211Mn attacks avoided for SMEs and retail customers in 2025 in Spain



## Governance

### Safeguarding the supply chain

>17k sustainability-related supplier audits in 2025

### Leading in sustainable financing

>20bn of financing linked to sustainable indicators

## Continue to lead in ESG ratings

CDP A List for 12th consecutive year

#1 in sector in **WBA Digital Inclusion & Social Benchmarks** and **Ranking Digital Rights Index**



# Fundación Telefónica

Data as of FY25



# Fundación Telefónica

## Education & Employability

We work to foster technological talent, expand career opportunities, and support people as they adapt to a job market transformed by digitalization

### TO CHILDREN AND TEENAGERS

**ProFuturo, Equality**

786,381 trained children



### TO YOUNG PEOPLE AND ADULTS

**\*Technological Excellence Scholarships**

150 scholarships  
12 Mn€ in three years



**Campus 42: Programming Scholarships**

6,142 trained people

### TO SENIORS

**Reconectados**

41,308 beneficiaries



## Competitiveness & European innovation

We help foster informed and supportive public opinion regarding European technological sovereignty by engaging leaders and influential figures who can promote this vision and exert social influence.

### TO INDUSTRY, INSTITUTIONS, ACADEMIA AND CIVIL SOCIETY

**THNK&DO TECH**

*A platform for rigorous, diverse, and independent analysis and debate on European technological sovereignty.*

- Identify the strengths, gaps, and opportunities within the European digital ecosystem.
- Gather informed opinions from experts in various fields.
- Take action to foster flagship projects in emerging technologies.

## Ethics, Culture & Society

We promote a space for reflection, knowledge, and transparency in the use of technology, which helps build an active and well-informed digital society.

### TO THE PUBLIC

**Espacio Fundación Telefónica**

To encourage reflection and debate on major technological challenges through forums and exhibitions

418,048 visitors



**TELOS**

A leading journal in the dissemination of knowledge on communication, technology, and society.

Visits/ Downloads  
391,193



← **TECH VOLUNTEERING** →

Social Footprint: 10 Mn



Telefónica